

BRAVO EUGENIA PROCESS BOOK

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TOPIC SELECTION



ZERO-EMISSIONS SUPERYACHT

- A. It is powered by a hybrid propulsion engine, and it consumes 30% less fuel than other boats.
- B. Equipped with a waste heat recovery system and integrated battery
- C. Eco-friendly
- D.Bravo Eugenia is a 250 million dollar yacht

BRAVO EUGENIA **CONNOISSEUR BRAND**

- A. Jerry Jones is the owner of the superyacht owner of the Dallas Cowboys
 - B. It was built by Dutch shipyard Oceanco
 - C. Can hold 14 people with a crew of 30
 - D. It is not known by a lot of people and not widely advertised
 - E. It is ultra-luxury
- 



OBJECTIVE

We want to explore the superyacht and the different innovations and technology behind the zero-emission yacht. We want to see how technology, design, and features are included in the yacht's design and how they include more experiential designs.



TREND ANALYSIS



SUSTAINABILITY

Charging Technology

Electric Charging Technology utilized inside of the yachts.

Batteries

Energy Storage Functions , which can be flexible and also clean.

DC Grid

Modular system (electric power solution for yachts)

Fuel Cells

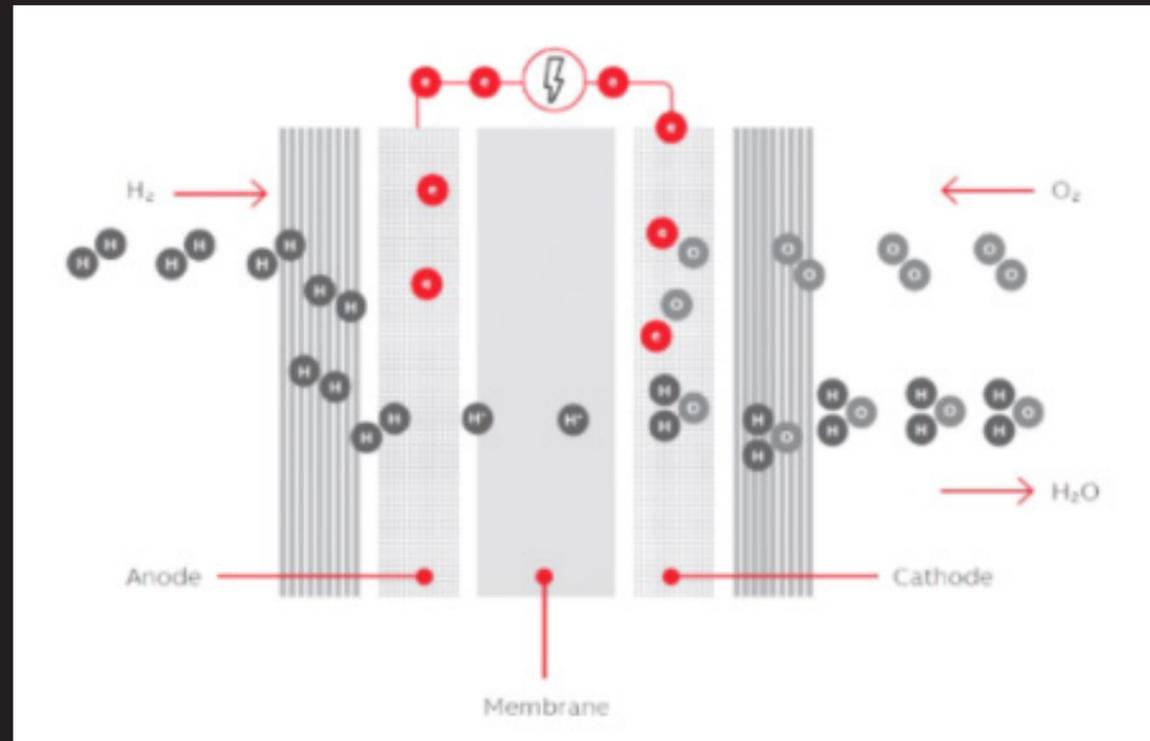
Energy production which can lead to be accessible and clean for the environment

MODULAR SYSTEM-FUEL CELL TYPES

FC technologies that will change the yachting industry. We see how there are three possible technologies in terms of fuel cell types, which are the following:

- A, Pure Hydrogen
- B. SOFC (used for hydrocarbons or different hydrogen cells)
- C. . HT-PEMFC which can be used for diesel or methanol.

These different cells have high efficiency, this can improve the total waste produced and improve the system inside of the yachts.



HYDROGEN

Defined as chemical element with the symbol and also the atomic number one. This has been showcased as one of the solutions and used as an alternative to diesel. For each, this has a high level of possibilities from:

- A. Renewable energy
- B. Lightweight
- C.. High energy
- D, Inexhaustible

There are many advantages of this. There is a favorable operating range and system, which provides clean energy. Green Hydrogen is the term for eco-friendly hydrogen gas. This requires many different renewable sources to be able to be implemented.

Green Hydrogen is considered to be the future, as there are several advantages from all-electric yachts. This is produced by renewable energy, and it represents at this moment less than 5% of total hydrogen production. This will be fully available in the next five years. There is a possibility that by the year 2030, there will be delivery and refueling solutions and possible access in gas and liquid forms.

Cost and regulations:

- A. Diesel taxed: 1.5 €/L vs. Hydrogen taxed 10 €/kg
- B. Diesel non taxed: 0.6 €/L vs. Hydrogen non taxed 7.4 €/L



TECHNOLOGY

IT SUPPORT

While traveling overseas, it has been one major trend to develop 24/7 support to increase safety inside the Yachts. There is a company that has become very popular called “Priva’s Technical Concierge.” This allows yacht owners to be enriched by their luxury experiences. They give customized services, and they have a different approach for their clients, where they are customer-oriented, they are connected with the system at any time of the day, and they have skilled technical experts to help and work full time. The goal is to have a customized experience and allow the customer to create their own unique experience of the different support they need on board. Overseas.

STREAMING

There has been a desire for the luxury customer to add new technologies to their yacht, utilizing streaming services from Netflix, Hulu, amazon prime, HBO, and more. We have seen a constant growth in expectation of having an area on the yacht to be able to relax and utilize these services. On the sea, we have seen that it is challenging to be able to connect as we do on land, from extra cost, and using satellites is a way to be able to implement these services overseas. Also, the creation of new mobile services calls “Marine Mobil Service,” which offer different movies, shows in high quality. There is a possibility of success in the next few years for building stream services and systems that can be used overseas.

3D PRINTING

In the upcoming five to ten years, we will see the implementation of 3D printing into the design of luxury products. This will be a technological advance for each. In 2021, we have seen that there is a high possibility of printing an entire yacht with 3d printing with technological advances. The biggest challenge is creating a fully 3d printed yacht that floats. There is a high possibility to increase the use of this system by creating pieces for the yacht, and as technology arises, it will make it easier to implement this into the industry.

REMOTE EXPLORATION

As the customer evolves, we have seen a seek to explore the sea and look into how the different customers want to have easy access inside of their yacht to be able to explore different islands and locations—building new platforms powered by technology that will help the customer to explore any new destination in the future.



PURE GLASS

In the last few years, we have seen a current trend overcome the exteriors of the superyachts. Now we have seen the investment in the use of glass, Using vertical glass panels. There is a new era in there of the use of glass and technology. Now is used as a practical way which can be used to replace curtains and shades.

SOUPED-UP SPAS

The yacht is considered a luxurious space, which can even be considered a way to escape reality. The rise on the creation of spa inside of the yacht as more and more this focused on the customer about wellness and having a space for them to detox and relax. This is based on customer demand and how this has transformed the spaces inside of the yacht.

CUSTOMIZATION

In the luxury environment, we have seen how important for the luxury customer to customize their products. In the industry right now, we see how there is semi customization. There is an upcoming trend for made-by-order yachts that can dominate the industry. Right now in the industry, we have two different types of yachts made:

- A. **Model:** where the company and the builder make the whole design and concept of the product.
- B. **Bespoke:** where the yacht's design is designed by the yacht owner in collaboration with the builder.





DISTRIBUTION TRENDS

INTERMEDIARIES AND HYBRID BUSINESS MODELS

In the Yacht industry, we have seen a growing trend post-COVID-19, increasing the actual number of charters and different buyers. From paperwork to negotiation, they collect and distribute the sale price of the products. Now we see that by using the internet, customers can rent and see the insight of the Yachts at their own home, also creating new categories for the customer to explore and increase the involvement of the industry.

SHIPPED AND DECK CARGO

In terms of distribution, there has been the use of shipped and deck cargo as a distribution method. This trend brings the possibility of transportation of the products all around the world. While using deck cargo, the yacht is distributed directly from the water, with this being said there is the utilization of bigger ship or boats that is loaded with the yacht and transported to the customers.

CHARTER OR A SEA TRIAL

A popular trend is where customers can take the yacht for a test trial. This will make the customer see if the product meets their expectations and what they are looking for. It also gives the opportunity to talk with the dealer and see new potential options. The customer can take the role of the passenger or the driver depending on the necessity and requirements that they want.



PROMOTION TRENDS

LUXURY EVENTS

All year round, there are many different luxury events where these events can be seen as a way to promote and network in the industry. Different yacht companies partner with different companies to host luxurious events that gather new potential clients. These events and collaborations target the A-list customers, showcasing what is coming up in the yacht industry regarding technology and new designs. With COVID-19, there was a reduction of this type of event. As the world is coming back to normal, we will see how this will be a more prominent trend in the next few years. As the customer more than ever is seeking an escape of being at home and a way to interact with others while also looking for new products and brands that will complement their way of living.

YACHT SHOWS

Another promotional trend is the use of “Yacht shows”, where the strategy is to build a strong presence and new potential connections with current and new customers. This is seen as a great opportunity to showcase new yachts and new developments in terms of technology and sustainability. And how this is gonna affect the products in the future. This is an important trend in terms of promotion as the luxury customer likes to go to this type of event as a chance to explore and learn about the products in person instead of online..

