

Your Information Was Saved

## THIS IS A FAST TRACK APPLICATION

AS A FAST TRACK APPLICANT YOU WILL BE GUARANTEED TO PROCEED TO OUR FINAL ROUND OF VETTING... THE INTERVIEW ROUND. WE SINCERELY LOOK FORWARD TO YOUR INTERVIEW AND TO LEARNING MORE ABOUT YOUR UNREASONABLE TECHNOLOGY!



### unreasonableatsea.

The application below should be pretty simple and self-explanatory. We begin by making certain you are eligible to apply. We then collect some basic information and ask a few questions to learn a bit about you and your team. The bulk of the application lies in the 10 short answer questions at the end. That's it.

**\*\*IMPORTANT:** you can save a partially completed app and log back in at a later date. Just scroll down to the bottom.

*In order to apply you must answer "YES" to the following questions.*

**\* Are you 18 years of age or older?**

*Although we'd love to be working with 13 year old geniuses, international laws require you be at least 18 years of age to apply.*

Yes

**\* Do you have a relentless entrepreneurial spirit and are you hungry to take your technology into new international markets?**

*We only want to work with teams who have a conviction that their company, their impact, and their technology can and will be globally relevant.*

Yes

**\* Are you currently working and will you continue to work full-time on the development of your company?**

*A full-time commitment is defined as a minimum of 40 hours per week.*

Yes

**\* Do you have at least one team member who is currently full-time?**

*You must have a teammate working full-time on your company as well. A full-time commitment is defined as a minimum of 40 hours per week.*

▾**\* Is your company a for-profit enterprise?**

*We are only accepting and working with for-profit companies.*

 ▾**\* At minimum, do you have a prototype to market or have you completed a pilot?**

*We do not select teams that are at an idea stage. You must have a physical prototype or have completed a pilot program to be accepted and to continue with the application process.*

 ▾**\* Has your venture generated at least \$1 in revenue from the sales of your core product or service? This is not a requirement, but we give preference to teams that have generated at least some revenue to date.**

*Our goal is for 80% of the teams we accept to the interview round of our application process to meet this standard. Curious why? [Read our FAQs](#) for more info.*

 ▾**\* Are you a Founder or Co-Founder of your company?**

*We only accept Founders or Co-Founders as our obsession and purpose lies with working directly with entrepreneurs.*

 ▾**\* Can you read, write, and speak English sufficiently?**

*All trainings, materials, mentor sessions, and workshops will be in English. The irony of this question is that if you can't read in English... you won't be able to answer what we are asking =).*

 ▾**\* Finally, and most importantly, are you Unreasonable?**

*Do you hold the conviction that your technology has the real potential to be globally significant? Do you refuse to allow any setback, any criticism, and any seemingly insurmountable obstacle to prevent you from measurably improving the lives of at least 1,000,000 people?*

 ▾

*In order to apply you must answer "NO" to the following questions.*

**Is your technology or company...****\* ... for a charity based and/or foundation based organization?**

*We select for companies that will be able to generate sufficient internal revenue (separate from donations or grants) that cover operational costs. We only work with for-profit companies.*

 ▾

**\* ... for a faith-based initiative?**

*In this context, faith-based implies that your venture is associated with a religious institution or is promoting a specific faith. If your work has a spiritual basis you are still eligible for consideration and should select "no" for this question.*

## Tell Us About Yourself

**\* First Name****MI****\* Last Name****\* Your Age****\* Gender****\* Email Address****\* Phone****Skype Name****\* What city do you live in?****\* What country are you living in?****\* What country are you a citizen of?****\* How many companies, have you been on the founding team of that were profitable?****\* From which organization or individual did you get a link to this Fast Track Application? (i.e. who referred you?)**

## About Your Company

**\* Company Name****\* In which year was your company founded?**

**Your Website****Pitch or Product Video**

\* **In which country is your company legally incorporated?**

\* **In which country is your company's main operations?**

\* **What best describes your technology?**

\* **At what stage would you describe your company?**  *Click "?" for stage descriptions*

\* **How much revenue has your company generated so far (in US Dollars)?**

\* **How many unique clients/customers has your technology served so far?**

\* **How much capital (financing) has your team raised to date (in US Dollars)?**



**PAUSE.** Before you go any further, scroll down to the bottom of the page and save your application. We don't want you to lose any of the valuable work and time you have already put into this.

