

# PSIDON.



Smarter Boating, Effortless Freedom



Royal College of Art

Imperial College  
London

For further information go to <https://www.psidon.ai/>

9:41

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Psidon

20.08.25

# PSIDON. Investor Pack

PSIDON.AI is an AI-powered platform transforming the boating experience for owners and service providers. By combining a smart data logger with a connected app, PSIDON delivers predictive maintenance, intelligent trip planning, and seamless booking of marine services. First launching in the high-value US boating market, PSIDON creates recurring revenue through subscriptions and hardware whilst building a scalable ecosystem of providers, partnerships, and data-driven insights.

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# The Challenges of Boat Ownership

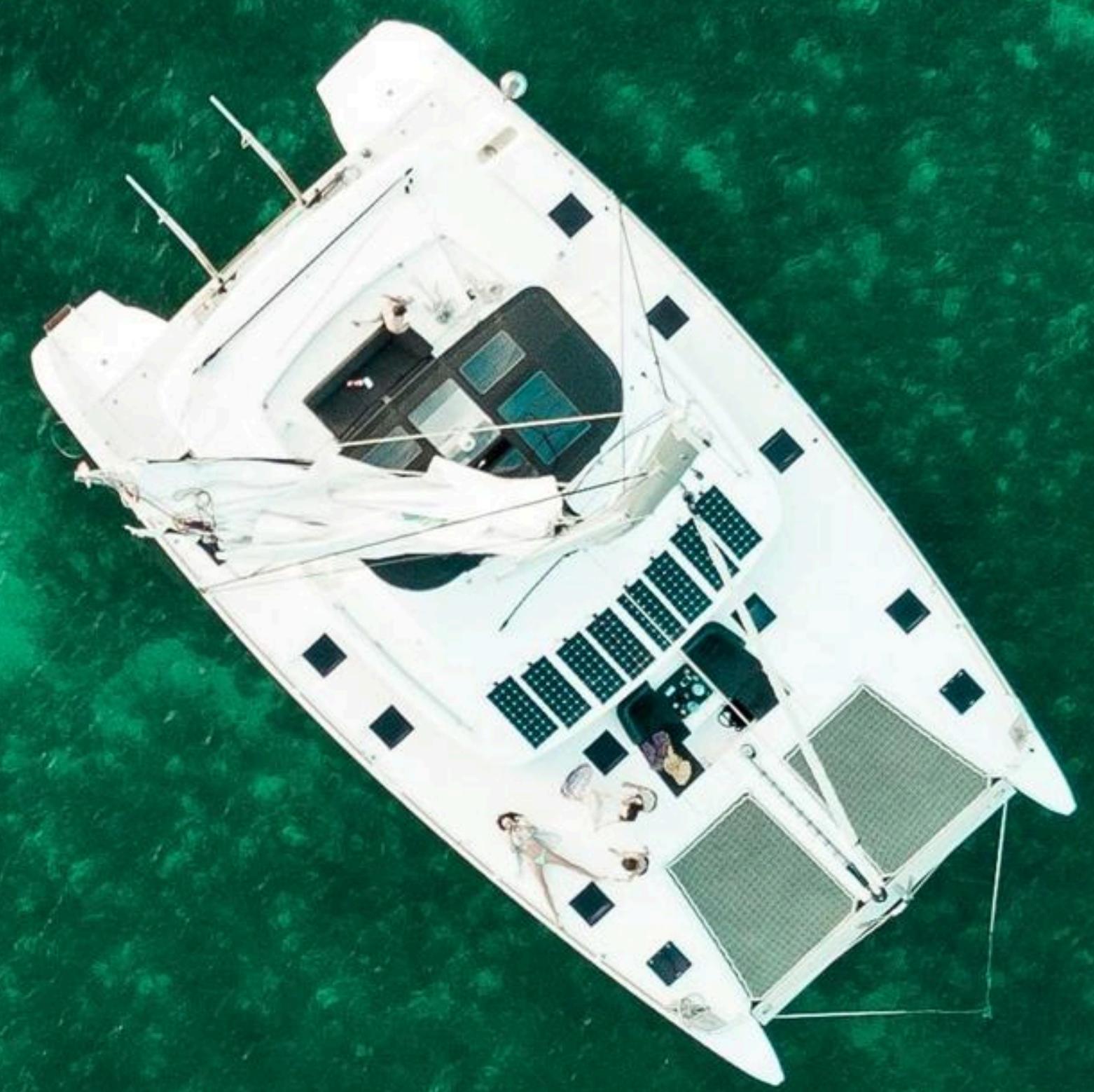
Buying a boat is more than a transaction ...



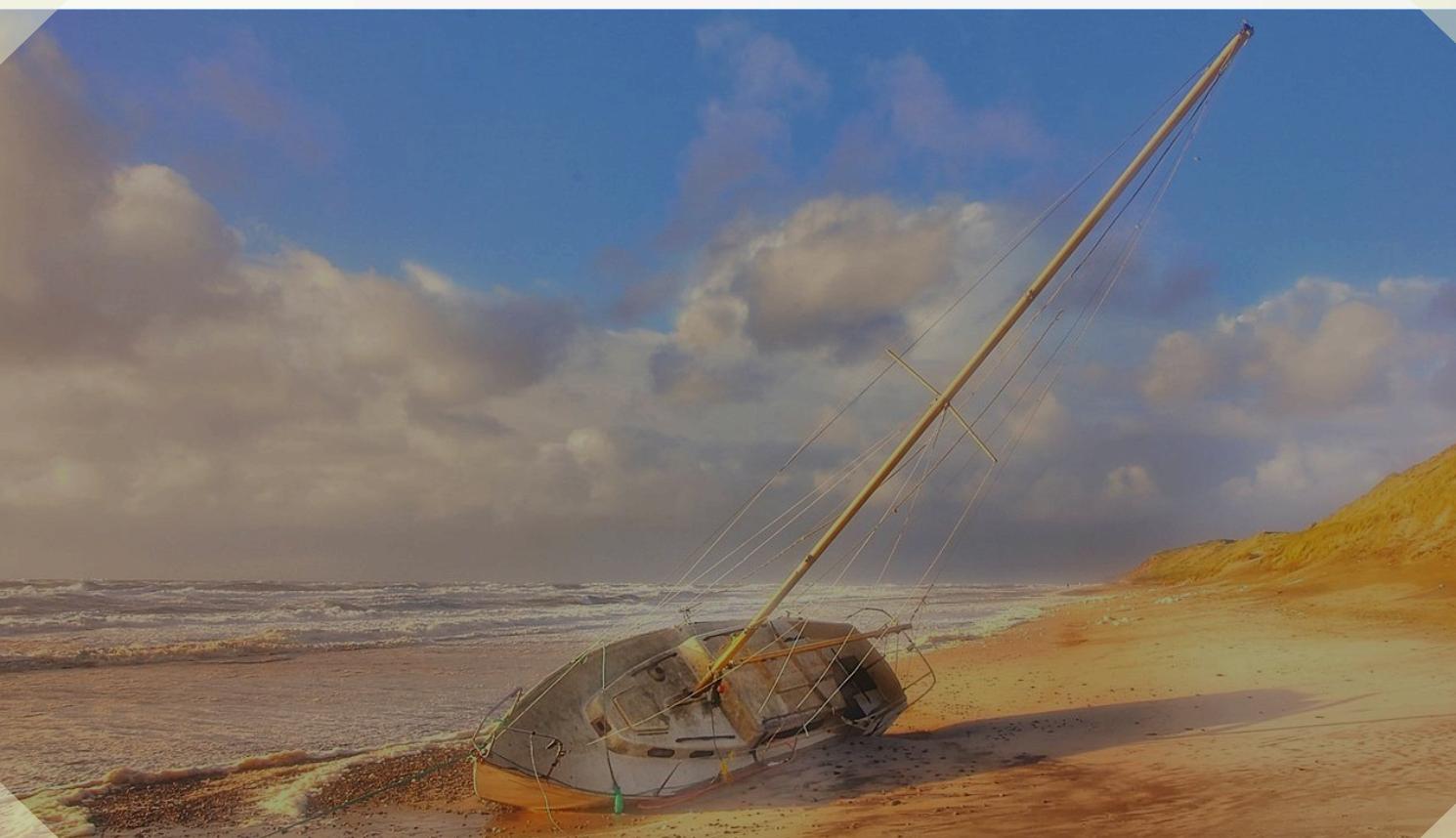
... it's the entry ticket to a new lifestyle



It's freedom



**It's a new chapter**



For many boat owners,  
it can be the first chapter of a horror story



Buying a boat is not like buying a car, you're buying a complex system where all its components need to work for the vessel to work in a safe manner

That means keep track of and maintaining a wide inventory of safety critical components



### Alpha Boat Services

Service Bill: \$12,000

Time out of water: 7 days

Distance: 1 mile



### Beta Marine

Service Bill: \$18,000

Time out of water: 14 days

Distance: 20 mile



### Gamma Vessel Maintenance

Service Bill: \$6,000

Time out of water: 5 days

Distance: 25 mile



Choosing who you turn to for help with maintaining your boat is generally a gamble, with no resource to turn to for reliable reviews of service provider's performance

The choice often comes down to proximity to the vessel which shouldn't be the driving factor for a decision that often involves 10s of thousands of dollars or pounds!

Speaking with experienced boat owners, there is a common theme of finding their "guy" through trial and error and sticking with them even though they may not be getting a competitive rate or get better service elsewhere

Through interviews we identified that boat owners struggle with...

Overestimate own abilities

How do I schedule my maintenance needs?

Inefficient booking systems

Which professional can I trust?

Time

Experience

procentjetwintig · 1y ago

First sailboat we looked at everything related to sailing. All was well. The engine however would not start. It ended up never working and costing us a ton in repairs.

Never buy a boat with a bad engine unless you plan to put a brand new one in.

↑ 3 ↓ Reply Award Share ...

meowwer500 · 1y ago

I assumed I didn't need a mechanic to check it out since I had hired a surveyor. Ended up having a \$6k repair bill within the first week, and a lecture from my mechanic about how I should have had him check it out before buying - I could have gotten the price down.