YACHTING MAGAZINES

To this day, magazines and any printed promotion are a key trend for luxury yachts. It is a way to advertise and have an effective approach for the current yacht customer. For new potential buyers, this can be a way to influence them from one product to the other, looking at what products and companies are the most relevant in the current and upcoming market. These publications can be sent directly to the customer to their own home, featuring upcoming yachts sales and distribution networks.



STP FRAMEWORK



CONSUMER SEGMENT ANALYSIS

DEMOGRAPHIC

- A. Age: 44-55 , although according to studies the median age for luxury yacht owners is expected to decrease to the 35-45 age range within the next 20 years
- B. Gender: mostly men
- C. Income: multi-millionaires and billionaires
- D. Level of education: college education or higher
- E. Occupation: celebrities or high-profile entrepreneurs

GEOGRAPHIC

- A. Europe is the largest market for luxury yachts and is expected to retain this position for a while.
- B. Americas
- C. Middle East & Africa
- D. Asia-Pacific



PSYCHOGRAPHICS

- A. Upper-class individuals
- B. Passionate about yachts, sailing, and traveling
- C. Live adventurous lifestyles
- D. Are interested in unique, life experiences over material possessions
- E. Enjoy activities such as going to the gym, the spa, playing sports, and socializing with friends and family
- F. Value independence, adventure, and exclusivity



TARGET SEGMENT



DEMOGRAPHIC

The boating industry is the most luxurious industry sector. Only the ultra-high net worth individuals own a yacht. For Bravo Eugenia, the demographic is ages 40 to 55 years old. Both men and women. These consumers are single or married with young and old kids, with occupations ranging from executives to entrepreneurs with very high incomes. Bravo Eugenia offers services for all, from family gatherings to exploring the great coasts around the world.

GEOGRAPHIC

Bravo Eugenia only sells 2,357 yachts around the world. Focus on the European market segment- a consumer who loves to sail around the coastal areas of the Mediterranean Sea.

BEHAVIORAL

Adventurous, financially cautious but loves to splurge on luxurious stuff such as a yacht and environment-friendly. Ambitious, confident, hard-workers, determined. Lives for the experience rather than the physical product. They want personalization in every experience Conscious about the environment, especially marine life. When buying or chartering a yacht, they want to make sure the yacht itself has zero emissions and is sustainable.

PSYCHOGRAPHIC

Bravo Eugenia focuses on ultra-high net worth individuals. These consumers live a high-quality lifestyle that works hard to be in the position they are in. Every now and then, they will splurge on the luxurious lifestyle, such as buying a superyacht or chartering in a superyacht. These consumers are both confident in their behavior and attitude.

- A. Leisure activities: Travelling, yoga and playing sports like tennis and golf, shopping at high-end luxury stores that offer personalization experiences
- B. Interests: Helping out the environment and other social causes, constantly trying to stay on-trend with the latest technology



CUSTOMER PROFILE A

51 years old

Occupation: CEO of a technology firm

Education: PhD

Location: Ibiza, Spain

Income: \$650,000 plus

Social Class: Upper middle class

Marital Status: Single

Lifestyle: Loves anything that is technologically advanced and sustainable. He loves to show off the wealth he has acquired in chartering a yacht twice a month around the coast of Spain. Very conscious of his appearance. Customization in every product he buys purchases the latest technology and likes to know how products are made from start to finish making sure there are sustainable practices



CUSTOMER PROFILE B

40 years old

Occupation: Creative Director for a luxury sustainable fashion brand

Education: Bachelor's & Master's

Location: Capri, Italy

Income: \$450,000 plus

Social Class: Upper middle class

Marital Status: Married with three kids

Lifestyle: Loves to travel, is environmentally friendly, conscious about the products she buys, lives for the experience rather than the products themselves. In her downtime, she loves to take her family out to the coast of Capri on a charter yacht and enjoy some family time. Loves shopping online as well as in stores that cater to customer experience such as AR technology, one on one consultations, personalization.





COMPETITIVE MARKET ANALYSIS



oceAnco

OCEANCO- ABOUT THE COMPANY

Founded in 1987, but it wasn't until 2002 that it started focusing on 260-foot plus superyachts. Prides itself on design-led builds . Environmental awareness is core to each Oceanco project, aiming not only to meet but surpass environmental legislation with each build. Its largest yacht yet - the 394-foot Redentore - is efficient thanks to her hybrid propulsions system, which keeps fuel consumption to a minimum. It has future projects in the works, such as a new 295-foot battery-powered Giga yacht concept known as Kairos, in partnership with Pininfarina and Lateral.

TOP PLAYERS IN THE ZERO-EMISSIONS LUXURY YACHT INDUSTRY

Top four competitors:

- A. Silent Yachts
- B. BYD Group
- C.Serenity Yachts
- D. Feadship



SILENT-YACHTS

SILENT YACHTS— ABOUT THE COMPANY

“Founded on the dream of eliminating the major downfalls of yachting as well as the disastrous effects on the environment without sacrificing the slightest bit of luxury” (Silent Yachts).

Vision - Establish a new era of sustainable yachting by creating the most innovative and self-sufficient yachts.

Mission - Create an independent and environmentally friendly yachting experience that combines the silent cruising of a sailing boat with the luxury of a motor yacht. The Silent 64 - the first serial production solar-powered yacht in the world.

Have expanded to include Silent Resorts - sustainable, zero-carbon, luxury holiday experience in which Silent Yachts act as floating luxury villas accompanied by a flexible and fully reversible solar-powered infrastructure on land



BYD GROUP– ABOUT THE COMPANY

Full-service naval architecture and engineering firm in Spain.

A new entrant in the solar-powered yachts sector .

In September 2020, it unveiled a new all-electric, self-sufficient 65-foot coastal cruiser called Egle .

Positioned as a “game-changer in the world of eco-friendly motoryachts,” the Egle is equipped with 323-square feet of solar panels on its hardtop.

Those panels, combined with four 150-kilowatt electric engines, allows the yacht to cruise 1,080 nautical miles at eight mph



SERENITY YATCH CRUISES— ABOUT THE COMPANY

Cayman-based and founded in 2017.

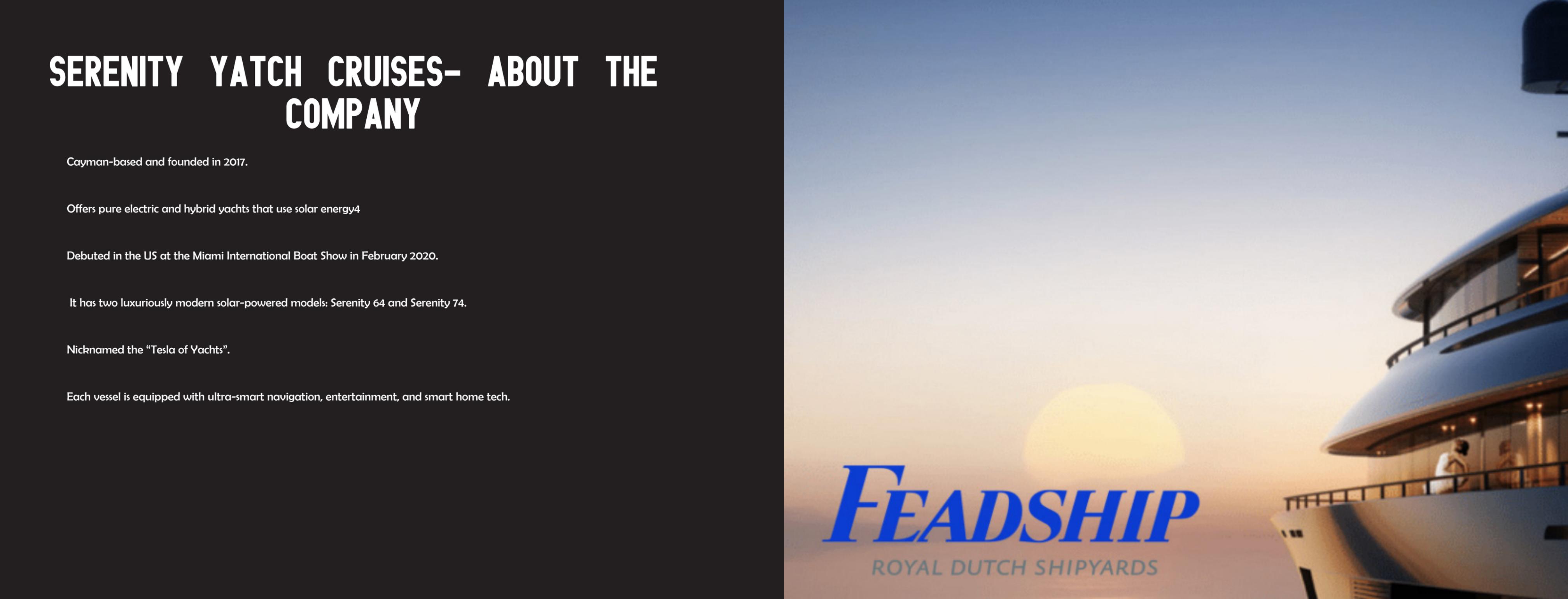
Offers pure electric and hybrid yachts that use solar energy⁴

Debuted in the US at the Miami International Boat Show in February 2020.

It has two luxuriously modern solar-powered models: Serenity 64 and Serenity 74.

Nicknamed the “Tesla of Yachts”.

Each vessel is equipped with ultra-smart navigation, entertainment, and smart home tech.

A large, modern yacht is shown from a low angle, partially visible on the right side of the frame. The yacht has multiple decks with glass railings and is illuminated from within. The background is a clear sky with a bright, glowing sun or moon, creating a warm, golden light. The logo for FEADSHIP is prominently displayed in the lower center of the image, with the text 'ROYAL DUTCH SHIPYARDS' underneath it.

FEADSHIP
ROYAL DUTCH SHIPYARDS

FEADSHIP— ABOUT THE COMPANY

Leader in the superyacht sector, founded in 1949.

Transitioning to energy-efficient yachts. Feadship director Henk de Vries would like to see every new yacht leaving the Dutch yard equipped with hybrid propulsion by 2025.

Has three boats with hybrid power: the 273-foot Savannah, Feadship's largest build, the 361-foot Anna, and the 287-foot Lonian

KEY SUCCESS FACTORS



ECO-CONSCIOUSNESS

It provides a superyacht that has zero emissions. Our consumers are environmentally conscious and care about marine life. A superyacht that has zero emissions will help protect marine life.

