

Protei

Explore and Protect Our Oceans



Open-Hardware Shape-Shifting Sailing Robot

Protei.org

OVERVIEW:

- **Legal Status:** C-Corporation, Founded July 2010
- **Operating:** Globally (15 countries, 5 continents)
- **Headquarters:** San Francisco, California, USA
- **Sectors:** Marine Robotics, Open-Source Hardware, Oceanic Sensing & Clean-up



WHAT WE DO: We develop open source technologies to explore and protect the ocean. Protei Inc. manufactures and produces wind-powered unmanned sailing vessels designed to capture data (radioactivity, fishery monitoring) and clean up the oceans (oil spills, plastic trash). Protei is developing the capacity to deploy a fleet of drones anytime anywhere on-demand.

HOW WE DO IT: We have developed a revolutionary flexible hull to drag heavy equipment needed to gather data or cleanup the oceans in an energy efficient way. We work with a global community of engineers and scientists to develop open-source technology at the cutting edge of innovation.

TARGET MARKET: We take a bottom up approach to target first consumers and scientists, then industry, and finally government. Our community-generated technology enables local communities to take a hands-on approach to exploring and protecting their coasts or lakes.

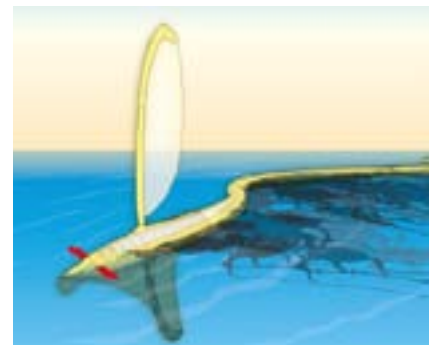
IMPACTFUL ENVIRONMENTAL SERVICES:

- **Data:** real-time oceanic data, low-cost, on-demand
- **Cleaning:** marine cleaning solutions for oil-spills and debris
- **Transport:** reduce environmental footprint, cargo
- **Tactical:** monitoring natural reserves, offshore drilling, human safety at sea

HOW WE MAKE MONEY: We are creating a market developing and distributing our core open-source affordable technology. Our revenue streams include: Sales or rental of vessels; Sales of environmental data; Consulting services; Cleanup operations; and at-sea services including oceanography, marine biology, surveillance, etc.

TRACTION

- Crowd fund-raised by over **300 backers**, exceeding our goal by 24% on Kickstarter
- Community-generated technology in over **15 countries**
- Developed over **10 generations** of prototypes
- Over **300,000 viewers** on TED.com
- Protei, featured by BBC Horizon, will be seen by **millions of viewers** February 2013



WHO WE ARE

Cesar Harada, Protei Inc. CEO & President

Nominated as “Figure of Progress” by IBM and GOOD, Harada is an inventor and environmentalist, with an entrepreneurial heritage from France and Japan. After graduating from the Royal College of the Arts in London, Harada worked as project leader at MIT and led environmental clean efforts up in the Gulf of Mexico. He is currently a TED Senior Fellow and visiting tutor at Goldsmiths University, London.



Gabriella Levine, Protei Inc. COO

Named 2011 “top 24 women in tech”, Levine is an open-source hardware designer interested in the relationship between technology and ecology. She holds a Master’s Degree in Art and Technology from ITP, Tisch School of the Arts. She is the President of Open-H2O, a global community and US-based non-profit. Former startups include Weeels, a transport solutions i-phone app, and Starlab (Social Transit Research Lab).



CONTINUED AND SUSTAINABLE GROWTH

2010: \$40,000 Personal investments:

2011: \$77,000 Over 300 individuals and organizations on Kickstarte (\$37,000), Institutional support (V2_ Institute for the Unstable Media, DNV) (\$40,000)

2012: \$400,000 Personal Investment & Grants (Gulfstream Navigator Award : \$100,000)

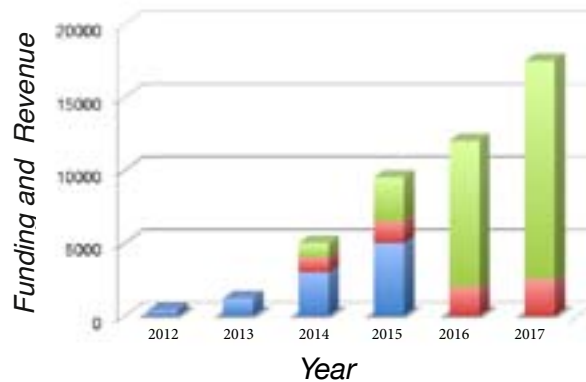
2013: \$1.2 Million Seeking Immediate Sponsorship

2014: \$4 Million Sales - customers and users: **\$1 Million** Sponsorship: **\$3 Million**

2015: \$10 Million Operations of data-collection & marine clean-up: **\$10 Million**



Based on our costs for developing a one-meter remote-control boat this past summer, we have created a financial model that implies that by 2017 we will be able to significantly lower our manufacturing costs over the next few years allowing for the sale of over 1600 boats/year at \$250 each, and generate 500,000 dollars in profit per year.



Revenue from Services / Consulting

Revenue from 1m boats

Funding and Personal Investment

BECOME A SPONSOR OF OCEAN INNOVATION

The Oceans covers more than 70% of our planet's surface, supplies 90% of the world's trade, and is the future of our food, energy, transport, information and security.

We are looking for sponsorship support as we bring our product to the market. Our next steps include manufacturing; sales & distribution; building a commercial website; and building a community website.

By sponsoring this project, you will contribute to our transition from prototype to product, and we will expand the frontiers of ocean exploration together.

JOIN US

Cesar Harada: Contact@cesarharada.com +33 651 88 44 76

Gabriella Levine: Gabriella.levine@gmail.com +1 917 734 0587