**Bobbybass** Posted February 11, 2018



Member 2.3k Gender:Male Location:Seaford, East Sussex. Boat Name:Sinky

I don't know if this is general or just a few things that happened around me. It concerns buying boats and having surveys and committing your hard earned cash to the outcome. Around 11 years ago I bought my first narrowboat. A 60 foot Reeves hull that was (at that time ) 10 years old. I paid over £700 to have it surveyed at Braunston with "one of the most highly recommended surveyors in the area"....tsk tsk.. He picked out a few items..that were rectified.. and gave it a clean bill of health. 2 weeks later it nearly sank. The bolts holding the stern tube to the cross member were missing (never found them in the bilge)...and during mooring up the tube unscrewed and fell into the boat leaving a large gap around the prop shaft... By the way..the surveyed bilge pump didn't work... 2 years later I had it re-blacked to find that the 10mm base plate was corroded by 6mm over a substantial part of the plate. Approaching the "famed" surveyor... he said that the survey was "on the day...sorry about that". 20 months ago I nearly purchased a fibreglass cruiser on the Thames. £700 for lift and survey... Another highly recommended surveyor (funny how brokers don't like to make surveyor recommendations.. and then do?)..pointed out a few things as 'minor'..and it was a sheer stroke of luck (actually..I surprised the broker by turning up unannounced and demanding the file )...that I uncovered paperwork that the boat had been in a hard collision (insurance recovery)..with the stern and had an emergency lift as water was pouring in. The stern..transom...seriously cracked....had allowed water to soak into the interior and the plywood was sodden..meaning that its strength would always be unknown. The surveyor countered this by stating that it should never be used on the sea !. I walked away £700 lighter. A few weeks later..I discovered that the same surveyor had previously surveyed that boat..twice...so already knew it inside and out. Very lucrative !! st September....my sister...and her now late husband (probably due to the stress)...went looking for a narrowboat. There seems to be a trend w..that many brokers advertise.."with recent survey"....so you are reassured. They went ahead and purchased it. In the first week they had RCR 3 times....who examined the boat and said it was totally botched..and should never have passed survey !!. to me... y wife and myself 'thought' we would go back to a narrowboat. I have just returned from a long drive to view a boat. The couple have owned it for 2 years...and I'm sure they were very genuine...I have no qualms about that. I saw the invoice for their purchase...£28,750. They then spent 2,000 on over plating !!!.. The overplating job looked great with very high quality welding, but overplating rotten base plate with 6mm of steel could mean a resale value in 5 years time.. of 2 bags of crisps and a can of coke ! sled (as you would )...why did you buy such a bad hull that required so much remedial work...?... Can you guess...? course.....the answer was that the boat came with a recent...reassuring.....,wonderful survey....so they didn't need to pay to get their own !. year later they took it for blacking to discover that the baseplate..thought to be 8mm...was down to 2mm or less..and they had basically bought a 10 ton colander !!. Serious corrosion...base...and sides...They took it up with the surveyor...but of course the small print said (as in person that commissioned it and must never be shown to a third party. Standard

at all..or whether you can just buy copies of surveys from China....

... and found plenty of issues reported on social media

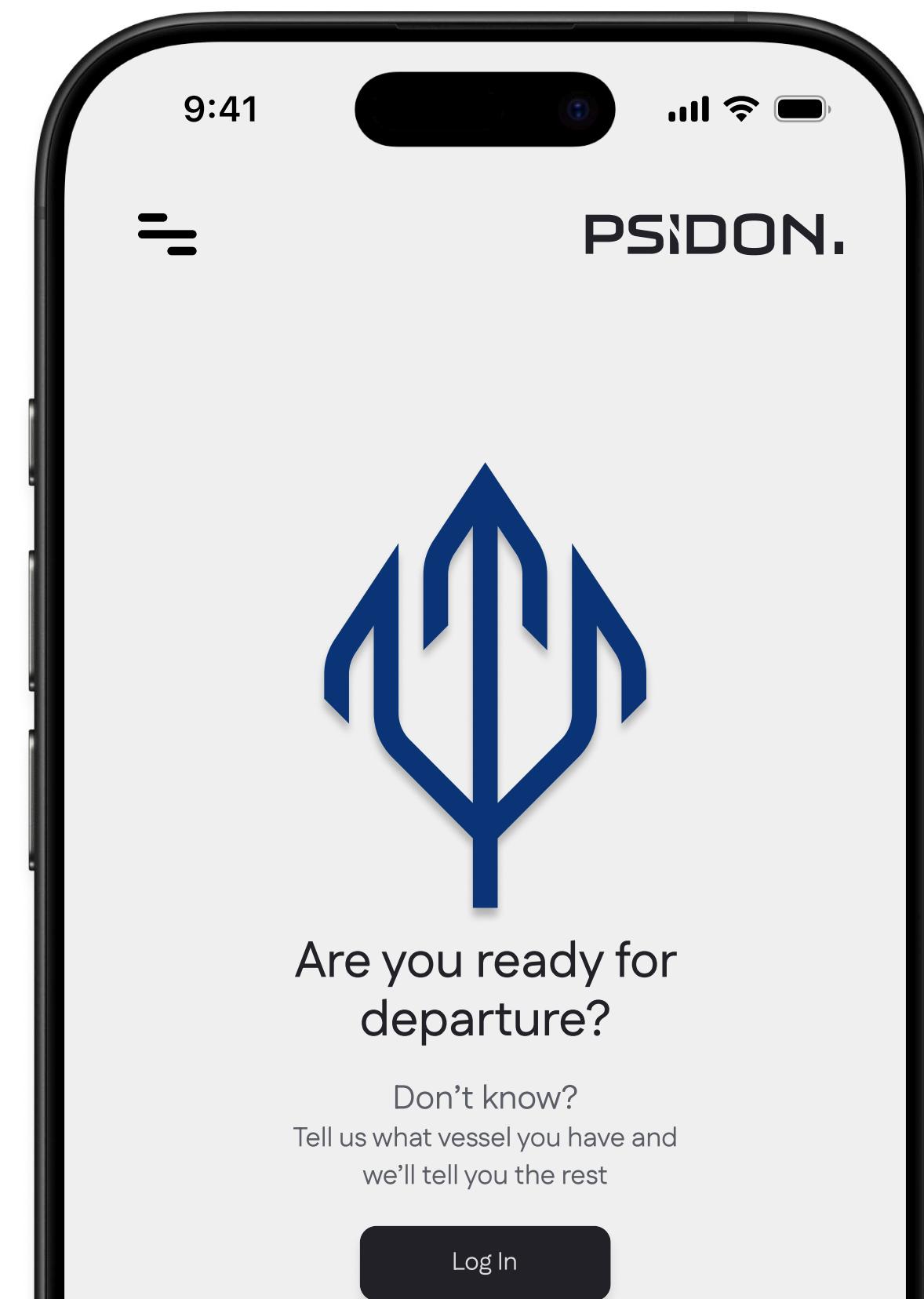
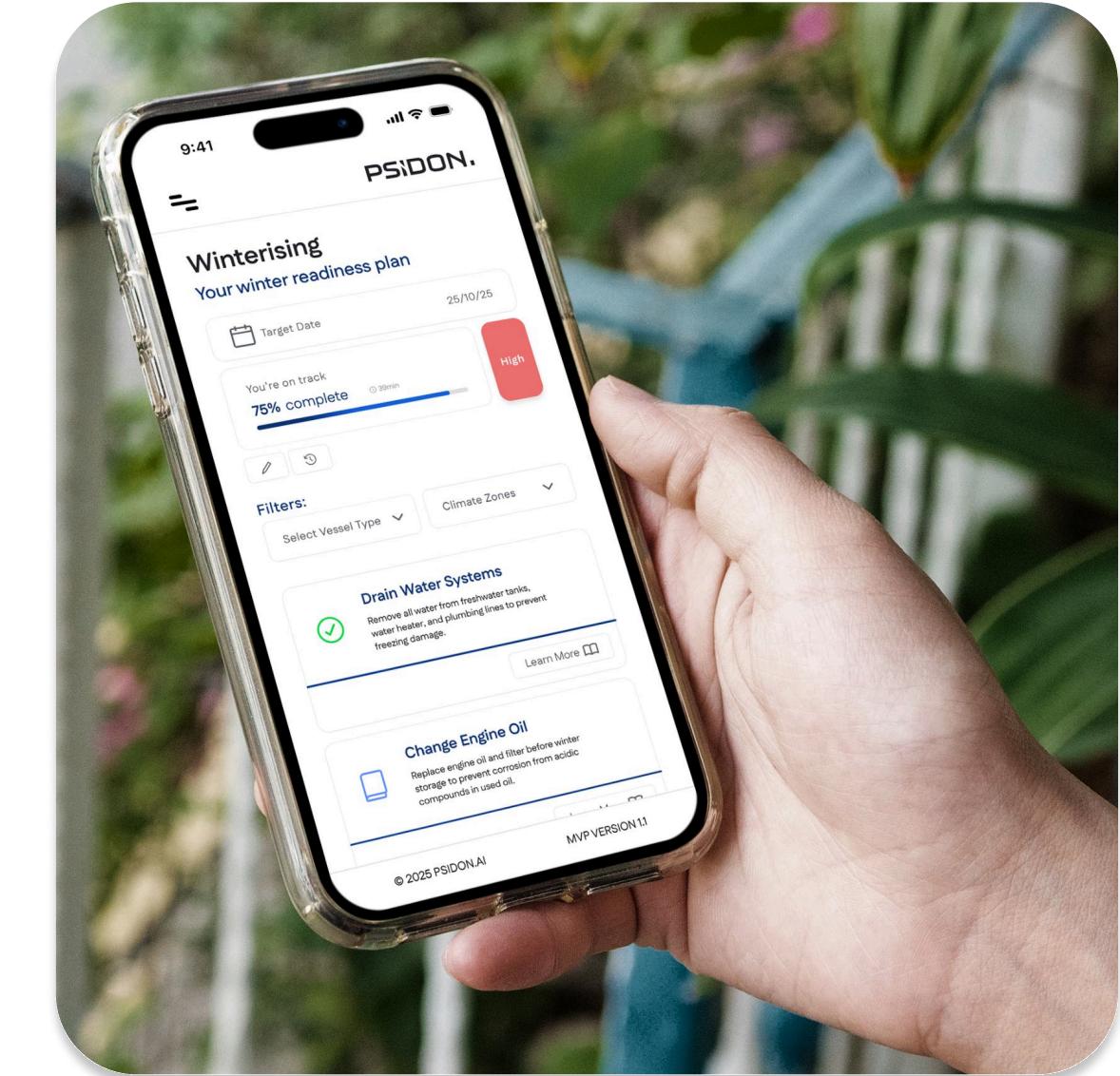
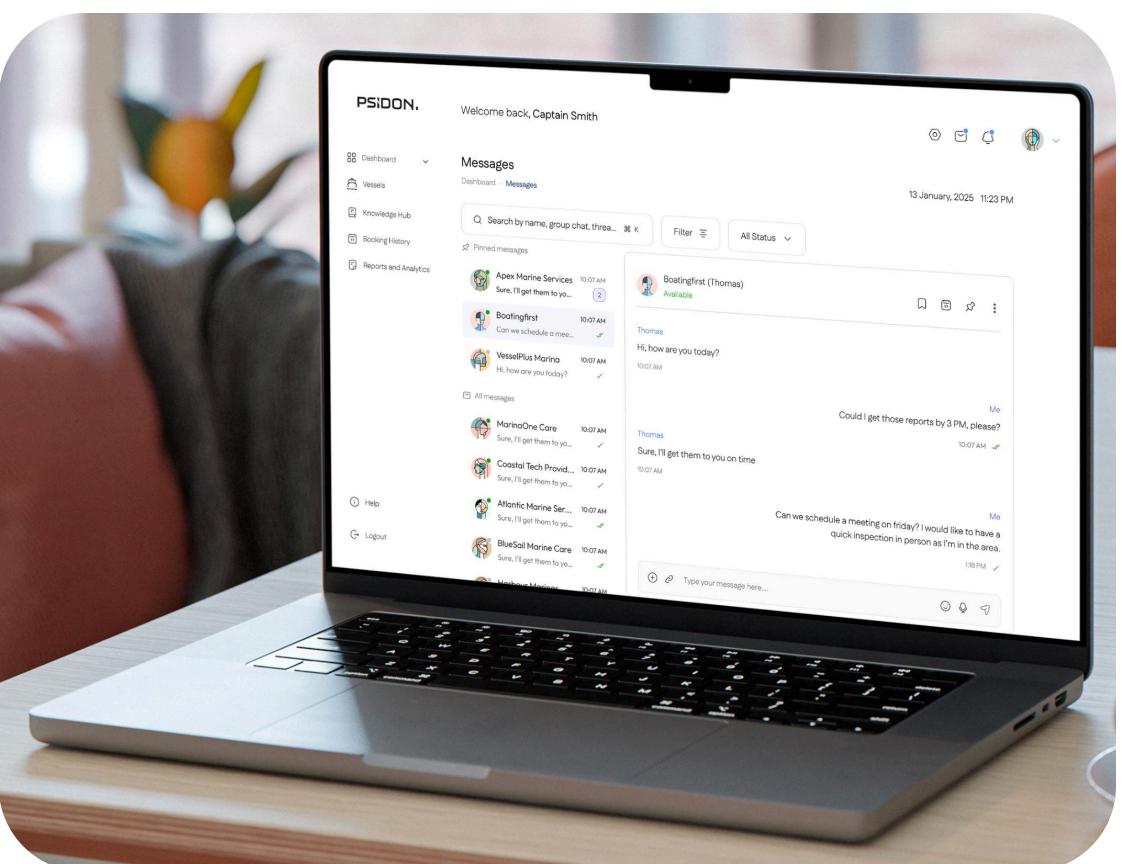
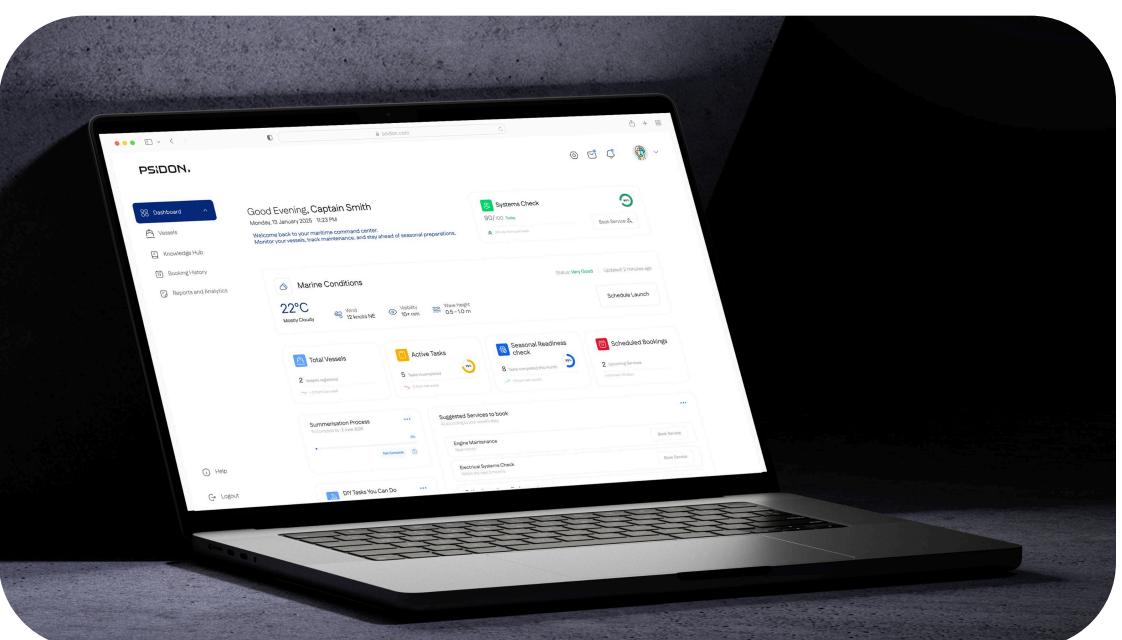
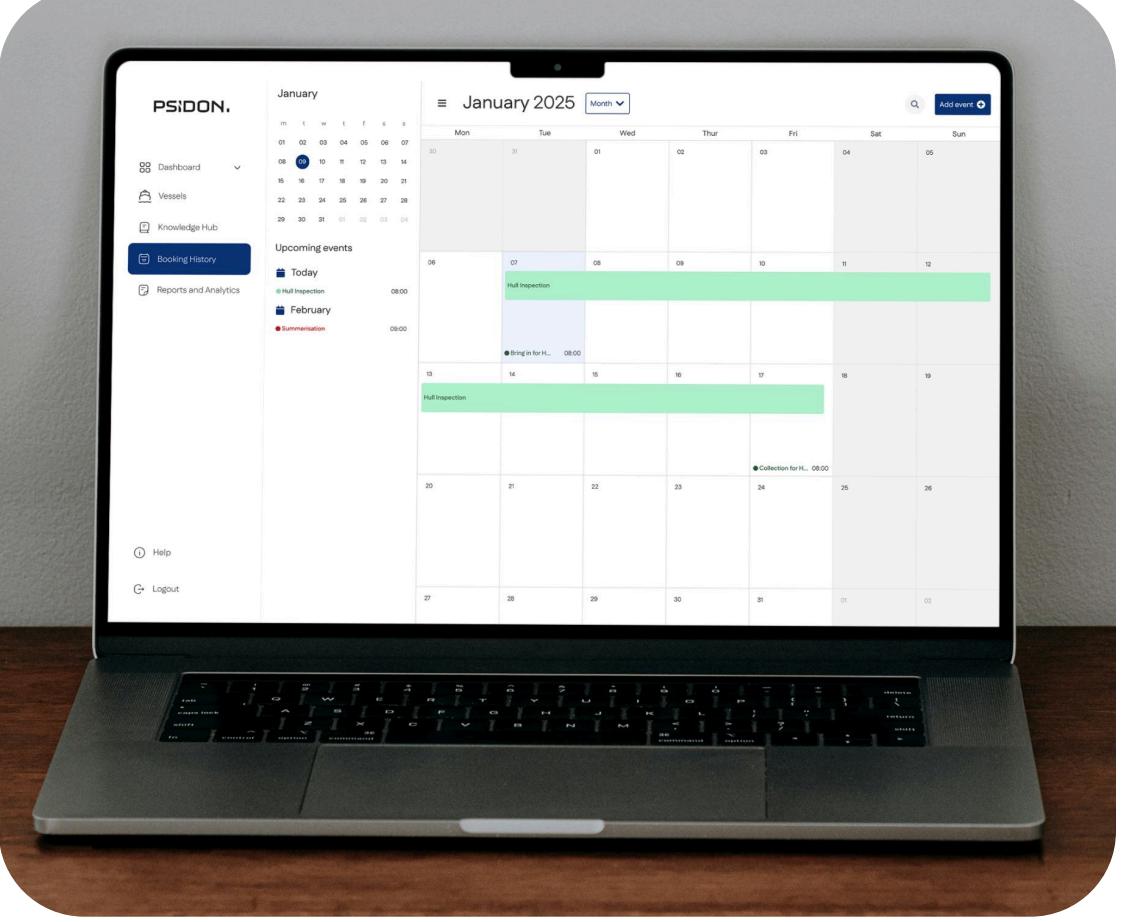
# The solution...