INTERIORS THAT ARE INSPIRED BY THE OUTDOORS

A superyacht that includes open spaces, a 360-degree view of the sea. Consumers want the outdoors to be reflected on the inside.

TECHNOLOGY

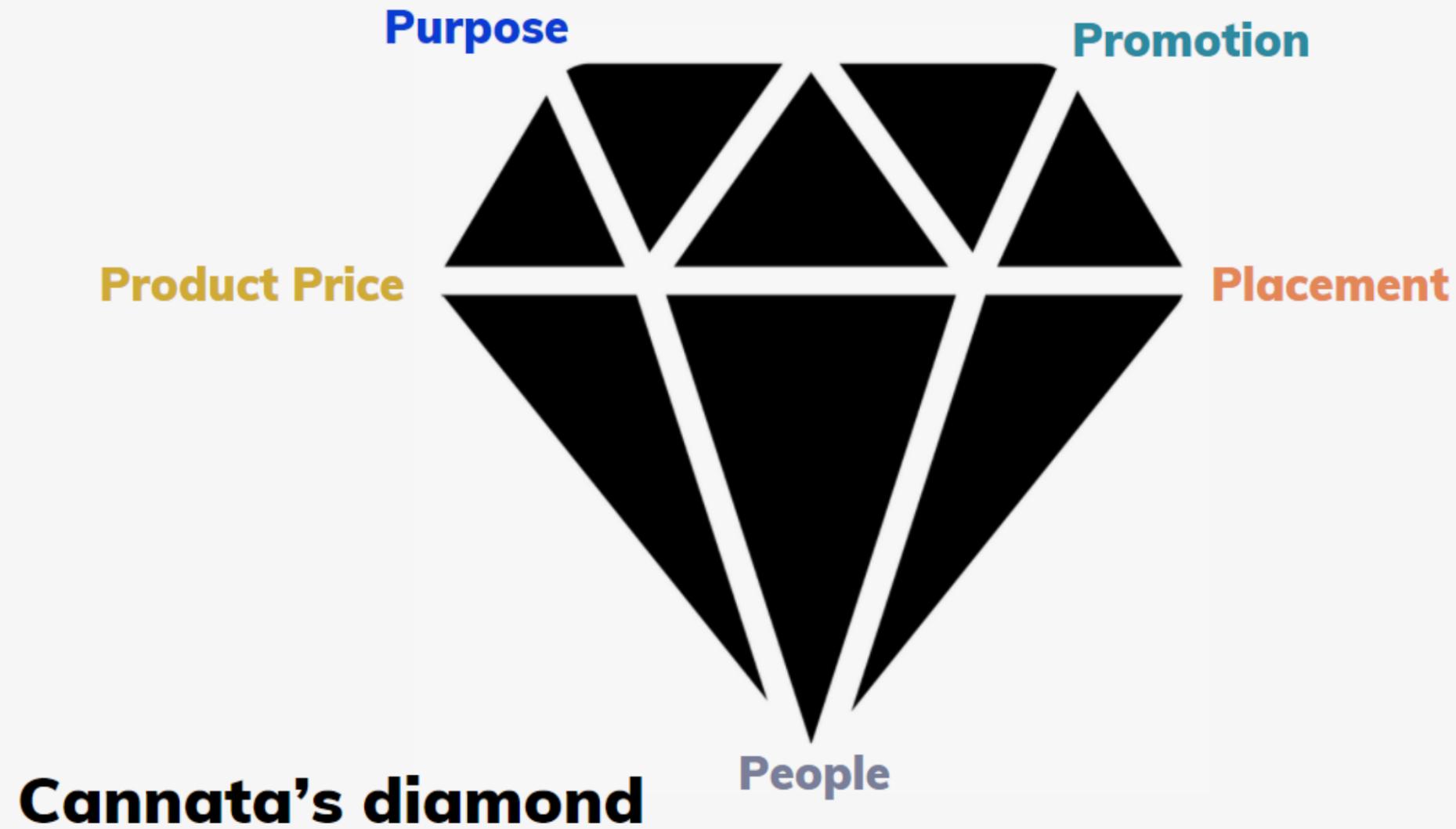
Innovation in including high-tech features on the superyacht. Such as smart homes, immersive reality, etc.

YACHT MANAGEMENT

Owners/captains are increasing their crew/staff so that consumers can gain the best experience



CANNATA S DIAMOND



PURPOSE

The zero-emission superyacht is helping us reduce our environmental impact and to help protect marine life. It consumes 30% less fuel than other motoryachts. Bravo Eugenia is equipped with an integrated battery and waste recovery system that is used for optimal performance. The idea is to promote sustainability with this yacht. The yacht was innovative, fuel-efficient, and eco-friendly. It is a lean, green, and sailing machine.

PRODUCT PRICE

The yacht is currently not for sale. It last sold in 2016. But there are 2,327 yachts for sale in the world currently. It was built by Oceano. The superyacht is worth over \$250 million.

PROMOTION

The leveraging point for the superyacht is that it is zero emissions and impacting the environmental impact. The superyacht uses 30% less fuel than its competing yacht brands. It uses the life model at its core to have a (Lengthened, Innovative layout, Fuel efficient and Eco-conscious) at the core of its design. It can reach up to high speeds with not a lot of noise which keeps guests happy. The superyacht has hydrodynamic efficiency features and the latest energy-saving technology, including a waste recovering system and an integrated battery system. Technology and innovation were at the core essence when building this superyacht. They promote the yacht by featuring awards it has won, such as the Technology and Innovation Award at the 2019 La Belle Classe Explorer Awards from the Monaco Yacht Club. And videos featuring the boats layout and perks and luxurious experience it brings to consumers.

PRODUCT

Bravo Eugenia is a motor yacht with a length of 109 m. It was a superyacht that was designed in 2018 in the Netherlands. The yacht has a beam of 16.3 meters and a volume of 3,418 G. The boat expands 1000 square feet for passengers to freely move around. It can reach a speed of 17 knots. It can hold up to 14 guests and 30 crew members, including the captain. It has seven suites onboard to ensure passengers have a relaxing luxury experience. The yacht is powered by 2 MTU engines. The interior of the yacht was designed by the British designer house Reymond Langton Design and the exterior design was designed by Nuvolari Lenard. Onboard, there are various features are a movie theatre, beauty salon, full spa and sauna, massage room, gym, underwater lights, an elevator, and air conditioning. The superyacht is named after Jones wife, Eugenia.

PLACEMENT

By creating these videos, it helps educate the consumer on the product and the sustainability component behind the design. This superyacht is one of the first of its kind with integrating zero-emission technology into the design. Because of this, it gets more awareness from consumers and allows for the possibility of these designs and technologies to be expanded if there is more interest from consumers.

PEOPLE

The owner of the yacht is Jerry Jones. He is the NFL owner of the Dallas Cowboys and bought them in 1989. Jerry Jones is an American billionaire. With this superyacht, he uplifts his social status and shows his luxurious standing. Owning a superyacht like Bravo Eugenia is luxurious, putting sustainability at the forefront Jerry Jones is concerned about the environment and limiting your footprint on the environment. The superyacht is used for family gatherings and exploring.

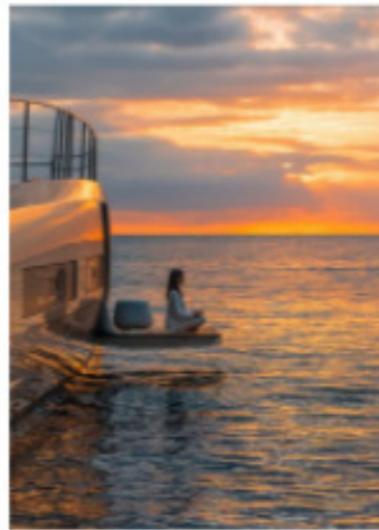
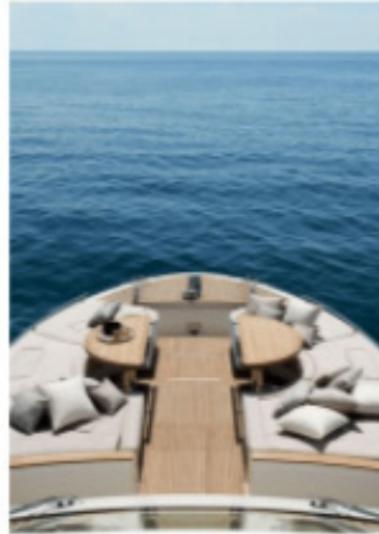




INSPIRATION EXTERIOR



Exterior



Exterior

INTERIOR INSPIRATION



Living Room



Bedroom Inspiration



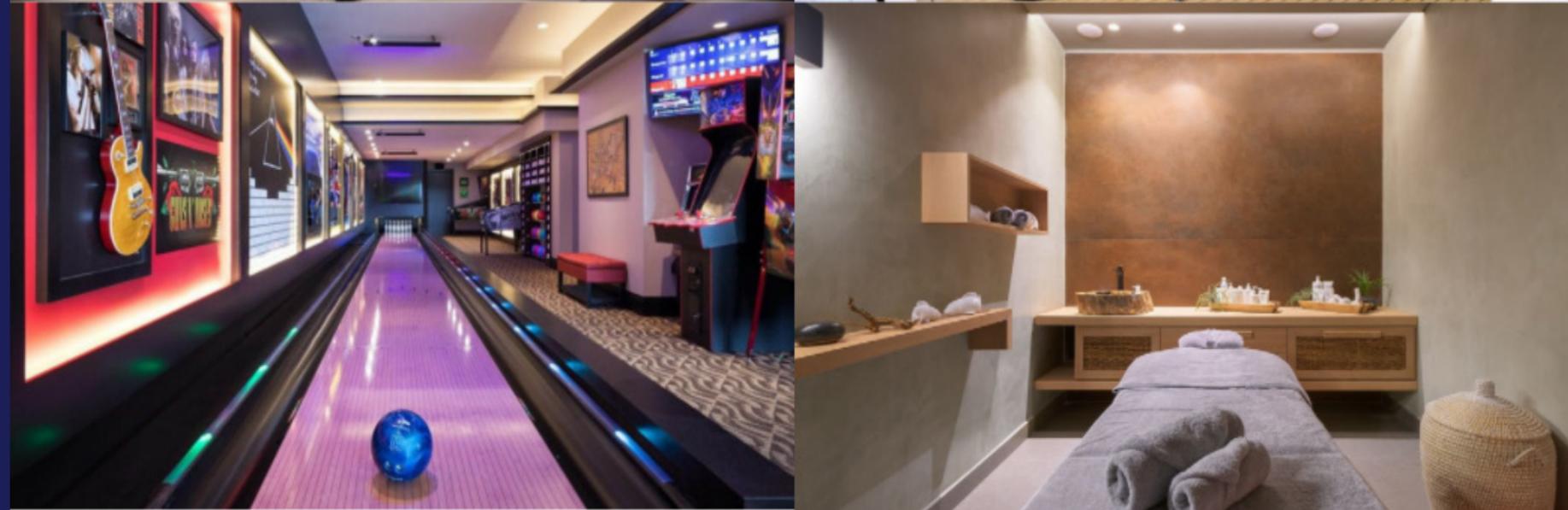
Bathroom



Dining Room



Entertainment





Lounge



Spa





KEY FEATURES

INTERIOR

- A. 10 - 15 cabins for guests, 3-5 master cabins
- B. 6 - 7 cabins for the crew
- C. formal lounge/living room
- D. formal dining room
- E. Galley (kitchen)
- F. Laundry room area
- G. Bar

