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# Uber of the Seas

SEAMLESS FLOWS

Kim Wikström





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THE BALTIC SEA  
**SURVIVAL**  
GAME

© Arctia





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IF THE **FLOW** STOPS

THE **COUNTRY** STOPS





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THIS IS

THE **FUTURE**



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CURRENT  
LOGISTICS  
IS NOT  
EFFICIENT







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SHIPS' UTILIZATION  
RATE IS **35%**

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SHIPS SPEND ABOUT  
**40 %** OF THEIR TIME  
AT PORTS

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**16-19** ACTORS  
INVOLVED IN DELIVERING  
A FREIGHT CONSIGMENT

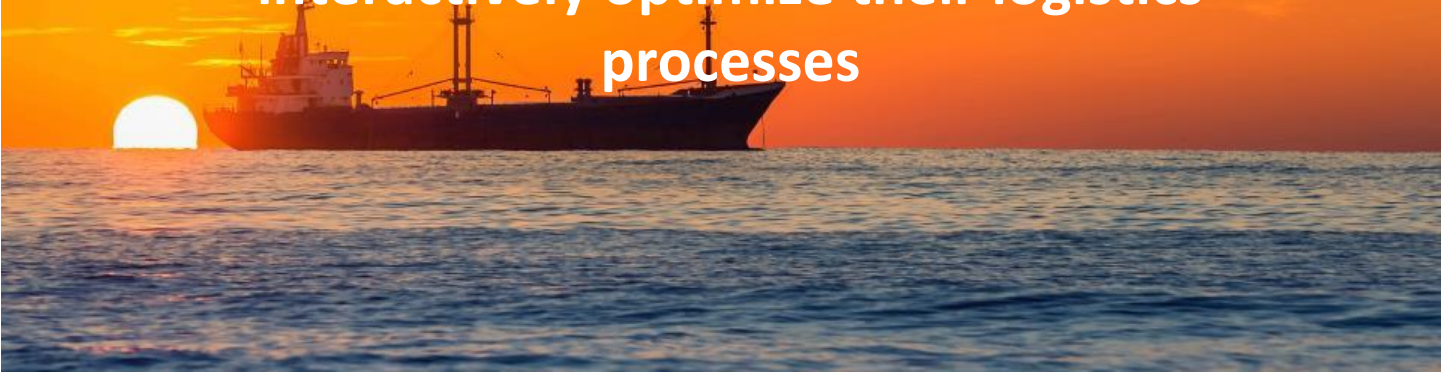




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# Our vision

Create the highest-performing,  
environmentally friendliest short sea  
logistics system in the world through an  
open electronic marketplace that lets both  
industry and ship operators dynamically and  
interactively optimize their logistics  
processes



# Enabling innovations (1/2)

## Open electronic marketplace for booking and optimizing shipments

- Cross-industry coordination of cargo shipments leading to lower freight rates
- A transparent communicating, optimizing and shipping slot-trading platform
- Real-time route planning decreases fuel costs and emissions
- Up-to-date and transparent communication among actors involved

## Cargo handling system based on containers

- Maximizes use of space and minimizes loading times
- Different cargo owners' shipments can be carried at the same time
- Time is saved with automatic loading and unloading
- Efficient production and logistics planning





# Enabling innovations (2/2)

## Alliance-based shipbuilding and – operating

- Model based on alliance between all key ship system suppliers including shipyard and operator
- Performance-driven shipbuilding and operation business model ensuring a highly competitive ship by keeping world-leading technology providers engaged throughout the lifecycle of vessels
- Ship designed and built based on actual logistics market and cargo flow needs

## New Public-Private Partnership (PPP) financing model

- New financing models that integrate institutional investors with a long term investment perspective in order to reduce the cost of capital and put the focus on competitiveness





**Maximizes utilization of space and minimizes loading and unloading time**

- Different cargo owners' shipments can be carried at the same time
- Time is saved with automatic loading and unloading
- Efficient production and logistics planning