# PSIDON.

PSIDON Assistant is a SaaS product that provides the user with

- Itemised suggestions of maintenance tasks tailored to their boat
- Scheduling application compatible with the user's preferred calendar
- Ranked list of local providers who can undertake tasks, plus booking interface



Log In



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Choosing your boat mechanic, hull cleaner or electrician is no longer a gamble!



### Recommends

4.9 ★★★★★

PSIDON recommends the right service provider for you based on

- Transaction analysis and performance
- Community feedback

The user can choose who to use knowing that it's a data driven decision, not a guess!

# TRUST

The PSIDON brand has trust built in from the base up  
Transparent, Clear, Data Driven Analysis and Advice drives all that we do  
We aspire to bring trust to all transactions in the marine market in the same  
way that Wise, CarFax and AirBnB have done in their sectors



# Roadmap

# The Plan - How PSIDON is going to grow

Stage 1  
In Development

PSIDON  
Assistant



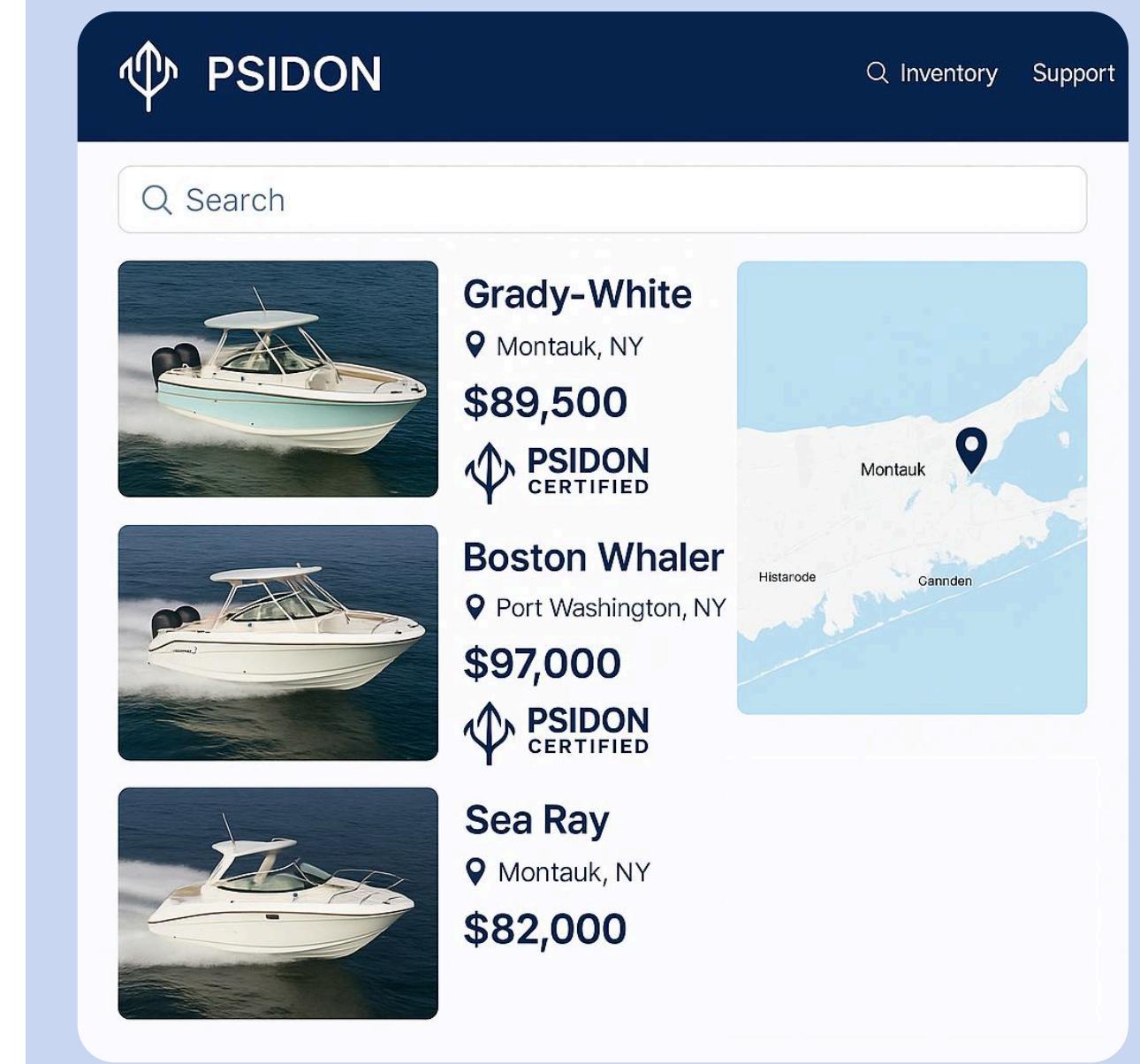
Stage 2  
Development Partners  
Identified  
PSIDON  
Datalogger



