



Green Sea Guard is established in the UK as a limited company. The company manufactures remote telemetry systems for ships. 175 countries have endorsed the UN's calls for ship emissions reduction regulations, yet none of them have an automated way to monitor ship emissions. Today, regulators must board ships and take fuel samples for laboratory analysis. This market alone amounts to 155,000 ships, with inland waterway vessels of significant size providing a further 200,000.

Green Sea Guard provides access to emissions data in real time over the internet, solving the regulators' problem, but also providing shipowners with information that they can use to save costs. Thus, Green Sea Guard provides a positive business case for compliance for the shipping community. Green Sea Guard has been recognized by a number of national and international industry awards. Most significant was winning a place on the Port of Rotterdam's PortXL programme during 2017, which brought the company state funding for the first time, and allowed it to close its first contracts with major industry participants.

Funding to date has been provided by private individuals, two funds and a subsidiary of the Port of Rotterdam as well as two state grants – from the Government of South Holland, and the European Space Agency. The G100 product was first trialled on the River Thames three years ago, with the Maritime & Coastguards Agency taking a close interest. The product provides gas analysis to a fine level of accuracy, from which shipowners and managers can schedule preventative maintenance, track and prioritise faults, accessing the data from the Green Sea Guard secure server. The product can also be used to monitor fuel wastage, and a range of other faults such as misaligned propellers. The G300 device is the only device to monitor particulates in real time on board ship, using a conductivity method that can detect particulates of sizes far below currently regulated levels, which are increasingly associated with poor human health outcomes. Two further product variants are in development for the inland waterways industry segment. Although competitors are starting to emerge, none offer the same functionality, and all are more expensive. A port in northern Portugal are currently trialling a mobile unit; the Dutch Navy are trialling a static laboratory unit and the Port of Rotterdam are installing their third unit. Further potential orders are currently being stalled through lack of working capital.

The board includes David Ford, a professional fund manager, and Dr Christopher Clack, non-director Chairman, who is a senior lecturer in Computer Sciences at University College London. Ian Robertson, retired from senior sales positions at Oracle and IBM leads the Advisory Board. Anita Bradshaw, the CEO, graduated in Natural Sciences from Cambridge, and has more than 30 years of operations experience in the City and as a management consultant. Staff are mostly volunteers, although there are now three paid staff as well.

Green Sea Guard is dedicated to reducing emissions in the shipping industry, one of the last industries to introduce regulation, and is currently generating modest revenues. The company is seeking £1m of equity funding to complete development (15%), to professionalise sales and marketing operations (18%), to provide working capital (30%) and to streamline delivery (37%). A 0.6% market share in just one market segment is projected to generate an exit at 22 x the investment sought after 5 years.

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