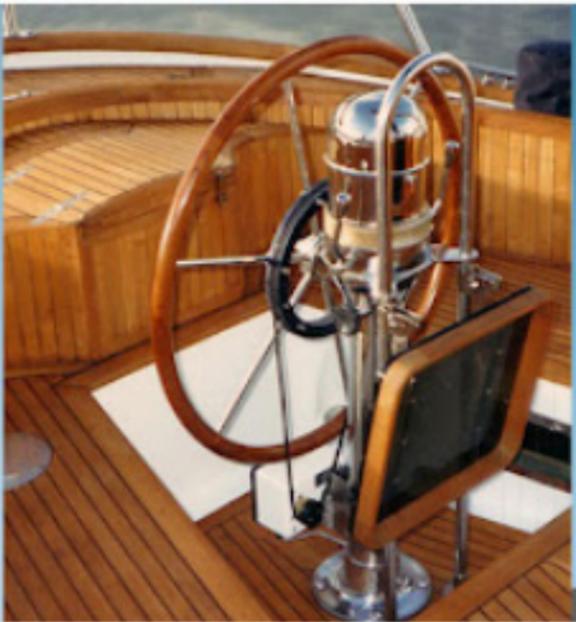
EXTERIOR

- A. large and flexible outdoor spaces
- B. toy storage (e.g., jet skis)
- C. swimming pool
- D. outdoor dining area
- E. Solar panels roofing
- F. length - more than 180 ft
- G. 4 - 5 decks

FEATURES



Battery



Autopilot



Water Recycling System



Solar Panels

KEY TRENDS INCLUDED



TRENDS

Sustainability

- A. Electric charging technology inside the yacht
- B. DC grid onboard/ DC-bus diesel-electric
- C. Azipod propulsion system
- D. Water recycling system
- E. fuel cells
- F. powered by battery

Technology

- A. Technology integration
- B. Autopilot
- C. AI
- D. Integrated into the fabric of the yacht
- E. Solar panels

NEW PRODUCT

NEW PRODUCT

- A. One new Line: One higher-end one bigger than Bravo Eugenia at 200 m yacht it is more luxurious and has eco-consciousness as its core
- B. Bravo Eugenia is trying to target that same luxurious customer that cares about the environment.
- C. The model will have sustainability at the forefront and be hydrogen-powered

YACHT SIZE



200 m large yacht size



PRICING

PRICING

The world's first hydrogen superyacht Aqua price tag was \$644 million, and it is 400 ft. It has an infinity pool, spa, gym, and room for 14 guests and 31 crew members. The hydrogen-based engine, it allows for quieter travel. And there is backup diesel in case the captain ever needs any. Bravo Eugenia, the product line we based our new model for sold for \$225 million and it is 358 ft with long. With hydrodynamic efficiency and hybrid propulsion. Considering that the superyacht Kremastos is 600 ft long and hydrogen-powered, it would be listed higher than Aqua at \$730 million. It also focused on adding luxury to the interior with a spa, infinity pool, bar, gym, walk-in closets, an entertainment room, and much more.

JUSTIFICATION



FOCUS ON SUSTAINABILITY

A. The industry is moving towards a greener future, where customers demand more eco-responsible yachts integrated with technology and luxurious amenities.

B. The yacht will not only reduce energy consumption by using the hydrogen tank and fuel cell but will also create renewable energy onboard with the solar panels.

Advantages of hydrogen over diesel:

1. Inexhaustible
2. High energy over density
3. The best ally of renewable energy
4. Quick refueling
5. Clean and quiet
6. Lightweight

Potential to gain competitive advantage in this market by meeting consumer demands and being innovative

Creating a yacht that is sustainable minimizes the earth's carbon footprint. It also helps reduce harm to the ocean's atmosphere. This will also be more cost-efficient and innovative in the different amenities, the structure itself of the yacht.

ENTERTAINMENT AT THE FOREFRONT

The way people consume superyachts is changing. They are opting for yachts that include gyms, spas, water sports, and spaces for entertainment and that enable open-air socializing (Yacht Harbour, 2019). Owners and charterers want to spend their vacation time on a yacht (Ingram, 2021). The yacht will be a destination in itself, complete with the latest technology and various options for entertainment onboard. It meets the “need for uniqueness” driver for luxury consumption.

For our design, we wanted to include interior spaces that were top entertainment with gyms, lounges, cinema rooms, an interior waterfall, and many more. For the outdoor, we wanted to bring sort of the inside space to the outside with jacuzzis with a small lounge area, outdoor bars. We wanted to take inspiration from Zaha Hadid which was Charles’s inspiration for the structure of the yacht and we continued that inspiration with a lot of our interiors.

EPITOME OF LUXURY

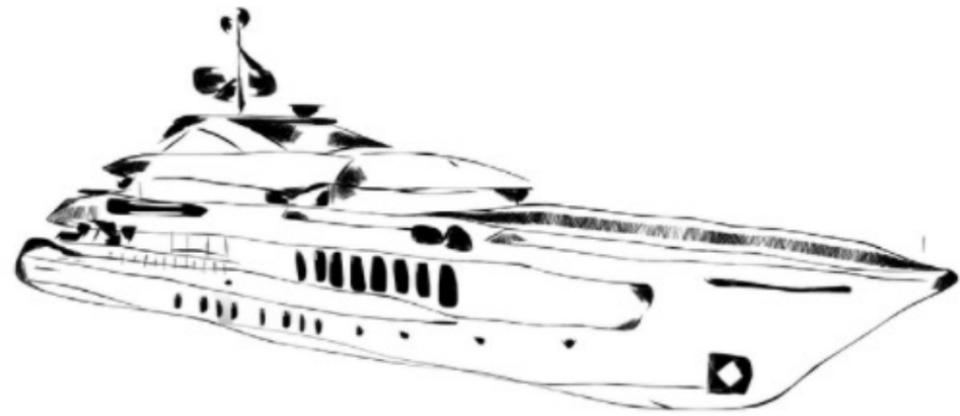
While the focus of our yacht will be on sustainability, it will represent the pinnacle of luxury. Our yacht will be defined by its opulent appearance, its creative design (both interior and exterior), and its superior craftsmanship.

Interiors- The interior of the yacht will be completely customizable, with the potential to be designed to the exact customer specifications and include their most desired features and amenities, such as the ones shown in our renders.

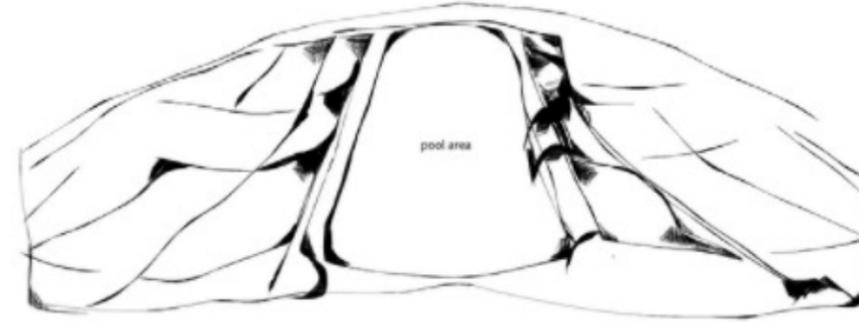
Exterior-The exterior of the yacht will be spacious and representative of relaxation, comfort, and entertainment. It will include amenities such as a swimming pool and jacuzzi, a bar, several outdoor seating areas, and storage space for jet skis or other sailing toys consumers may need while enjoying their yacht.

SKETCH IDEATION





Outside sketches



Outside sketches

MANUFACTURING TECHNIQUES AND MATERIALS

MANUFACTURING

A. It takes an average of three to four years to manufacture a fully-custom superyacht.

B. Once the design process is completed, and the contracts are signed, the yacht build process begins. The construction of the superyacht is moved to the shipyard facility, where the expert build team will schedule and coordinate their projects.

C. There are several key stages:

1. the laying of the keel
2. joining of the hull and superstructure
3. exterior and interior outfitting



MANUFACTURING

Five most popular yacht hull materials:

- A. Ferro-cement
- B. Wood
- C. Steel
- D. Aluminum
- E. Fiberglass

Oceanco specializes in building custom superyachts in aluminum and steel. The shipyard provides design, engineering, high-tech construction, and Dutch craftsmanship for its luxury yachts. For luxury yachts, glass is one of the main drivers in designing the exterior and interior. It is a connectivity to the ocean.