Stage 3  
PSIDON  
Certification



Stage 4  
PSIDON  
Marketplace



Q4 '25

Q3 '26

Q1 '27

Q1 '28

# Stage 1

Stage 1  
In Development

PSIDON  
Assistant



Q4 '25

## PSIDON Assistant

### Launch

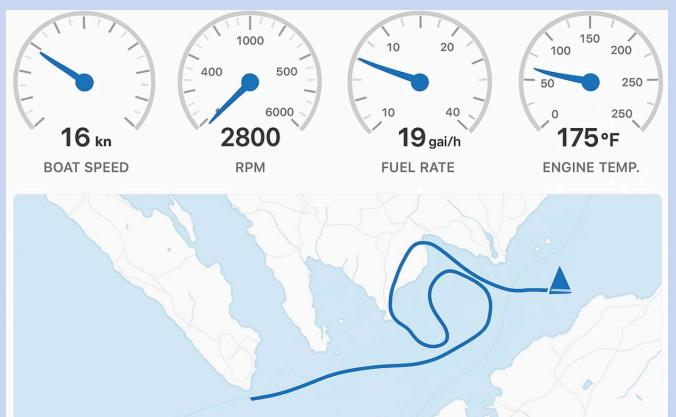
Once the user has entered the details of their vessel and its location, the assistant provides a suggestions of maintenance activities required and when they should be undertaken to allow the user to have safe use of the vessel. The user can then adjust and setup their schedule and specify if they want to carry out the work themselves or engage a service provider. PSIDON provides rated options within a practical area and a direct booking portal to the supplier.

### Evolution

The assistant will be enhanced to become more simple and useful for the user, learning their vessel usage pattern and linking that in with external factors, such as long term weather predictions to proactively plan trips and arrange support options. Integration of component recognition will allow modifications to the vessel setup easier for the user to track.

# Stage 2

## Stage 2 Development Partners Identified PSIDON Datalogger



## PSIDON Datalogger

A complementary device to connect into the vessel's helm system. This unit gathers all the command and response data from the vessel systems paired in tandem with GPS data. The data is used to build a performance profile of the vessel, harnessing additional conditional data to ensure an accurate model is generated. The user can then use this to track their vessel performance through the PSIDON Assistant, similar in style to the current Strava dashboard.

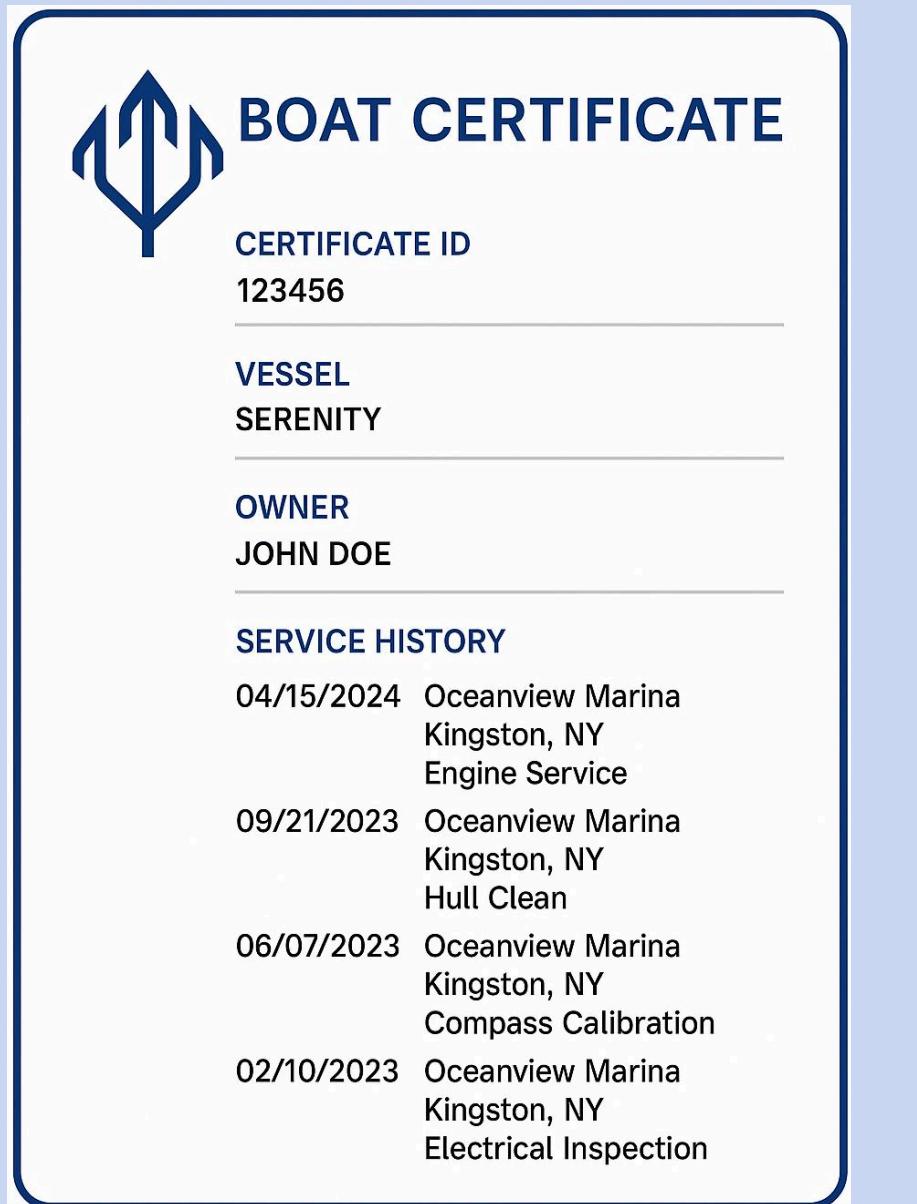
In tandem, PSIDON's proprietary AI will monitor the vessel's data for signs of issues and alert the user to any concerns and the suggested activities for preventative maintenance. These will then be managed through PSIDON Assistant

Q3 '26

# Stage 3

## Stage 3

### PSIDON Certification



## PSIDON Certification

Building on the data collected through the use of PSIDON Assistant and Datalogger, PSIDON will offer a certification service.

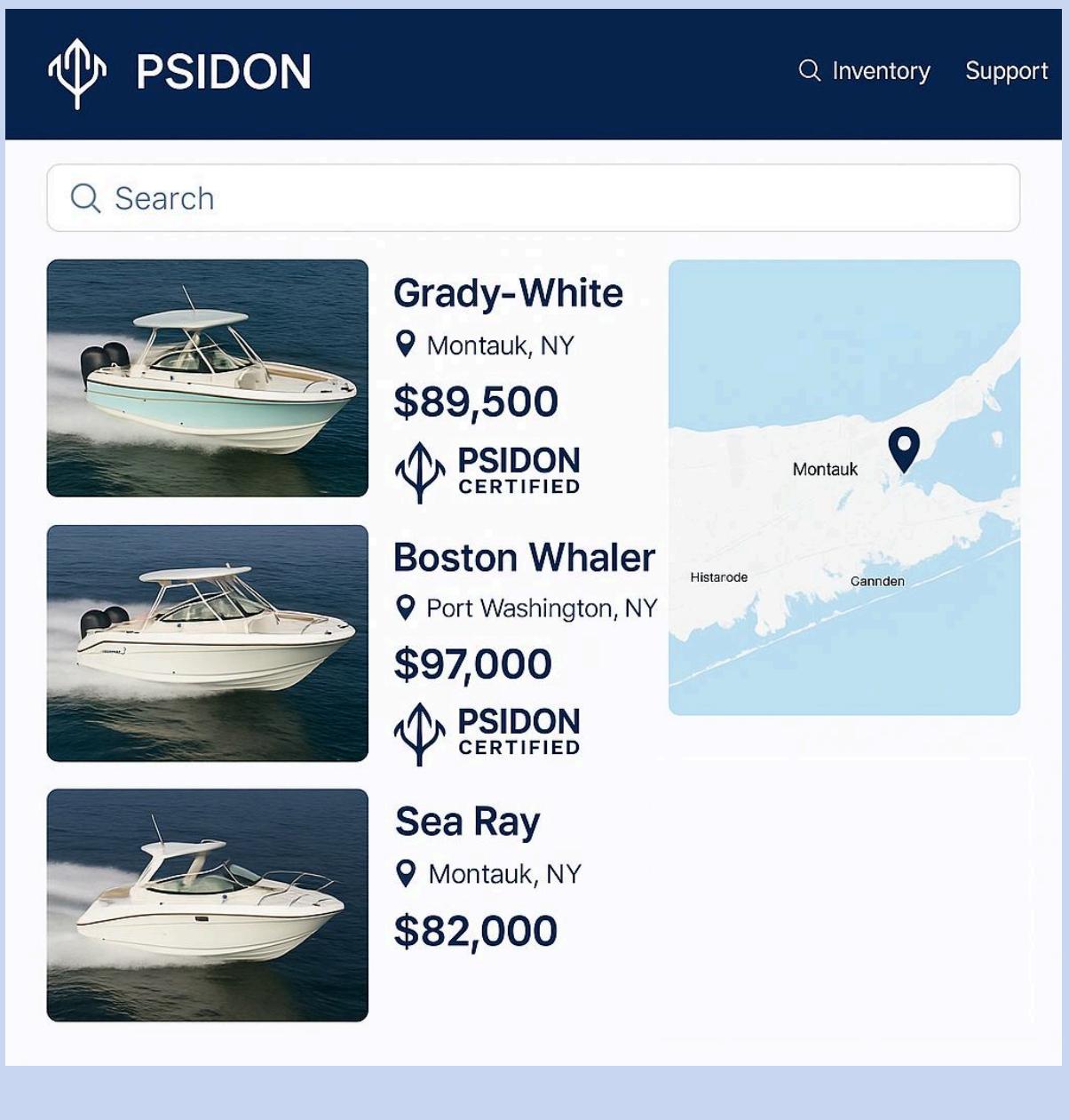
A PSIDON vessel certificate is a tamper-proof, time-stamped digital service history, built on Blockchain technology that provides a verified single source of truth for interested parties, insurers, potential buyers etc.

PSIDON's trusted brand will deliver value to users as they will be able to enhance the resale value of the vessel and bring down insurance costs based on the recorded maintenance and usage of the boat.

# Stage 4

## Stage 4

### PSIDON Marketplace



## PSIDON Marketplace

Yearly used vessel sales are in the 10's of billions of dollars

Building on the infrastructure built creating the PSIDON product suite, we will build an online resale market place. This will give proprietary access to key elements of a vessel's certification available only on the marketplace. Potential buyers will have access to this core data allowing more informed understanding of the state of a vessel providing them with more confidence going into a potential purchase, sellers will be able to charge a premium and insurers will be able to provide lower quotes to the purchaser.

