

High Potential Initiatives Profiles

1 Accelerator

FrontierCities



2 Project and Organization

Smart App for the Management of Yachting Marinas (SaMMY)



OptionsNet

2.1 Country

Greece

2.2 Project Abstract

SaMMY is a smart app for the yachting sector, aspiring to become the ultimate travel companion for the skippers/crew members and a useful tool for the marina administrators. It provides e-booking services for the marina berth spaces combined with navigational and parking assistance features, notification services (weather alerts, incidents or events warnings) and gives the opportunity to travelers to explore the marina zones, based on its integrated mobile guidance services. These services are facilitated through the installation of motion detection sensors, meteorological sensors, water quality and wave measurement sensors that have a multipurpose usage, since they monitor the traffic and the conditions within the marina.

SaMMY is a revolutionary App, expanding the current perception of smart mobility in yachting marinas, offering handy and practical services that can be easily learned and be used from the yachters.

2.3 Sector

Consumer transport & logistics (Maritime Tourism and Yachting)

2.4 Target Market

The market sector for SaMMY's app and its services is the marinas/yachting domain. This market has been targeted because it is a 'niche' and highly budgeted business area, with few competitors and a strong demand for modern services. The primary consumer market is the "Millennials" yacht owners or renters, who are keen to spend money for their leisure activities. The change in travelers attitude, that is particularly evident through the tremendous popularity of platforms such as Booking and Airbnb, has already paved the way for Sammy's customer segment to adopt the technology quickly. It is a matter of time before it is widely adopted by a large pool of yachters and especially yachters wishing to travel in the Mediterranean area. A secondary market is the medium and large yachting marinas that are willing to improve their operational and administrative processes, through the installation of smart and highly

reliable or modern systems, like SaMMY's sensor-grid solutions and modernize their profile by offering high level, cutting-edge technological services to their customers.

2.5 Business Model

The SaMMY platform bridges the marinas' world with the yachters' world, through the provisioning of free tools and services, via mobile and web applications. SaMMY's commercial strategy is based on a B2C business model and the revenue streams will be originated from the booking transactions, where there is a schedule to stepwise charge a commission service (8-12%), for bookings that will be arranged through the SaMMY platform. By targeting to the Mediterranean sea basin where more than 2.2 billion euros are spent for the yacht berthing in annual basis and more than 1.4 million yachts are hosted and travelling, SaMMY can be viewed as a platform with highly expected profits and strong investment potential.

SMART CITY SOLUTION	YES
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	YES
IOT	YES

2.6 Website

www.sammyacht.com