## About You & Your Team

\* **How long have you, personally, been working full-time on the company?**

*(full-time is defined as a minimum of 40 hours per week)*

\* How many hours in an average week do you spend working on your business?

\* What is your role in the team? What exactly are you doing for the company?

I invented the technology.  
I am the principal investigator in the lab and in the field.  
I define the strategy of the group with a few collaborators.  
I am the coordinator and principal fabricator so far.  
I am the spokesperson.

40/40 words

\* Why are you uniquely qualified for this role?

*Share with us your education, past experiences, expertise, passion and strengths.*

More than being passionate, inventing this technology comes from my faith and love for the ocean. My education, all the things I love most, and what I think the world needs now are coming together in this project. I have rarely met someone with my determination, stamina and creativity.

49/40 words

\* How many full-time teammates are currently working on your company at least 40 hours a week?

\* How many teammates would you like to join you on the voyage?

\* **Teammate 1** Name (the person you'd like to join you on the voyage)

\* How long have they been working full-time with the team?

*(full-time is defined as a minimum of 40 hours per week)*

\* How many hours in an average week does your teammate spend working on your company?

**\* What is this person's role? What exactly are they doing for the company?**

Hardware hacking, electronic prototyping, testing on the water. Strategic and administrative work, research coordination. She's also doing a lot of outreach, organising exhibitions, teaching workshops and public speaking.

28/40 words

**\* Why is this person uniquely qualified for this role?**

*Share with us their education, past experiences, expertise, passion and strengths.*

Gabriella is an extremely driven creative problem solver. She joined Protei first as volunteer and became irreplaceable in how our team operates today. Very hard working and focused, her love of sailing and the ocean makes her my perfect collaborator.

40/40 words

**Teammate 2 Name (the second teammate you'd like to join you on the voyage) (optional)**

**How long have they been working full-time with the team?**

*(full-time is defined as a minimum of 40 hours per week)*

**How many hours in an average week does your teammate spend working on your company?**

**What is this person's role? What exactly are they doing for the company?**

0/40 words

**Why is this person uniquely qualified for this role?**

*Share with us their education, past experiences, expertise, passion and strengths.*

0/40 words



**YOU ARE KICKING ASS.** But don't let your momentum stop you from scrolling down to the bottom of the page and saving all the work you have already put into this application. We also recommend you take a minute, step outside, enjoy the sunshine or the starry night, and then sit back down to knock this application out of the park!

## 10 Short Answer Questions...

**\* 1) In 50 words, how would you explain your business to a 10-year old?**

*Avoid using jargon or complex terms. Just give us the simplest explanation you can.*

Protei is shape-shifting sailing robot to sense and clean the ocean. Without a centreboard or rudder : the whole boat changes shape. Protei is optimised to pull a long payload to clean-up oil spills, collect plastic from the ocean, sense radioactivity, monitor fisheries, map coral reefs and much more.

49/50 words

**\* 2) As specifically as possible, identify the primary social or environmental need your technology addresses.**

*Stay focused on the need you're addressing and why we should care. Do not discuss your solution here.*

The ocean covers more than 70% of the surface of our planet and remains largely unexplored : more than space, it is the next frontier. More than 50% of the world population lives in cities near the sea and the ocean hosts the future of food, transport and security for our growing population. But the oceans are dying, and so will our specie if we willingly continue to ignore the facts. The ocean is the greatest CO2 pump and absorbs most of the heat of the sun but the general temperature, level and acidity of the oceans are rising. The ocean is filling up with plastic debris, radioactive material, oil spills, industrial and agricultural run-offs. The quasi totality of coral reefs –that are the world most dense biodiverse environment– are endangered, more than 80% of our large fish populations are gone. We need to develop better technologies to sense and understand our oceans. We need to clean and protect where life originated on our planet and what is our future.

170/150 words

**\* 3) What is your solution to the need stated above? Specifically, describe the product or service that you are selling to your customers.**

*Please be as simple and specific as possible. And as always, please avoid jargon.*

Even if we stopped producing plastic now, plastic debris would continue to break down and accumulate in the ocean gyres for the next 50 years. Ocean debris are moving at the speed of currents, winds and waves and these are the natural forces we need to harness to capture pollutants at the speed they are produced and travel. In the same fashion, oil spilled at sea drifts and needs to be captured understanding and using these forces.