Q1 '28

# GTM & Business Forecast

# The Market

**\$230B**

US Recreational Boating - 2024 <sup>A</sup>

**25%**

US Population participation rate <sup>B</sup>

**3-5%**

Predicted CAGR to 2030 <sup>C</sup>

**40%**

US Boat Owners Salary > £100K <sup>A</sup>

A - Recreational Boating - National Marine Manufacturers Association <https://www.nmma.org/advocacy/economic-impact/recreational-boating>

B - The National Recreational Boating Safety Survey <https://storymaps.arcgis.com/stories/88843802027049299d25ae755b724cc>

C - Strategies Shaping Recreational Boating 2025-2030 [https://uk.finance.yahoo.com/news/strategies-shaping-55-2-billion-103700391.html#:~:text=Dublin%2C%20Aug.%202025%2C%202025%20\(GLOBE%20NEWSWIRE\)%20%2D%2D,2030%2C%20rising%20at%20a%20CAGR%20of%206.70%25.](https://uk.finance.yahoo.com/news/strategies-shaping-55-2-billion-103700391.html#:~:text=Dublin%2C%20Aug.%202025%2C%202025%20(GLOBE%20NEWSWIRE)%20%2D%2D,2030%2C%20rising%20at%20a%20CAGR%20of%206.70%25.)

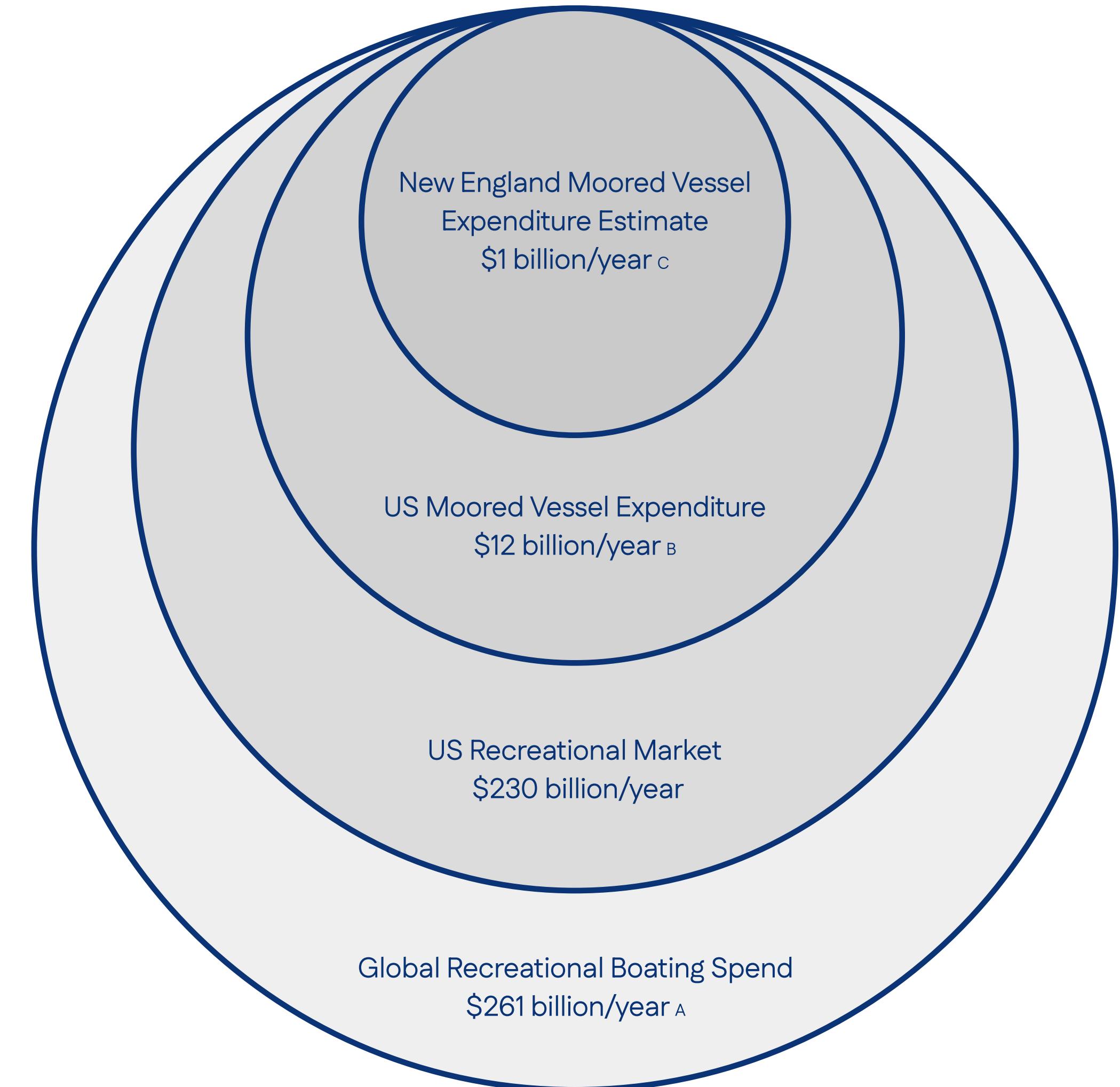
# Target Market

## Geography:

The initial go-to-market focus is the Northeast US boating community, an ideal testing ground due to its high vessel density, seasonal boating culture, and strong marina infrastructure. Success here provides a clear path to scale along the US coastline, with Florida and Texas as the next priority markets once the business model is validated. Beyond domestic expansion, we will target international growth in EMEA, prioritizing markets with established leisure boating sectors.

## Boat Owner / Vessel Type:

The initial target market is boat owners with seasonal berths, who are most likely to benefit from PSIDON's predictive maintenance and trip optimization features. This segment typically falls into the \$100K+ household income bracket, reflecting the level of disposable income required. Over time, we will expand to include smaller vessel owners, supported by an expanded library of maintenance resources and broader service integrations.



A - Based on data from US recreational boat sales versus estimates of global recreational boat sales assuming same relationship between boat sales and total recreational spend

B - Based on total boats registered in the US versus available Marina moorings - <https://www.insideselfstorage.com/insurance/inside-self-storage-magazine-6-98-marina-vs-boat-storage>

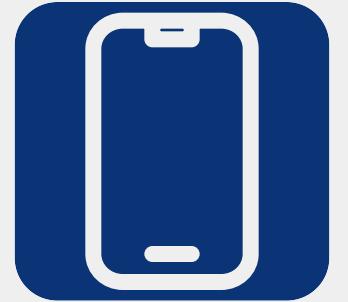
C - Based on reported recreational boating spend in New England, carrying over total/moored boat ratio - <https://www.neboating.com/economic-impact>, [https://www.nmma.org/assets/cabinets/Cabinet508/Vermont\\_Boating\\_Economics.pdf](https://www.nmma.org/assets/cabinets/Cabinet508/Vermont_Boating_Economics.pdf), <https://www.nmma.org/statistics/article/24361>, <https://www.nmma.org/press/article/24417>, <https://rimta.org/wp-content/uploads/2024/06/RIMTA-by-the-Numbers.pdf>, <https://www.nhbr.com/u-s-outdoor-recreation-industry-reaches-1-2-trillion/>

# Competition

Feature	PSIDON.	BOATHARD	DOCKWA	sirenmarine <sup>®</sup> CONNECTED BOAT <sup>®</sup>	Vessel Vanguard.	NAVIONICS <sup>®</sup> A Garmin Company	PredictWind.com
Vessel Performance Tracking							
Connection to Service Providers							
Automated Maintenance Scheduling							
Automated Trip Prep Planning							

PSIDON offers a clear differentiated product from the rest of the market of software based service for boat owners. With our clear focus on the true “Jobs to be done” to satisfy our user base we have a product set to establish a strong footing in the market.

# Revenue Model



## App Freemium & Subscription

Freemium: Core trip logging, basic AI planning, and community features available free to drive adoption and growth.

Subscription (\$150/year): Unlocks premium AI features (predictive maintenance, smart trip planning, offline access, advanced analytics).



## Data Logger Purchase Prices

One-time hardware purchase (\$250) to capture trip, engine, and sensor data.

Low margin gateway product designed to drive adoption and ecosystem lock-in.



## Provider Rev Share

Commission model with marinas, mechanics, and marine service providers on bookings made via the platform.

Aligns incentives: providers gain new business, PSIDON earns a % of completed transactions.



## In-app advertising & promotion

Native, non-intrusive ads from marine brands and lifestyle partners targeting affluent boating users.

Additional monetization layer once user scale reaches critical mass (likely post-Year 3).

# Go-to-market and launch

Stage	Duration	Description	Goal
Closed Alpha	5 months	Select users in the NE of the US invited to test data logger and app free of charge	<ul style="list-style-type: none"><li>• Validate core functionality and infrastructure</li><li>• Gather user feedback to refine UX</li><li>• Develop baseline dataset for AI training</li><li>• Build relationships with marine providers</li></ul>
Soft Launch	3 months	Select users in the NE of the US invited to test at reduced rate of \$99 which includes the data logger as well as 1-year app subscription	<ul style="list-style-type: none"><li>• Test pricing strategy and willingness to pay</li><li>• Measure user adoption and engagement</li><li>• Fine-tune processes</li><li>• Collect user feedback</li></ul>
National Launch	3 months	Launch with limited time bundle offer of \$250 which includes the data logger as well as a 1-year app subscription	<ul style="list-style-type: none"><li>• Generate brand awareness beyond NE</li><li>• Maximise adoption</li><li>• Scale partnerships</li><li>• Establish Year 2 Goals</li></ul>

# Year 1 - Pricing and Revenue Prediction

- Growth starting controlled with closed alpha and soft launch in NE US for the first 8 months until national launch
- Focus on test and refine, building trust with consumers, and collecting high-quality data
- Limiting subscription and data logger revenue to \$100,000 through limited-time bundle pricing to drive and proof adoption

Year 1 - Closed Alpha, Soft Launch, National Launch

Month	Launch Phase	Market	Data Logger Users			Data logger price	App price	Pricing model	Revenue Estimates
			New users	cumulative	Paying data logger users				
1	Closed Alpha	NE US	20	20	-	Free	Free	Free data logger and app for alpha	\$ -
2	Closed Alpha	NE US	30	50	-	Free	Free		\$ -
3	Closed Alpha	NE US	50	100	-	Free	Free		\$ -
4	Closed Alpha	NE US	75	175	-	Free	Free		\$ -
5	Closed Alpha	NE US	75	250	-	Free	Free		\$ -
6	Soft launch - Pilot	NE US	150	400	44	\$ 99.00	Free	Paid pilot fee of \$99 includes data logger and app	\$ 4,356.00
7	Soft launch - Pilot	NE US	200	600	66	\$ 99.00	Free		\$ 6,534.00
8	Soft launch - Pilot	NE US	200	800	88	\$ 99.00	Free		\$ 8,712.00
9	National Launch	US	300	1,100	121	\$ 100.00	\$ 150	\$250 launch package offer for data logger and app	\$ 30,250.00
10	National Launch	US	500	1,600	176	\$ 100.00	\$ 150		\$ 44,000.00
11	National Launch	US	750	2,350	259	\$ 100.00	\$ 150		\$ 64,625.00
12	National Launch	US	1,000	3,350	400	\$ 100.00	\$ 150		\$ 100,000.00

## Year 2 - Pricing and Revenue Prediction

- Growth shifts from controlled acquisition to accelerated onboarding
- 7% user growth MoM
- Expansion and adoption through leveraging network effects as well as referral programmes and provider and marina partnerships

