

Protei's Growth & Impact

We have developed a 5 year plan, with estimated figures of profit margin that come from sales of boats (Fig. 1).

For Protei, growth means the economic sustainability to maximize the environmental and social impact, and the technological development. We aim to grow to be a sustainable company, not to be a maximum profit generating organization. We have a different agenda than "Business as usual", and we have been backed thus far (Fig. 2).

Financial sustainability: This will benefit the broader Protei community, by enabling us to develop a

widely-used technology.

Environmental impact: Our first priority is to serve the environment.

Social impact: We aim to grow into a rich, diverse community of people who want to have a positive impact on the world.

Technological development: Technology is our means, not our end. We focus on innovation generated by the community, and as Protei becomes a mature technology, we are eager to diversify our range of services and products under the open-hardware and community-generated innovation model.

Market Capacity	Units produced and sold per year	Cost per unit (USD)	Turnover GBP (USD)
Protei - 1m Toy	100,000	250	25,000,000
Protei - 1m Ocean sensing (Arduino+Android)	500	20,000	1,000,000
Protei - 6m Sport sailing, manned	10,000	20,000	200,000,000
Protei - 6m Autonomous, ocean-cleaning	200	100,000	20,000,000

Fig. 1. Market capacity of the vessels