Description of materials used:

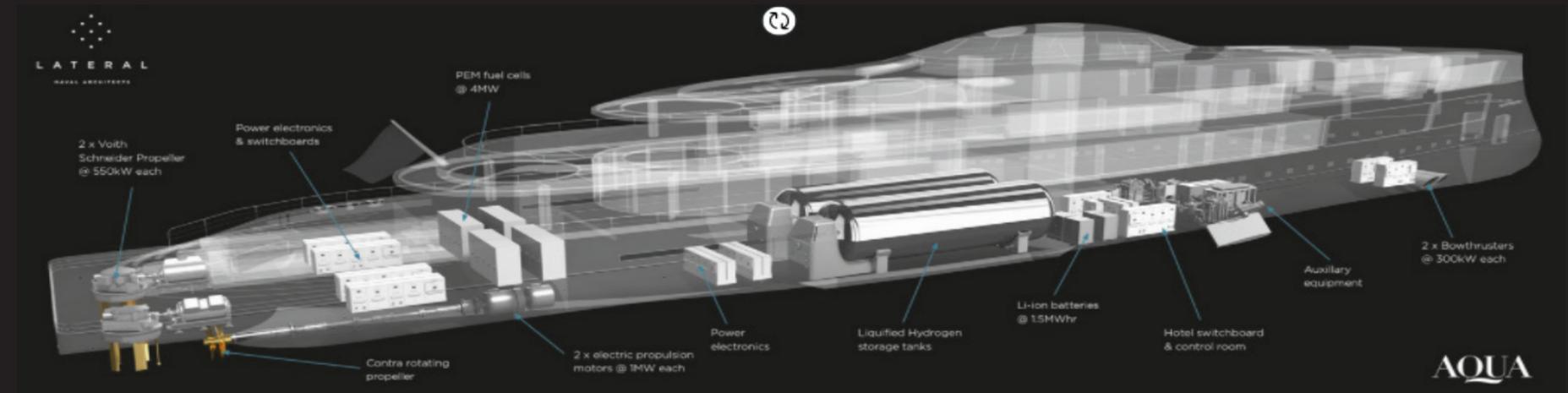
A. Steel

Typically used in constructing superyachts, ships, explorer yachts, and in general full-displacement vessels. It is a reliable material. Steel hulls have the best ability to withstand a collision. Steel hulls need to be protected with water-resistant paint in order to protect them from chemical corrosion caused by saltwater.

B. Aluminum

More expensive than steel, but looks great and is a good material for yachts that need to be reliable and fast. Aluminum boats do not deteriorate and weaken from sun exposure, which can help extend the operational life of the boat.

Oceanco partners with Lateral Naval Architects, who provide engineering expertise to the superyacht industry, from project conception to delivery, operation, and refit. Together they came up with the idea to construct hydrogen-powered yachts. The technology works by creating a chemical reaction that generates electricity: pressurized hydrogen (H₂) interacts with oxygen (O₂) in the air, creating electricity and powering the vehicle or product. The main attraction of using hydrogen as a fuel source to create electricity is that its only emissions are heat and H₂O (water vapor, which some argue is clean enough to drink). In addition to reducing energy consumption, another benefit of using solar panels in yacht designs is that they can be easily mounted on the yacht's surfaces, including the hulls, mast, superstructure, bimini roof, or bow terrace





SUPPLIERS

SUPPLIERS INFORMATION

Oceanco outsources yacht-building packages to strategic partners, called co-makers. Oceanco upgraded the role of its suppliers. They treat them as colleagues and bring them into a project early on. Co-makers come from all disciplines and give timely input about what they will be installing and what their needs are in terms of space, power, materials, etc. According to Oceanco, working together this way with suppliers means efficiency and performance. They can establish long-term relationships with suppliers and allow them to affect the design and engineering changes with each of the projects.



COSTING

COSTING FOR YACHT

Materials	Cost (\$)
Hydrogen fuel system	approx. \$5.50/kg
Steel	\$1,800/metric ton
Aluminium	\$2,720/metric ton
Wood	\$389/thousand board feet
Built of Superyacht	\$600,000,000
Expenses	
Owner	\$285,280.00
Crew	\$5,321,989
Administration	\$2,456,257
Dockage & Fuel	\$2,289,513
Maintenance	\$1,508,603.00
Annual Operating Expenses	\$11,861,642.00
Capital Repairs & Reserves	
- Interior	\$260,755.00
- Exterior	\$3,303,542.00
- Equipment Replacement	\$389,025.00
-Engineering	\$168,028.00
	\$4,121,350.00



YACHT MOCKUPS

CREDITS OF DESIGN OF EXTERIOR

Louis Charles Passover Industrial Designer SCAD



KREMASTOS 200m M/Y

Brief | *Design a Mega Yacht inspired by the Hanging Gardens of Babylon.*

Louis Charles Passover

Louis Charles Passover designs

EXTERIOR

DESIGN INSPIRATION

Inspiration

Kremastós (lit. 'overhanging')

The project was inspired by the ancient Hanging Gardens of Babylon.

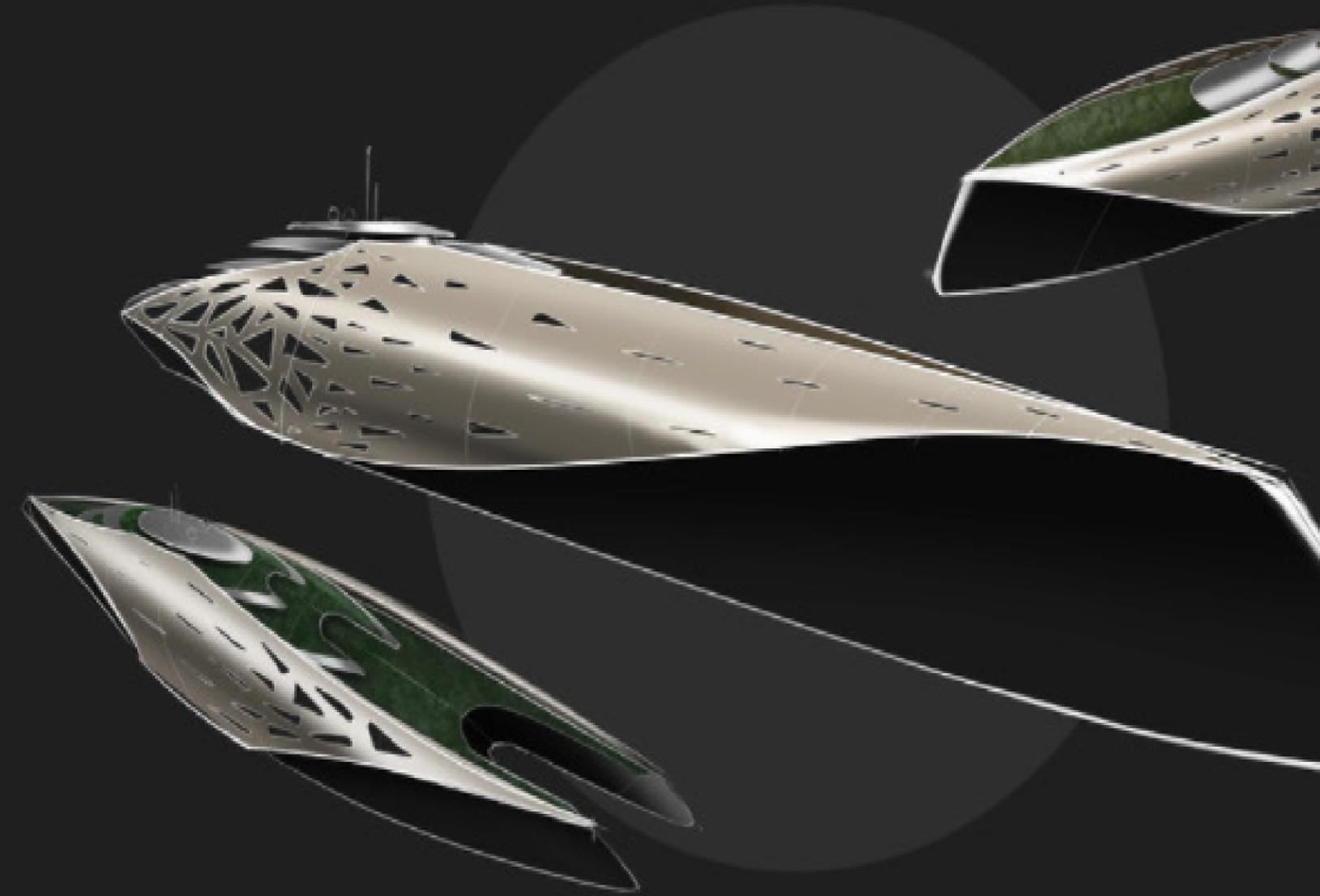
It's main characteristic was the array of tiered terraces, which through an ingenious engineering feat was irrigated by an intricate system of channels and fountains, thus allowing for densely populated gardens all along it's magnificent terraces.