Year 2											
Month	New App Downloads	App Users	Paying App Users	Freemium App Users	Data Logger Users	App Price	Data Logger Price	Revenue App	Revenue Data Logger		
1	6,000	21,000	600	5,400	450	\$ 150.00	\$ 250.00	\$ 90,000.00	\$ 112,500.00		
2	6,500	22,470	642	5,778	482	\$ 150.00	\$ 250.00	\$ 96,300.00	\$ 120,375.00		
3	7,000	24,043	687	6,182	515	\$ 150.00	\$ 250.00	\$ 103,041.00	\$ 128,801.25		
4	7,500	25,726	735	6,615	551	\$ 150.00	\$ 250.00	\$ 110,253.87	\$ 137,817.34		
5	8,000	27,527	786	7,078	590	\$ 150.00	\$ 250.00	\$ 117,971.64	\$ 147,464.55		
6	8,500	29,454	842	7,574	631	\$ 150.00	\$ 250.00	\$ 126,229.66	\$ 157,787.07		
7	9,000	31,515	900	8,104	675	\$ 150.00	\$ 250.00	\$ 135,065.73	\$ 168,832.16		
8	9,500	33,721	963	8,671	723	\$ 150.00	\$ 250.00	\$ 144,520.33	\$ 180,650.42		
9	10,000	36,082	1031	9,278	773	\$ 150.00	\$ 250.00	\$ 154,636.76	\$ 193,295.95		
10	10,500	38,608	1103	9,928	827	\$ 150.00	\$ 250.00	\$ 165,461.33	\$ 206,826.66		
11	11,000	41,310	1180	10,623	885	\$ 150.00	\$ 250.00	\$ 177,043.62	\$ 221,304.53		
12	12,000	44,202	1263	11,366	947	\$ 150.00	\$ 250.00	\$ 189,436.68	\$ 236,795.84		

# Year 3 - Pricing and Revenue Prediction

- Acceleration and scale
- 10% user growth MoM
- Growth driven by increased brand reputation and recognition, continued network effects and scaled partnerships with marinas and providers

Year 3											
Month	New App Downloads	App Users	Paying App Users	Freemium App Users	Data Logger Users	App Price	Data Logger Price	Revenue App	Revenue Data Logger		
1	12,500	56,702	1,500	11,000	784	\$ 150.00	\$ 250.00	\$ 225,000.00	\$ 196,000.00		
2	13,750	62,372	1,650	12,100	862	\$ 150.00	\$ 250.00	\$ 247,500.00	\$ 215,600.00		
3	15,125	68,609	1,815	13,310	949	\$ 150.00	\$ 250.00	\$ 272,250.00	\$ 237,160.00		
4	16,638	75,470	1,997	14,641	1044	\$ 150.00	\$ 250.00	\$ 299,475.00	\$ 260,876.00		
5	18,301	83,017	2,196	16,105	1148	\$ 150.00	\$ 250.00	\$ 329,422.50	\$ 286,963.60		
6	20,131	91,319	2,416	17,716	1263	\$ 150.00	\$ 250.00	\$ 362,364.75	\$ 315,659.96		
7	22,145	100,451	2,657	19,487	1389	\$ 150.00	\$ 250.00	\$ 398,601.23	\$ 347,225.96		
8	24,359	110,496	2,923	21,436	1528	\$ 150.00	\$ 250.00	\$ 438,461.35	\$ 381,948.55		
9	26,795	121,546	3,215	23,579	1681	\$ 150.00	\$ 250.00	\$ 482,307.48	\$ 420,143.41		
10	29,474	133,700	3,537	25,937	1849	\$ 150.00	\$ 250.00	\$ 530,538.23	\$ 462,157.75		
11	32,422	147,070	3,891	28,531	2033	\$ 150.00	\$ 250.00	\$ 583,592.05	\$ 508,373.52		
12	35,664	161,777	4,280	31,384	2237	\$ 150.00	\$ 250.00	\$ 641,951.26	\$ 559,210.87		

# Fixed and Variable Cost - Year 1 - 3

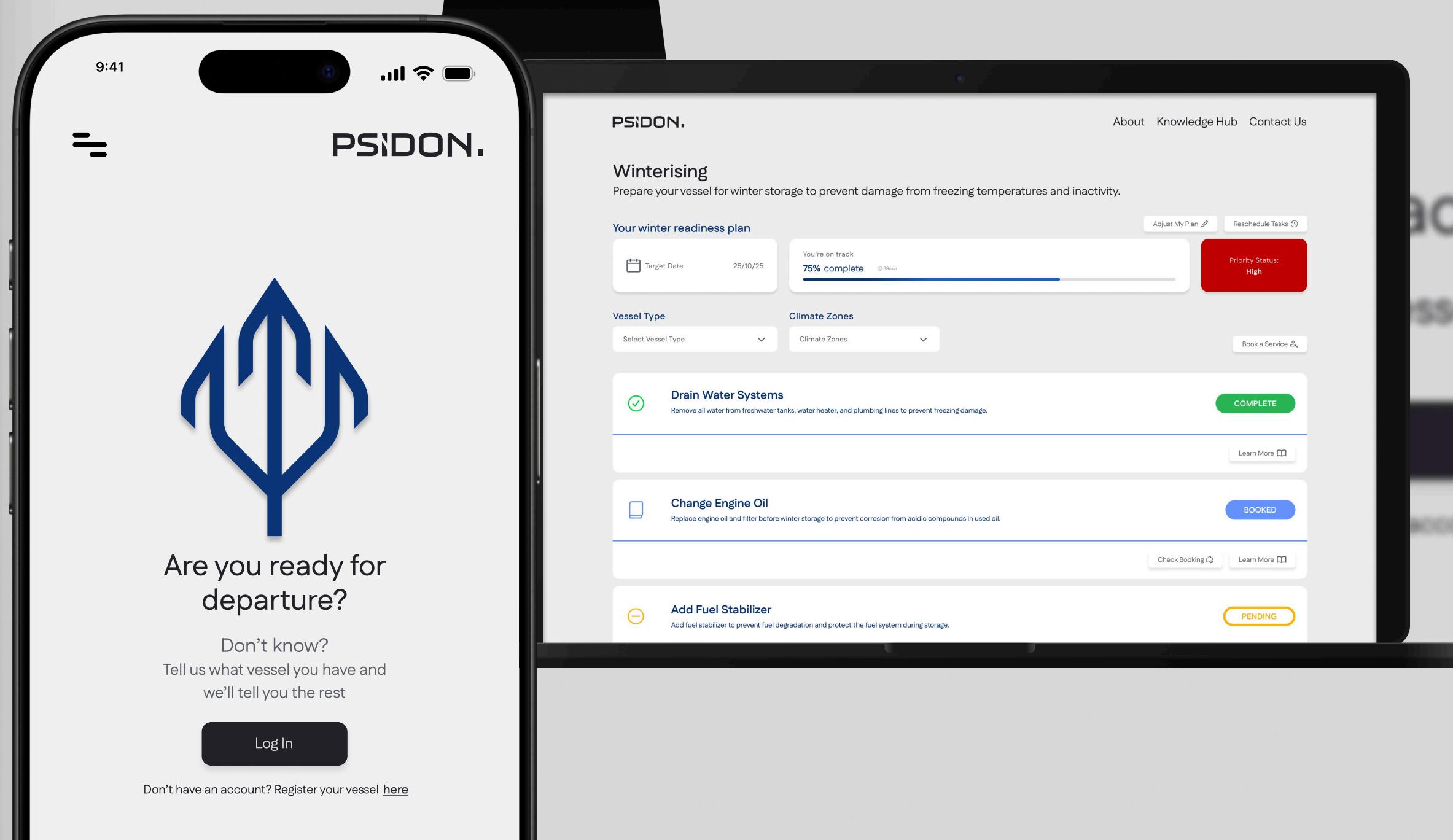
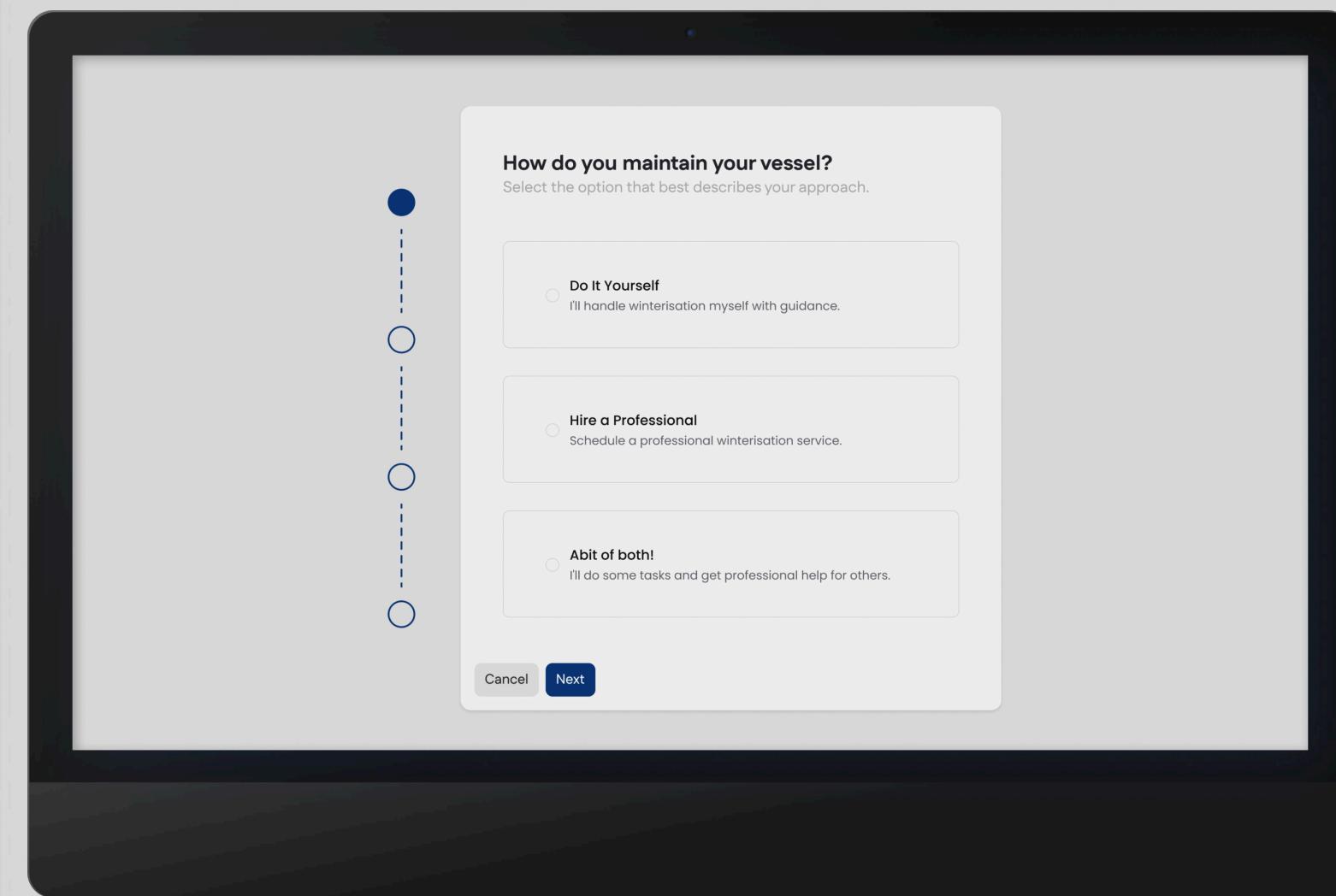
	Year 1	Year 2	Year 3
Fixed cost	<ul style="list-style-type: none"><li>• Platform Development and Maintenance: \$200,000</li><li>• Team: \$250,000</li><li>• Marketing: \$100,000</li><li>• Admin and Legal: \$50,000</li><li>• Total: 600,000</li></ul>	<ul style="list-style-type: none"><li>• Total: \$660,000</li></ul>	<b>Total: \$726,000</b>
Variable cost	<ul style="list-style-type: none"><li>• Data logger: \$80 per logger</li><li>• Distribution" \$20 per logger</li><li>• Processing: \$5 per user</li></ul>	<p>Data logger: \$80 per logger Distribution" \$20 per logger Processing: \$5 per user</p>	<p>Data logger: \$80 per logger Distribution" \$20 per logger Processing: \$5 per user</p>