Protei would be a durable wind-powered solution to remediate such problems.

A shape-shifting mono-hull provides multiple ground breaking properties that makes Protei an unprecedentedly robust, agile and powerful propulsion system using renewable energies. The payload being dragged, what Protei transports can easily be extended and scaled.

We need our technology to develop and propagate fast and efficiently. This is why we are developing Protei Open Hardware, as a plug and play sailing robot fleet that will be Android operated and remotely controlled via a simple web browser from any PC, laptop or mobile device.

171/150 words

**\* 4) Who are your customers? Who is going to buy your product or service?**

*Whether it is a person, an organization, or another entity, please be as detailed as possible in describing who is going to buy your product. If it is a person, what is their socio-economic status, age, gender, location, etc. If you have multiple tiers of customers, please describe them all. For example, Coca-Cola sells cans of soda to (1) store owners, who then sell it to (2) a person who drinks it. We would want you to describe both of these parties if you also have multiple customers.*

Protei is an modular sailing robot than can be extended to host scientific instrumentation, clean-up material and a great variety of payload on-board and dragged behind in the stabilising "tail". Protei will come at least in 2 sizes :

- 1m Protei mostly for sensing, sold for under 500 USD.
- 6m Protei for ocean cleaning and to carry heavy payload. Sold for under 10'000 USD.

The customers are ranging from

- Kids, Hobbyists
- Scientists
- Engineers
- Governments
- Teachers
- Hackers, Environmental activists
- Professionals
- Designers
- Sailors, fishermen, coast guards

95/150 words

**\* 5) Who is your competition? What existing solutions are your customers currently using to meet their needs?**

*What products, services, or organizations, if any, already exist that are addressing this need and how effective are these solutions? If no other competition exists, describe how your customers are otherwise coping with and currently meeting their need. Don't focus on your company in this answer and please do not discuss why you are "better" than your competition, we just want to know what is already going on in the market.*

**1. Sailing robots**

Until today no autonomous wind-powered sailing robot has ever crossed an ocean. Most competitive sailing robots use conventional hulls and rigs since decades without much success. Best performing autonomous sailing robot on short distance : [www.roboat.at](http://www.roboat.at)

**2. Wave glider, By Liquid Robotics.**

The wave glider was an unlikely technology just a few years ago but it is now the autonomous vessel with the greatest mobility and autonomy using wave power. Currently several Wave Gliders are simultaneously attempting to cross the Pacific. But let's compare Wave Glider and Protei expected performances : [www.liquidr.com](http://www.liquidr.com)

Name : Wave Glider | Protei

Payload : 100kg (on board) | 2000kg (pulled)

Speed : 2.5 knots (peak) | 3.5 knot (cruising speed)

Price : 200'000 USD | <10'000 USD.

Intellectual property : Proprietary | Open Source

Eventually we hope our sailing robot to be able to carry 20 times more weight, at least twice as fast for about 20 times less money, using extendable open source technology.

164/150 words



**\* 6) What is your business model? How will you make enough to pay yourself, your team, and cover the other costs of running your company?**

*We would love to see a timeline here, including by when you expect to hit key revenue milestones and how you will get there. Please justify your assumptions. If, for example, selling to 500 customers will get you to \$100,000 revenue, how can you convince us you can sell to that many customers?*

Just like our technology, our source of funding is evolving fast.  
 2010 : crowd sourcing via Kickstarter.com and donation from institutions.  
 2011 : individual donations.  
 2012 : sponsorship [in progress]  
 2013 : sales of Protei units  
 2014 : operations, research grants  
 2015 : environmental data and cleanup

We want to grow more like a franchise of many small businesses rather than an expensive start-up. Our idea is to invest our money to maximise our positive impact on the ocean, and that goes by decentralising research, manufacturing and operations around the oceans. We are not looking into getting massive investment that would expect an immediate x10 return ; instead we would multiply by x10 the number of Protei units by keeping retail price moderate and operate around the oceans with a typical x2 return. In fact that will be more money, more Protei operating, faster open source development, bigger environmental/economic impact and contribution to science.

Wave Glider obtained about 42 millions USD in venture funding and several tens of millions in research grants according to Bloomberg, but in the last year their retail price has increased from 150'000 to 200'000 USD per unit. [<http://venturebeat.com/2011/11/18/liquid-robotics-pacx/>] We refuse to go down this alley, we know the potential of our technology and we want to build our success on a large Open Source community and the sensing and cleanup work we do.

