

Cast off – but don't lose control!

Recreational boating activities can now be monitored remotely – which greatly benefits boat-owners and fleet managers, as well as the people who hire boats, insurers and even the environment.

This year, Sailsense Analytics, the company that has pioneered connected boating solutions, set up its international development base in France.

Outside Europe, the company recorded its first successes in the Caribbean, the French Antilles and the Virgin Islands.

Back on this side of the Atlantic, the start-up will be presenting its clever monitoring solution at the METSTRADE Show in Amsterdam, which is the biggest B2B exhibition of marine equipment, materials and systems exposition in the world.

Paris, 19th September 2018 – Two young engineers with a passion for sailing put the finishing touches to their genuinely disruptive idea while they were crossing the Atlantic. Once completed, they tested the idea for over a year under all operating conditions and over a number of different seas. After that, they raised more than a million euros from private investors, recruited the talent they needed and surrounded themselves with specialists in innovation. With all that in place, they then launched a boat monitoring solution that is as uncomplicated and affordable as it is revolutionary for the world of pleasure boating.

“A boat, whether it's powered by sails or an engine, is first and foremost an asset that has a certain value, with more and more sophisticated equipment on board today” explains Nicolas de Laet, co-founder and CEO of Sailsense Analytics. “This asset is exposed in particular to bad weather and the risk of an equipment failure of some kind, as well as to all sorts of damage and hazards and even theft. Also, the growing phenomenon of ‘uberisation’ and dematerialisation in the way water sports are practised these days makes recreational activities on the water more accessible to increasing numbers of people, meaning that boats are being operated by people who have fewer and fewer nautical skills. All this has prompted owners and of course fleet managers, insurance companies and of course boat-builders, to demand innovative solutions that help with predictive maintenance, improved sailing experience, automatic detailed logbook, increased simplification and safety. Our real time boat parameters monitoring solution uses artificial intelligence and smart powerful algorithms that make it possible, by combining data in a smart way, to inform, alert, explain, help and prevent”.

After attending the shows in Paris, Dusseldorf and more recently Cannes and La Rochelle, Sailsense Analytics has decided to exhibit at the METSTRADE Show in Amsterdam this coming 13th, 14th and 15 November, where it will be able to host high-end customers, as well as compete for the DAME Award, which is one of the most respected awards for innovation in the industry.

“With one of Europe’s longest coastlines and most extensive networks of navigable canals and rivers, France is home to a great many of the continent’s leading marinas boat-building yards. So we thought it would make the ideal base from which to run our international expansion programme,” explains Odile Corbon, Head of Business Development at Sailsense Analytics. “The market is particularly promising, given the number of challenges out there – so it comes as no surprise to see that it is in the islands, where the boat hire market is most active and the elements the most unpredictable, that we have found the most early adopters of our technology.”

This rapid uptake from global players firmly underpins the company’s international ambitions.

About Sailsense Analytics

Founded in 2017 by Nicolas De Laet and Yannick Vereerstraeten, two sailing enthusiasts who have successfully juggled working careers in major groups with lengthy sailing trips, covering thousands of miles across the world’s seas, Sailsense Analytics offers an unprecedented, ultra-secure solution for monitoring sailing vessels and yachts. The technology is based on powerful artificial intelligence algorithms and machine-learning to convert the data generated by the boat into genuinely relevant information about the vessel. This helps the owner or manager to schedule preventative maintenance and take informed decisions. The intelligent Sailsense Analytics solution enables the 24/7 monitoring of all the vital settings and parameters of any boat, including its electronic and electrical systems, engines, batteries, desalination units and other on-board systems. And in doing so, the Sailsense Analytics technology also allows fleet managers, insurers, owners, builders and yards to understand the way in which a boat and its crew are performing, as well as to assess the vessel’s condition in real-time and anticipate any hazard or risk of failure so that the administration, profitability and safety of the boat can be optimised.

For more information about the Sailsense Analytics solution, visit www.sailsense.io

About the METSTRADE Show

As a genuine international forum for marine industry professionals, the METSTRADE Show is the world’s largest and most visited B2B exhibition for marine equipment, materials and systems. For this 31st edition of the show, which runs from 13th to 15th November 2018 in Amsterdam, the commercial platform will be focused on innovation, market developments and networking, attracting industry professionals from all over the world.

Visit www.metstrade.com for more information.

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