# Break Even

- Continued healthy growth margins
- Break-even in Year 3
- Additional revenue stream through Advertising from Year 4

Break Even									
Year	Subscription Revenue	Hardware Revenue	Advertising Revenue	Total Revenue	Fixed Costs	Variable Costs	Total Costs	Profit / (Loss)	
1	\$ -	\$ 100,000.00		\$ 100,000.00	\$ 600,000.00	\$ 42,000.00	\$ 642,000.00	\$ (542,000.00)	
2	\$ 189,436.68	\$ 236,795.84		\$ 426,232.52	\$ 660,000.00	\$ 77,451.00	\$ 737,451.00	\$ (311,218.48)	
3	\$ 641,951.26	\$ 559,210.87		\$ 1,201,162.13	\$ 726,000.00	\$ 340,655.00	\$ 1,066,655.00	\$ 134,507.13	
4	\$ 1,518,750.00	\$ 900,000.00	\$ 481,000.00	\$ 2,899,750.00	\$ 834,900.00	\$ 739,905.00	\$ 1,574,805.00	\$ 1,324,945.00	
5	\$ 2,418,750.00	\$ 1,200,000.00	\$ 584,000.00	\$ 4,202,750.00	\$ 1,001,880.00	\$ 1,583,949.00	\$ 2,585,829.00	\$ 1,616,921.00	

# Product



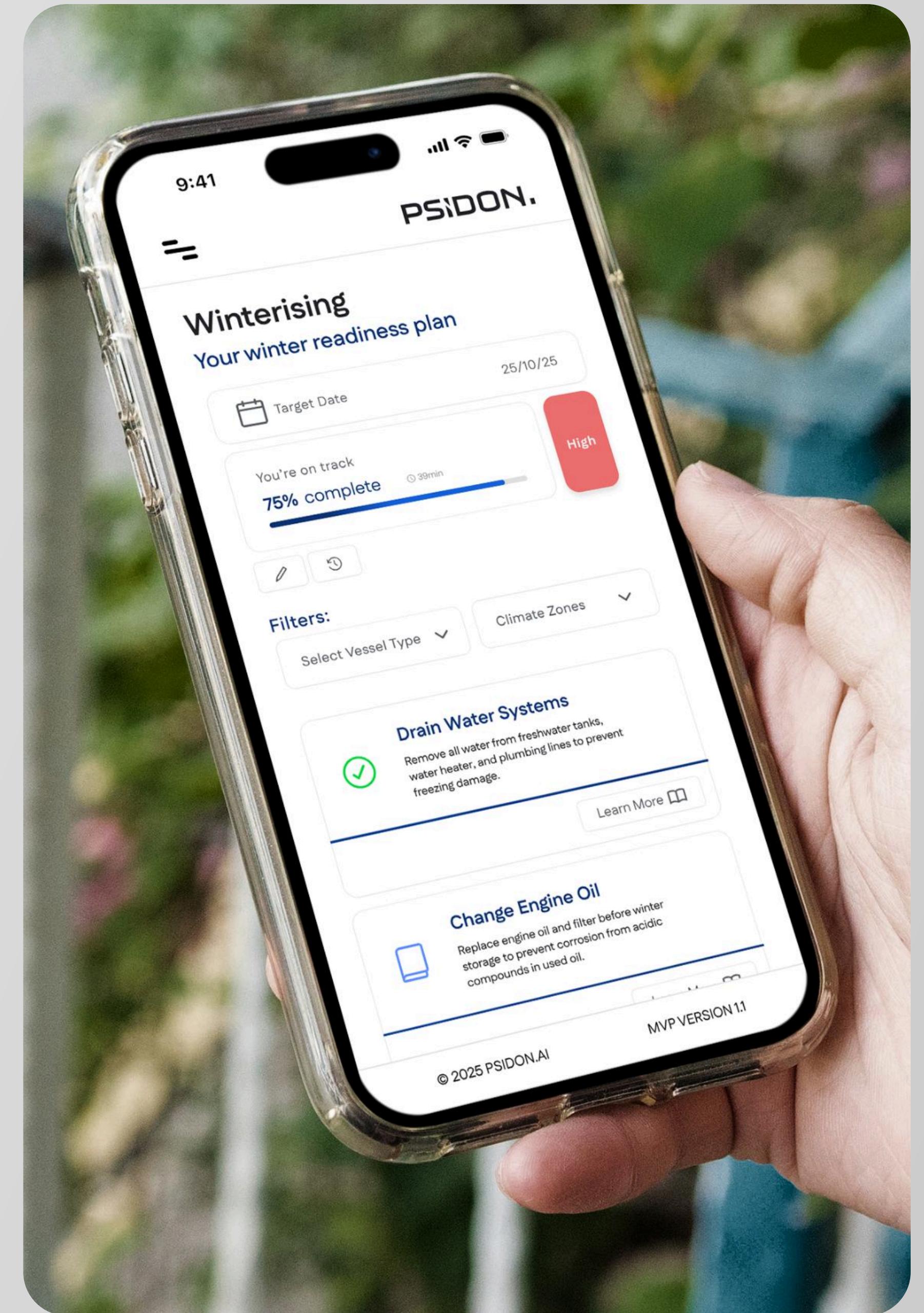
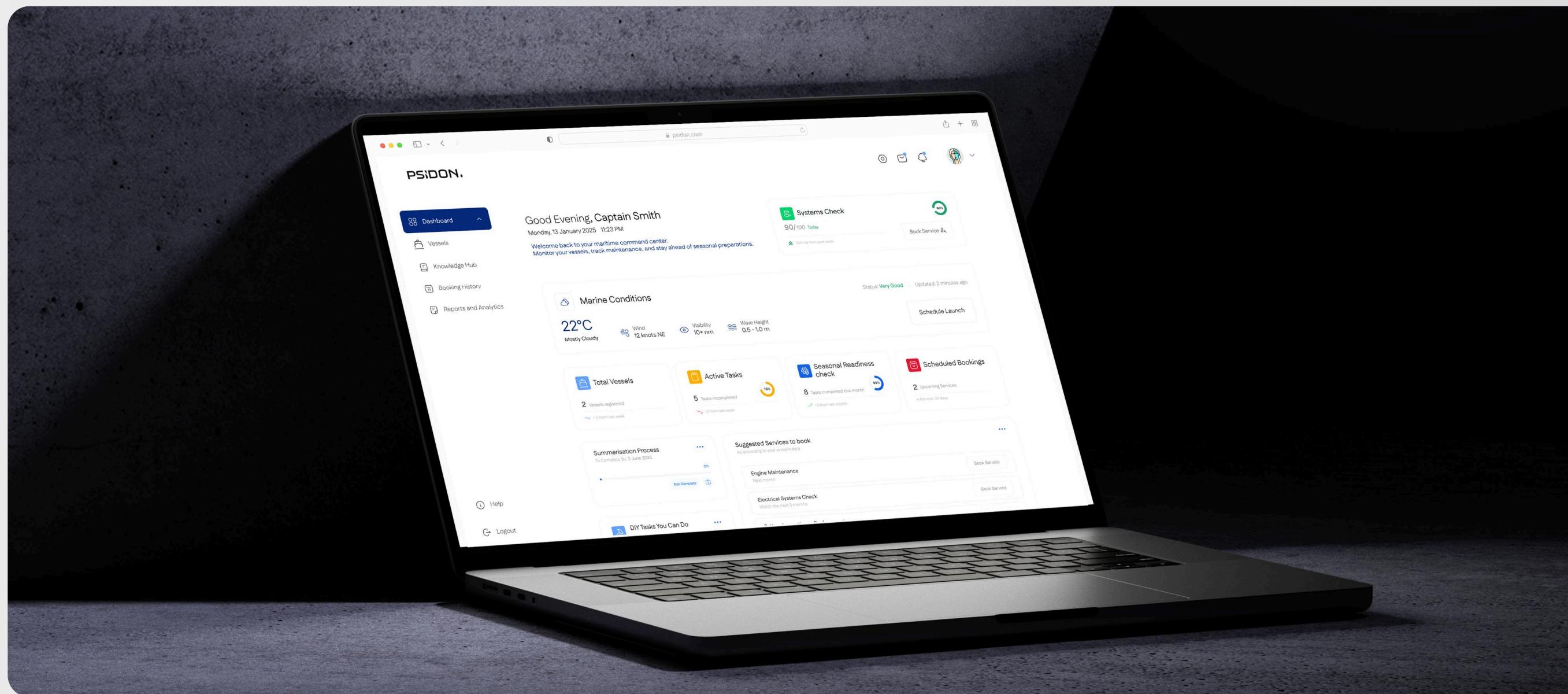
Users want a product they can use at work,  
home and at the boat