Louis Charles Passover designs

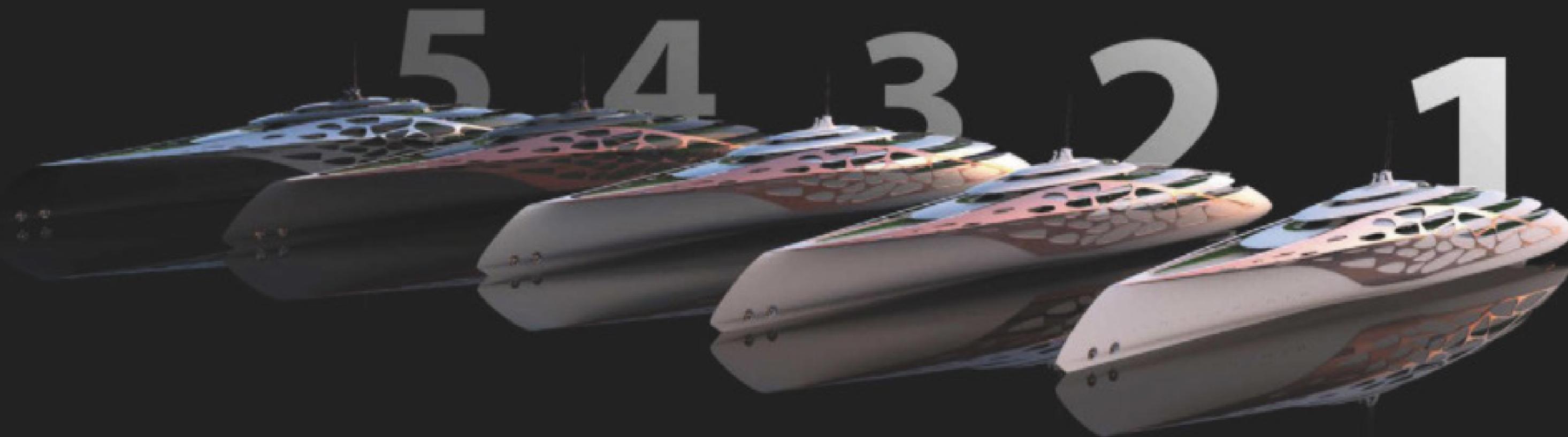
INSPIRATION FOR THE DESIGN



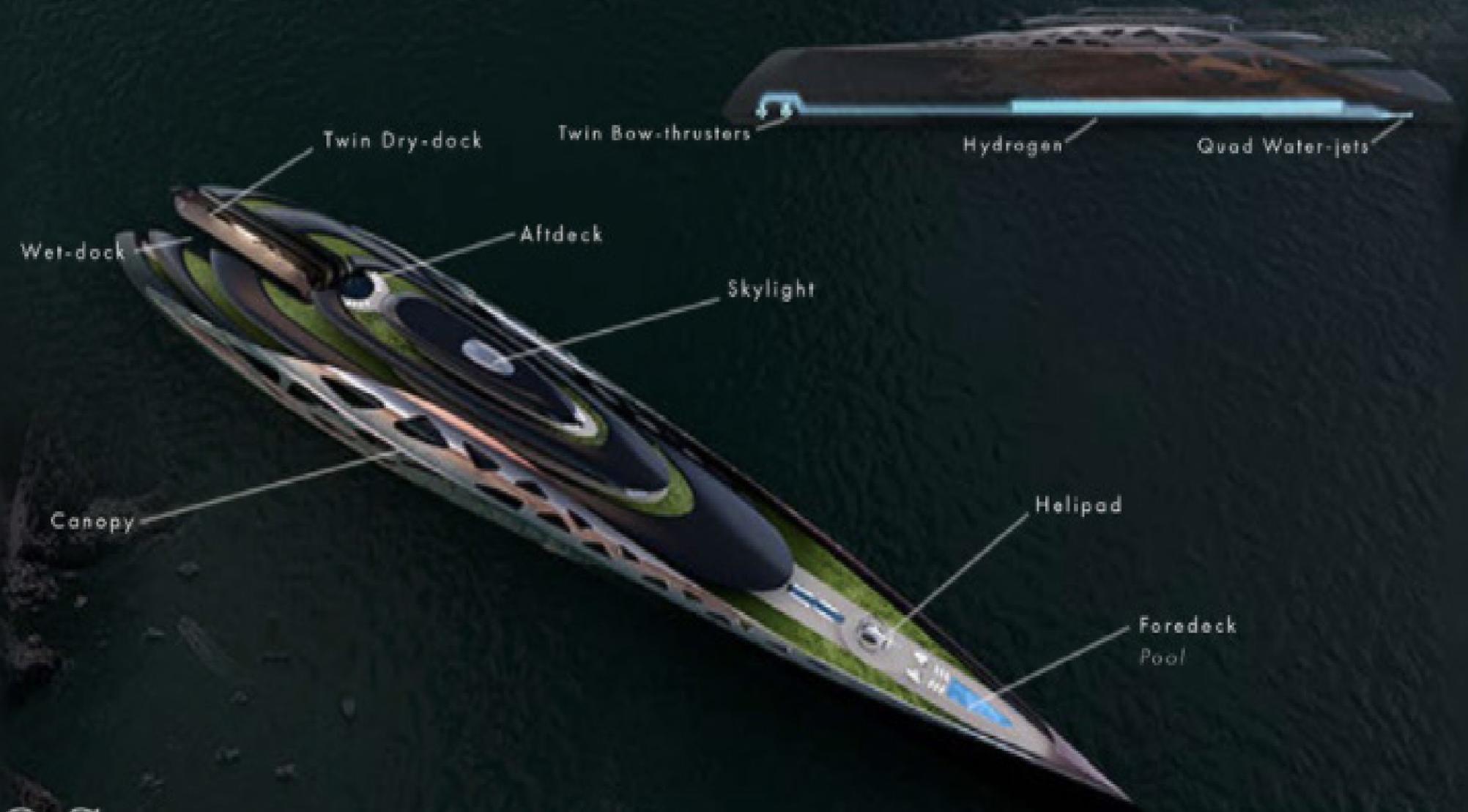
Form Exploration



Colour Exploration



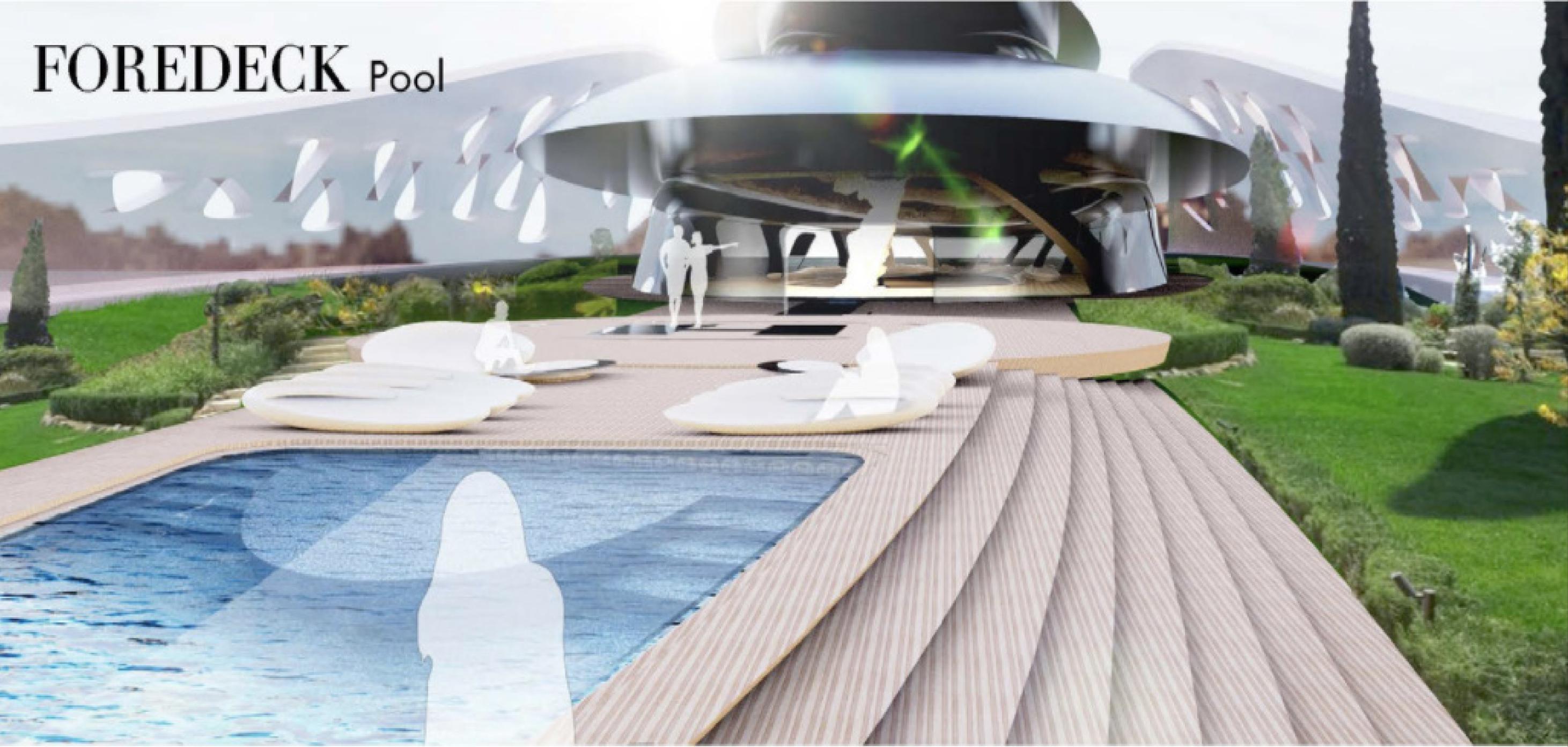
Louis Charles Passover designs



KREMASTOS 200m M/Y

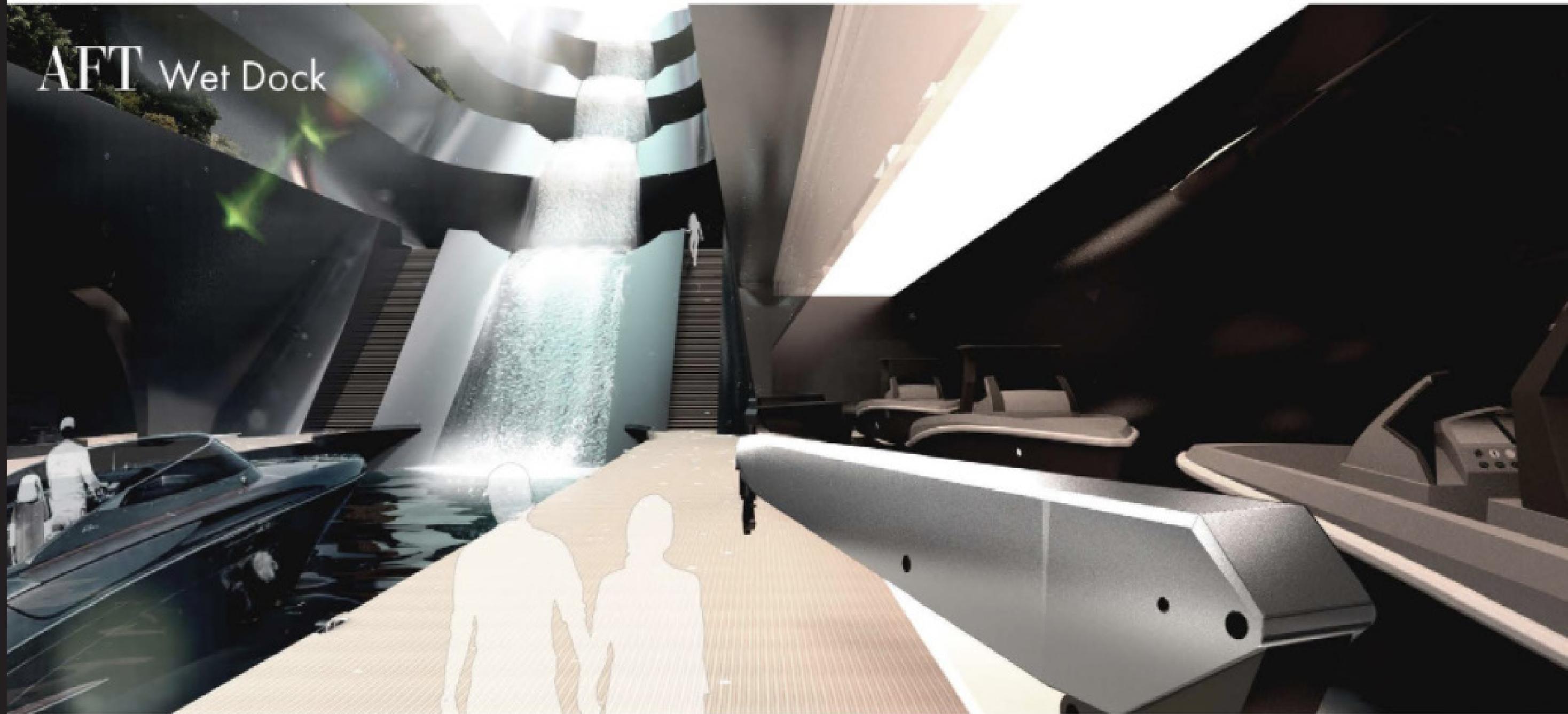
Louis Charles Passover designs

FOREDECK Pool



Louis Charles Passover designs

AFT Wet Dock



Louis Charles Passover designs

FINAL DESIGN



Louis Charles Passover designs



INTERIOR DESIGN RENDERS

CREDITS OF DESIGN INTERIOR

Nani Aguilar and Betsy Alderman

SAUNA ROOM





SPA





**OUTSIDE LOUNGE AREA
BAR**







POOL AREA



LAUNDRY ROOM





SECOND ROOM



**SECOND ROOM
BATHROOM**





SECOND ROOM CLOSET



LIVING ROOM





KITCHEN





MASTER BEDROOM







MASTER BATHROOM







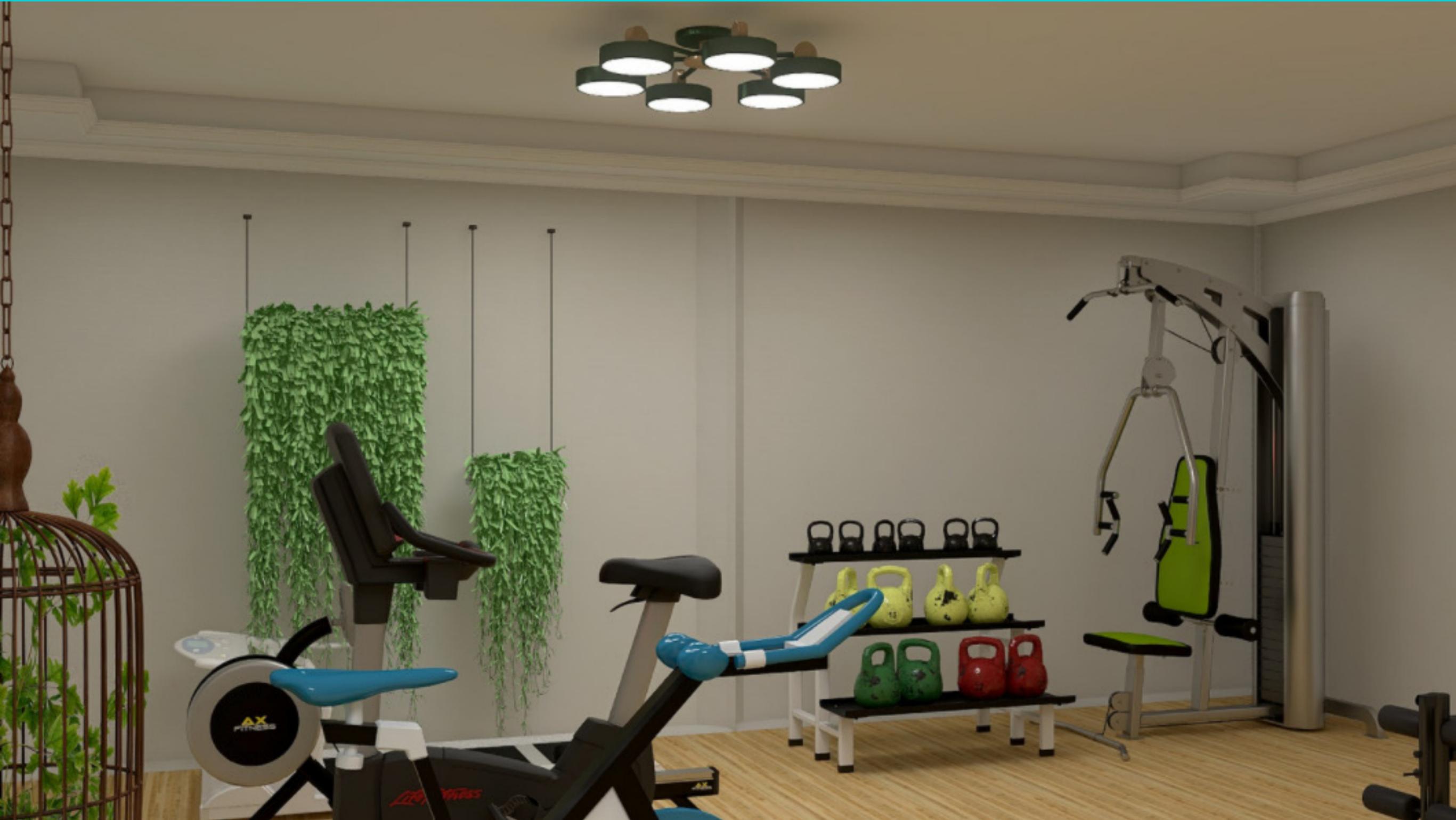
MASTER CLOSET





GYM









LIVING ROOM









DINNING AREA







PROMOTIONS

YACHT MAGAZINE

Promote in the yacht magazines Boat International Magazine and in Cruising World Magazine discuss the art of sailing, popular destinations, and share other aspects of the sailing lifestyle. Bravo Eugenia uses Oceano to help them construct their boat from the Netherlands. That is why it is key to advertise Kresmastos, the new yacht, in an International magazine. And currently, Bravo Eugenia is featured in 21 yacht news articles. So it relates to their current promotional techniques.

The yacht magazines can show off the interior and share why it was built with hydrogen-powered and sustainability at the forefront. The yachting magazines will target our core customer group, ages 40-55 years old. This can be a way to capture their attention and show off the yacht's unique features. And based on the subscription services, it will be targeted to people who are interested in yachts and upper-class individuals. It is a more personalized way of advertising.

FACEBOOK

Facebook has 2.91 billion monthly active users. It is one of the biggest social networks worldwide. Social media is a great way to reach more people and target more potential consumers. It is a cheaper form of advertisement and can reach so many people. It is ahead of innovation, and because of this, it will continue to reach a new group of consumers. With Facebook, they have a lot of consumers that are in the target group for our new yacht aged 40-55, so it is a social media that will be applicable with our strategy and potentially bring new people or entrepreneurs into the brand.

YACHT SHOW

Antibes Yacht Show in Port Vauban, Antibes, France. This is a big harbor in Europe. It attracts all the biggest names in the industry and shows some of the most luxurious yachts. In Barcelona, it can be featured in the international boat show. It was founded in 1963 and shows over 670 boats. Dubai International Boat Show 2022 was founded in 1991. The most established event in the Middle East region is March 8-12. Miami Yacht Show since 1988 is a premier and established show and will bring in crowds from all over.