228/150 words

**\* 7) In detail, describe the major milestones you have achieved to date.**

*What notable progress have you made so far? For example, have you hit \$10,000 in revenue, established a key partnership with the government, obtained outside funding, built a Board of Directors, or won any awards? Please be detailed and don't be modest! This is one of the most important questions in this application.*

2010 : During the BP oil spill, I left my job as project leader at MIT to move to new Orleans to help on cleanup operations. By successive experimentations, I discovered the new properties of a shape-shifting hull.  
 2011 : I built a team and defined our strategy and ethical code. I cycled from Tokyo to Sendai through Fukushima measuring radioactivity to determine the best location to launch Protei in the future.  
 2012 : We are in transition from prototype to product, preparing for manufacturing.  
 We are now a solid team and we expect to sell and operate Protei to sense and clean our oceans soon.

In 2 years we have developed over 10 generations of prototypes, improving the technology and growing our international community and recognition.

127/100 words

**\* 8 (a) Why is your team uniquely qualified to run this company?**

*Share with us your team's passion, education, past experience, expertise, and individual strengths. What makes your team the perfect one to run your venture? If you need to expand the size of your team, please tell us how you'll go about it and why you need more members.*

We have had a bumpy road in 2 years, and now only the top notch

- Makers
- Engineers
- Scientists
- Environmentalist and community organisers

all passionate by sailing and the environment, are Protei members.

It is time we release a product that will have a significant environmental impact, and that we become economically sustainable. Some of us have suffered the BP oil spill, others the Fukushima disaster, we are all horrified by the plastic gyres, dying coral reefs etc. We are not an advocacy group, we are not a political group, we are a technology group but we are hungry and determined to bring Protei to serve the oceans.

111/100 words

**\* 8 (b) What are some things that the team (or its members) have built in the past?**

*Please include URLs if relevant.*

Cesar Harada

- World Smallest Trimaran : <http://cesarharada.com/2005/diplome/A-BATEAU/-bateau.html>
- Mobile technology incubator Nairobi (Construction manager) : [www.ihub.co.ke](http://www.ihub.co.ke)
- Urban Space Station (designer and head of construction) : [www.urbanspacestation.org](http://www.urbanspacestation.org)

Etienne Gernez

\_ Maritime Engineer at DNV Oslo Norway that examines, tests and certifies the world most complex sea-faring structures on a daily basis. [www.dnv.no](http://www.dnv.no)

Gabriella Levine

- Hardware hacker working in Interactive installations.

Sebastian Muellauer

- Industrial designer specialised in high-performance super-light organic composite materials.

Updated list : <https://sites.google.com/a/opensailing.net/protei/people>

78/50 words

**\* 9) Why are you applying to Unreasonable at Sea?**

*What do you want to achieve by going through the program and what do you want to gain from the experience?*

I am applying because I want to :

- Transform a scientific research project into a world changing venture. Because I never heard of any program that would support the deployment of Protei in such a powerful way.
- Promote the launch of Protei around the world. We are currently optimising our prototype for production and we hope to have Protei in store Dec 2012. This is perfect timing.
- With your permission I would like to make measurements of plastic debris, levels of radioactivity, and other environmental variables as we go.

Because when so much is at stake, being reasonable is being a coward.

105/100 words

**\* 10) Why should we choose your company?**

*Teams will be applying from dozens of countries globally and we only have a few select spots for the program. Share with us why we should choose you, your team, your company, and your technology above all the rest.*

You should choose our company because :

- you will not find a project that would give more purpose to an accelerator at sea than a shape-shifting sailing robot to sense and clean the oceans with open source technologies.
- we are choosing you. We self-identify and appreciate your necessarily radical approach to solve global problems with local solutions.
- Protei is not only on a business journey but also on a scientific mission to understand and protect our oceans, our future.

82/100 words



**unreasonableatsea.**

**SHIZAMI!** You are at the bottom of the application for one of two reasons. You are either saving a partially completed application (*always a good idea*), or you are about to submit a complete application (*it will be a privilege to read it over!*)

*thanks for being so unreasonable...*

\* Indicates Response Required

Save Partial Work

Submit