PSIDON Assistant is built to work on all devices  
in a simple consistent manner

## PSIDON Assistant interfaces with users from a personalised dashboard

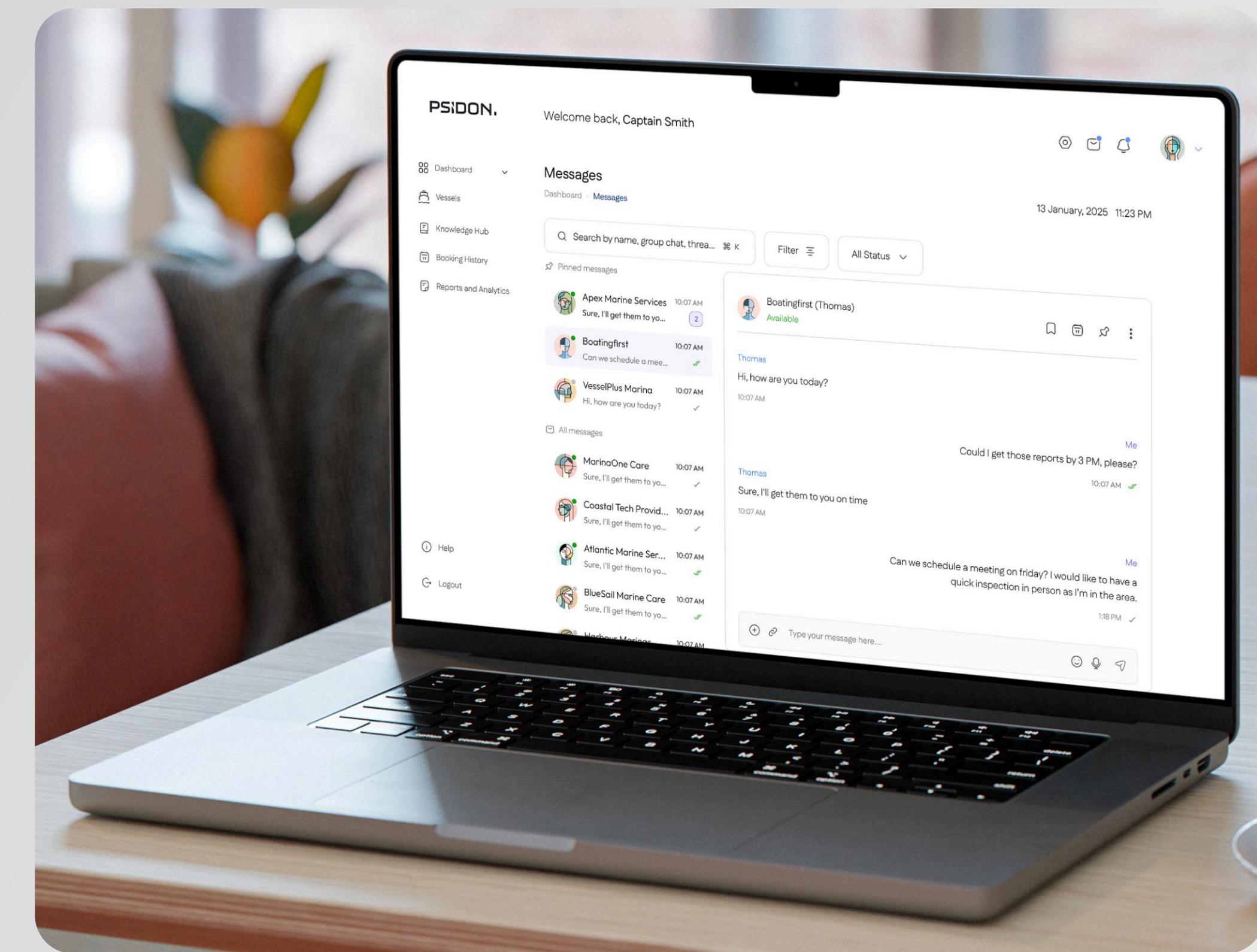
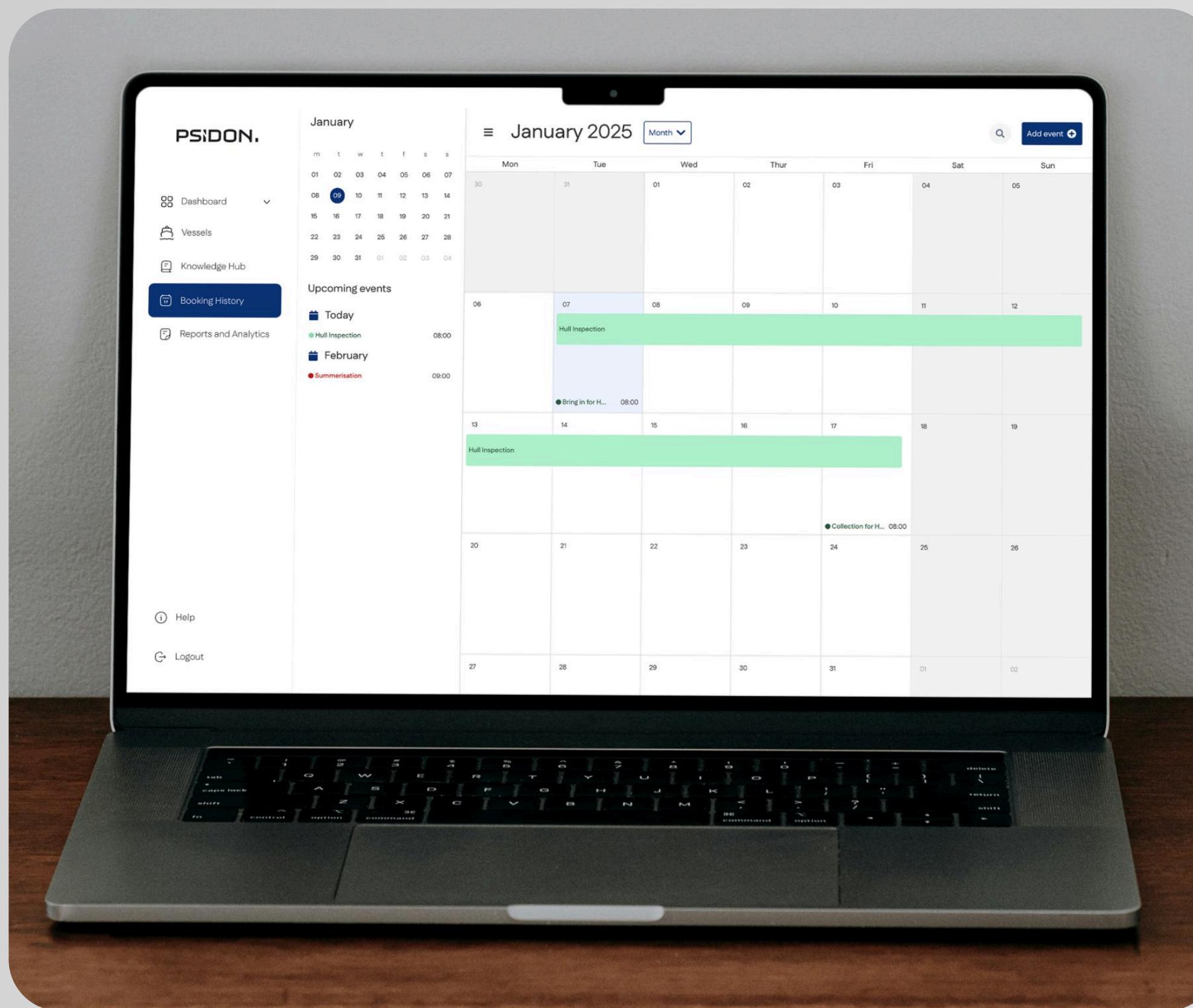
This gives easy access to

- Boat current status
- Conditions at its current location
- Suggested activities for maintaining the boat
- The Knowledge hub, a learning resource to accompany the suggested activities for an individual's boat
- Booking History, where users can track services obtained through PSIDON and interface with the provider directly
- Reports and Analysis of the user's boat usage for their use and additional review of system performance



Following interviews with a range of boat owners, keeping track of maintenance tasks was one of the key factors they struggled with

PSIDON has been built with scheduling capabilities from the outset, allowing users to see their boat's tasks in a calendar, linkable to their personal calendars.



When we connect users to service providers, we have comms tools built in to allow them to communicate in a manner that we can track and moderate in order to ensure users get the experience that they expect from our platform

**PSIDON Team**

# The Team



## **Euan Freeman**

### **Founder**

10 years of Marine Product Innovation  
Experienced Leader in the start up arena  
Cut his teeth in consultancy working in motor sport and with automotive OEMs



## **Eileen Elsner**

### **Co-Founder**

13 years of digital product development and GTM experience.  
Experienced at working in European and US Markets

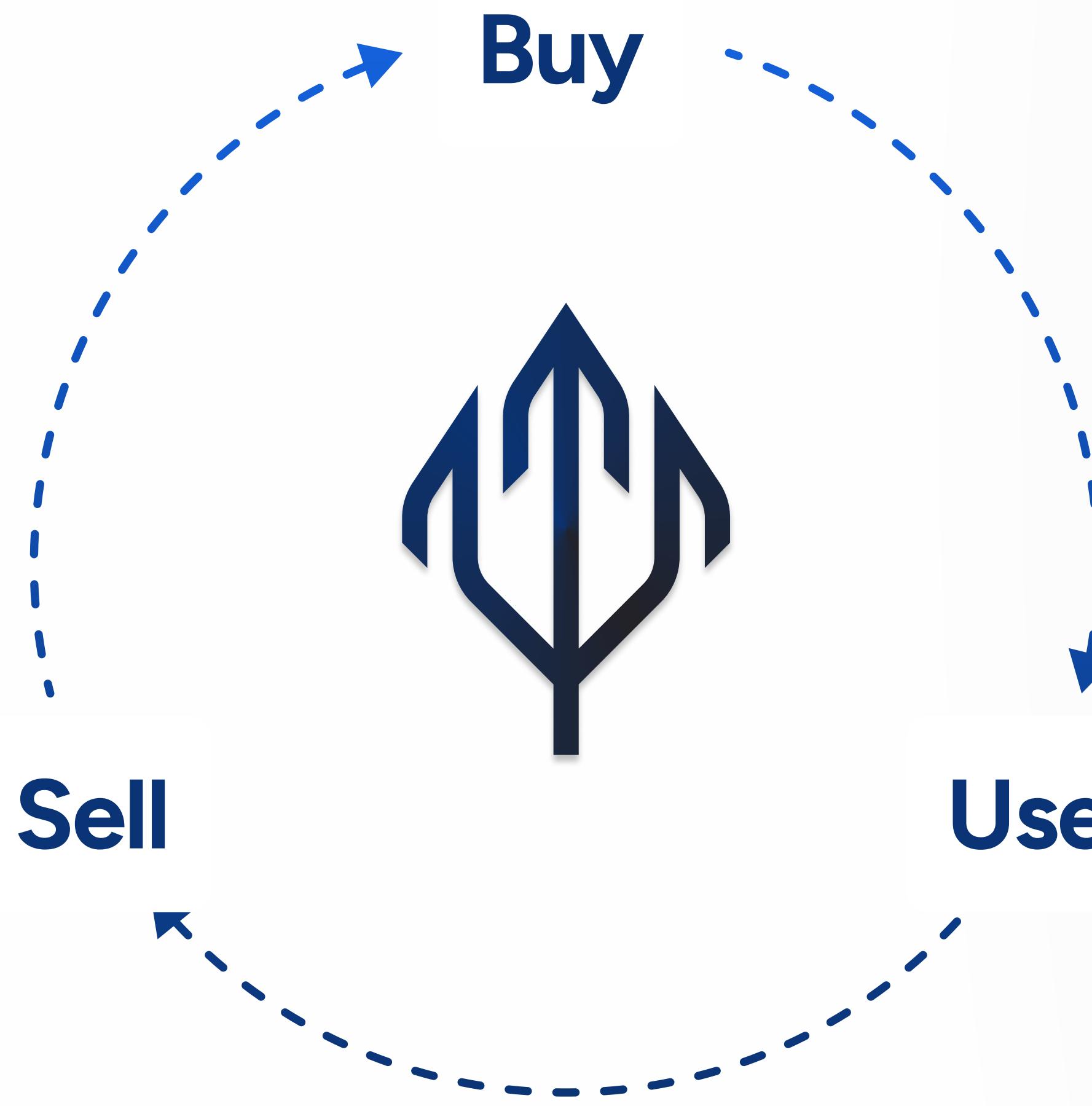


## **David Soh**

### **Co-Founder**

6 years in brand and customer experience in governmental organisations and hospitality sector

# Summary



PSIDON is what the recreational marine industry has always needed, but never delivered.

A single, trusted platform for boat ownership from day one to resale.

# What we are asking from you

**£300K**

Funding

PSIDON Assistant

- Complete Version 1.0 development

PSIDON Datalogger

- Design & develop version 1.0

Launch Funding

- Initial GTM marketing

**Marine Expert  
Partners**

Building a Supervisory Panel

# PSIDON.



Smarter Boating, Effortless Freedom



Royal College of Art

Imperial College  
London

For further information go to <https://www.psidon.ai/>

31.05.25