Singapore Yacht Show has run since 2011, where some of the world's finest superyacht and international yacht brands are featured. It is a very elite social setting. It shows luxury at its finest which will be perfect for showing off Kresmastos, the new yacht, as it is a high price of \$730 million with luxury at the forefront. These yacht shows will be a perfect opportunity to show off the unique, sustainable features and luxury components from the exterior and interior design. It will build new connections and be great to show off the yacht. Luxury high-profile customers like going to these events to see the yacht's personal features up-close instead of looking online.

YACHT CLUBS

Larchmont Yacht Club has existed since 1880. It is a waterfront clubhouse with a pool, tennis courts, paddle tennis courts. The New York Yacht Club in 1844 is very well known. Ocean Reef Yacht club in the Florida Keys since 1955. It is very prestigious and has two championship golf courses, a dozen restaurants and lounges, a private airport, a spa, and a marina with 175 slips. They hold an Annual Vintage Weekend held in December, where it shows antique automobiles and boats. There are yacht clubs all around the world that host the ultra-rich. They can show off the new yacht at their regattas at the yacht club or one of the major events that they host. This will be a great way to reach customers interested in upgrading a yacht, and they have the income to buy one.





MARKETING MIX

PRODUCT

Kremastos is 200 m superyacht. It was inspired by the hanging gardens of Babylon. It is the higher-end version of Bravo Eugenia. It is hydrogen-powered, and it is leveraging sustainability, entertainment, and luxury with the interior having a sauna, spa, outside lounge/bar, pool, laundry room, few bedrooms, walk-in closet, entertainment room, dining room, and living room, gym and kitchen.

PLACE

We want to primarily promote Kremastos in Europe in the Netherlands, where our core product Bravo Eugenia is based. We will promote the superyacht at worldwide events throughout Europe and in major port locations in the US.

PRICE

It is listed higher than its competitors at \$730 million. Because it is bigger at 200 m and to account for it being hydrogen-powered.

PEOPLE

Many Billionaires own yachts, from Jeff Bezos Amazon founder, Paul Allen, Microsoft co-founder, and Richard Branson, founder of Virgin Group. Billionaires are known for their luxury lifestyles and like having gadgets to show off their wealth and discover new products. It is a way to enjoy a vacation off the grid and on the open sea. It creates mini-vacations at sea.

Rose Damen at Damen Yachting talks about the importance of moving towards more sustainability options. We need to be more responsible and environmentally friendly. They have set KPI goals to be able to measure sustainability. They have a sustainability team that helps reduce emissions, with Oceano pushing towards zero-emission. With sustainability at the forefront, we reach future consumers with our yacht and people who care about the environment. Prince Albert II of Monaco Foundation is aiming to promote eco-friendly yachts. It is trying to grow and support the development of sustainable solutions. It partners with the Yacht Club of Monaco and the Monaco Yacht Show.

PROCESS

We developed Kremastos with sustainability in mind with having it hydrogen-powered, nature throughout the exterior and interior. We wanted it to be desired by the ultra-rich and have a modern feel to it. We were inspired by Bravo Eugenia and wanted to make it bigger and bring attention to the luxurious interior to feel like your home away from home.

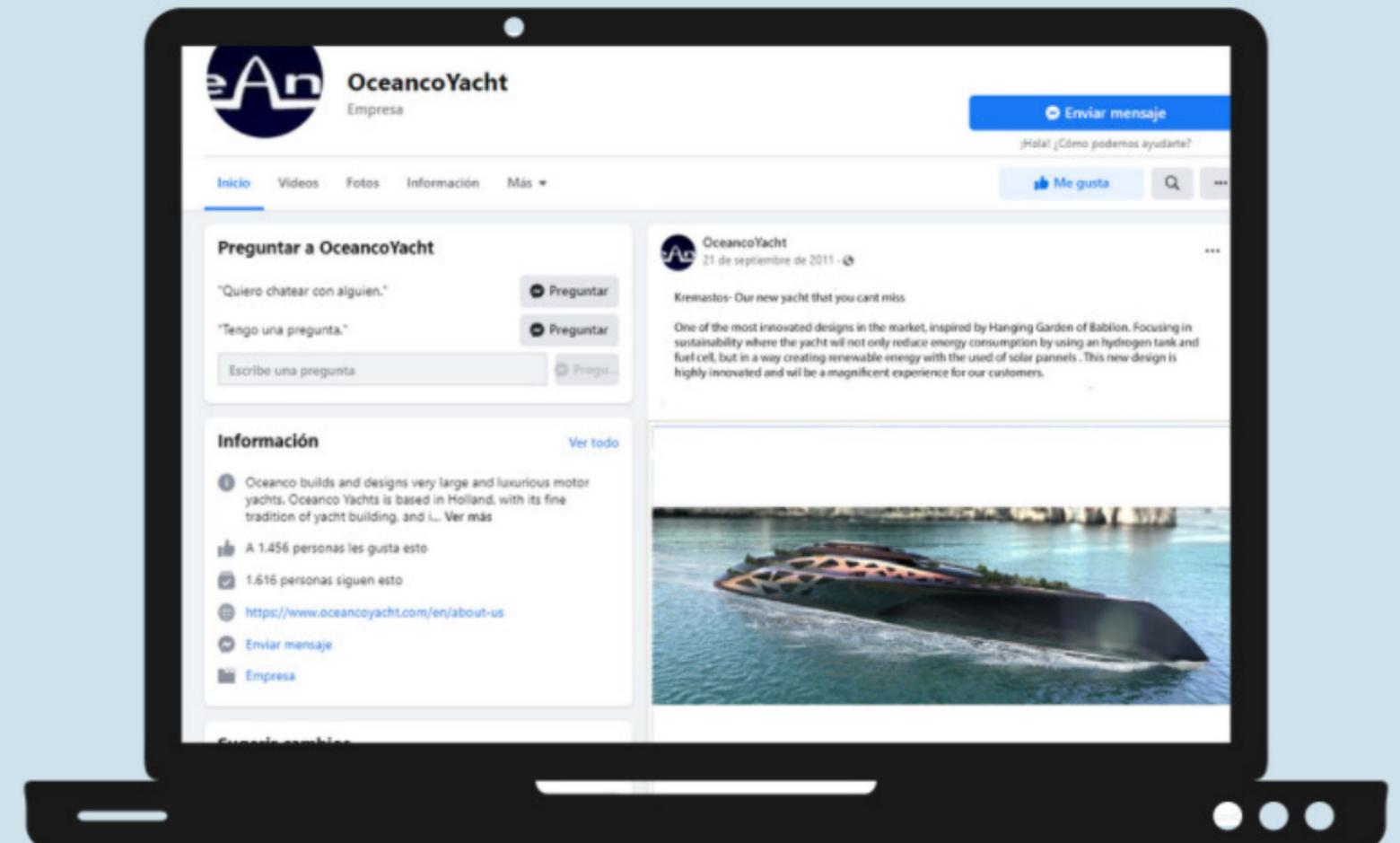
PHYSICAL ENVIRONMENT

The yacht is known for its sustainable design, with nature at the forefront of its design and entertainment features inside the yacht. It has an entertainment room, a spa, a lounge area, and a sauna. And known for its luxurious interior, it is personalized to the consumer that values nature and beauty.



MARKETING MOCKUPS

FACEBOOK MOCKUP



MAGAZINE





DISTRIBUTION CHANNELS

OBJECTIVE

- A. Expand internationally to increase brand awareness and expand our consumer base
- B. Grow sustainability awareness by offering a zero-emission luxury superyacht
- C. Gain competitive advantage - by exiting out a saturated market and entering international markets



NETHERLANDS

POLITICAL

- A. Constitutional monarchy
- B. Prime Minister is the head of the government
- C. Three dominant political parties
 - 1. PvdA: the Dutch Labor Party
 - 2. CDA: Christian Democrats
 - 3. VVD: Dutch Liberals
- D. Members of: EU, NATO, CoE, WTO, IMF, OECD and OSCE
- E. One of the least corrupted countries in the world

ECONOMIC

- A. 17th largest economy in the world
- B. 6th largest economy in the EU
- C. GDP \$925.00 billion (by the end of 2021)
- D. The economy is expected to grow
- E. Low unemployment rates- 3rd highest minimum wage country in the EU
- F. One of the highest income taxes in the world
- G. Main imports are crude and refined petroleum, broadcasting equipment, etc.

SOCIAL

- A. One of the richest countries in the world
- B. People are very happy in the Netherlands
- C. Work fewer hours to spend more time with family and friends
- D. Earn better = better standards of living
- E. 17.1 million population

TECHNOLOGICAL

- A. Leading countries in Europe in technological advancement

ENVIRONMENTAL

- A. Large parts of the country are below sea level
- B. Natural disasters and climate change
- C. Air and water pollution

LEGAL

- A. Many things are legal due to the fact that it is a liberal and tolerant country.
- B. Judiciary is independent of political interference.



ITALY

POLITICAL

A. Unitary parliamentary republic with a written constitution

B. President is the head of the country

C. Prime Minister is the head of the government

D. Dominated by three political parties: Five Star Movement, Democratic Party, and Lega

E. Founding member of NATO and the EU

F. Has good foreign relations with many countries

ECONOMIC

A. Top 10 economies in the world

B. \$1920.0 billion GDP (2021)

C. Part of the Eurozone

D. One of the largest export economies in the world

E. Top exports include refined petroleum, vehicle parts, and valves

F. Top imports include crude petroleum, petroleum

G. Top manufacturing powers in Europe

SOCIAL

A. Current population (2021): 60,341,144

B. Life expectancy for men is 81 years

C. Life expectancy for women is 86 years

D. Italian = major language, Christianity = major religion

E. 60% of the population is aged 40 and over, 23% over 65

TECHNOLOGICAL

A. One of the top European countries in a digital revolution

B. More than 105,000 high-tech companies in all sectors

C. Companied highly investing in scientific and technological research

ENVIRONMENTAL

A. Air pollution

B. Poor waste management

C. Climate change

LEGAL

A. The government encourages foreign direct investment by offering incentives

B. Expanding into the Italian market is relatively easy



UNITED STATES

POLITICAL

- A. The second-largest democracy in the world
- B. President is the head of the country and is elected every four years
- C. Enormous political influence on other foreign countries
- D. Advanced infrastructure and technology
- E. Top choice for many international companies for foreign direct investment

ECONOMIC

- A. The largest economy in the world
- B. GDP (2020) is \$20.94 trillion
- C. Top exports: refined petroleum, crude petroleum, and more
- D. Top imports: crude petroleum, computers, and more

SOCIAL

- A. The third-largest population in the world: 332 million (2021)
- B. One birth in every 8 seconds, one death in every 11 seconds
- C. Big aging population
- D. Diverse country
- E. The education system is one of the best

TECHNOLOGICAL

- A. A global leader in science and technology
- B. Top innovators when it comes to innovation

ENVIRONMENTAL

- A. Diverse geography, climate, and wildlife
- B. Natural disasters cause disruptions to everyday life

LEGAL

- A. Each state has its own government structure and legal laws
- B. Strong legal system to protect Intellectual Property Rights



CHANNELS

DIRECT CHANNELS

While most boat manufacturers sell through indirect channels, customers can also communicate directly with Oceanco (our manufacturer) and its sales team. The company website provides information on the latest models, how they manufacture their boats, and contact information should the customer want more details. Oceanco even gives customers the option to visit their facilities in The Netherlands or to meet their sales and design teams in Monaco to discuss their personal visions for their superyachts.

INDIRECT CHANNELS

Our main distribution channel to sell or show Kremastos will be through yacht brokers, which will serve as intermediaries between the customer and the manufacturer. Brokers, who possess a wealth of industry knowledge, will be in charge of communicating the client's vision for the yacht and handling every step of the business transaction. This includes the yacht inspection, making the offer, looking at relevant documentation and surveys, the sea trial, and finally, the acceptance of the vessel.

SELECTIVE CHANNELS

In addition to being a useful promotion tactic, boat shows will be used to display the yacht Kremastos and give customers the opportunity to see all the high-tech and luxurious features in person. Boat shows are a one-stop shopping experience, where we will interact with the marketplace and stimulate demand for our yacht. We will also have important information available to customers, such as available designs, pricing, and estimated delivery dates. Most importantly, this channel will serve as a way to build relationships with new and existing customers in addition to fostering sales.

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