# Shortcut: Electronic MARKETPLACE



EXPORT  
COMPANY



LAND  
TRANSPORTATION



PORT



SEA  
TRANSPORTATION



END  
CUSTOMERS

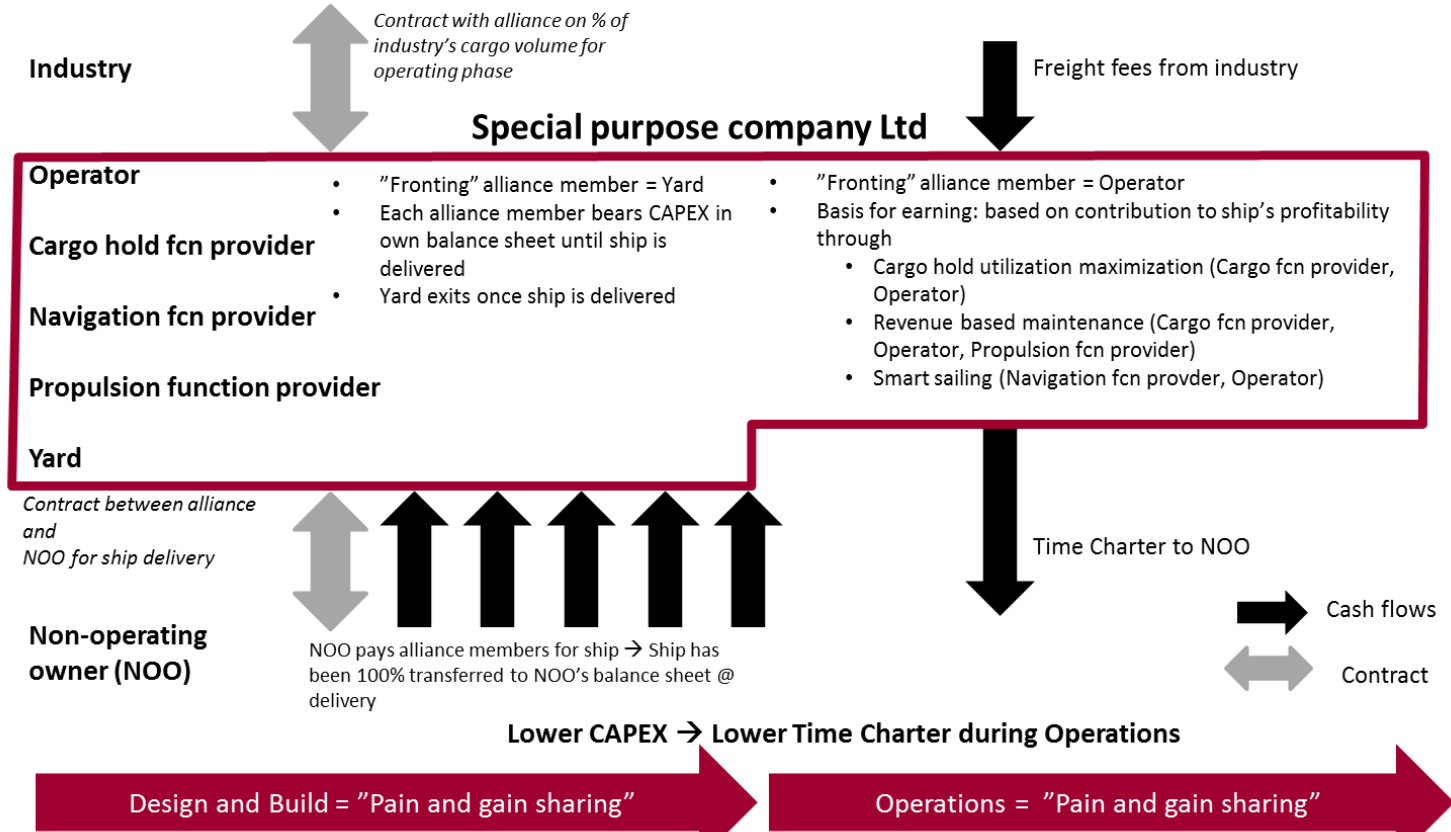
TECHNICAL SOLUTIONS

REGULATION

INFRASTRUCTURE  
INVESTMENTS

DIGITAL SOLUTIONS

# Organizational innovation: Alternative alliance model







UTILIZATION RATE 60 - 70 %

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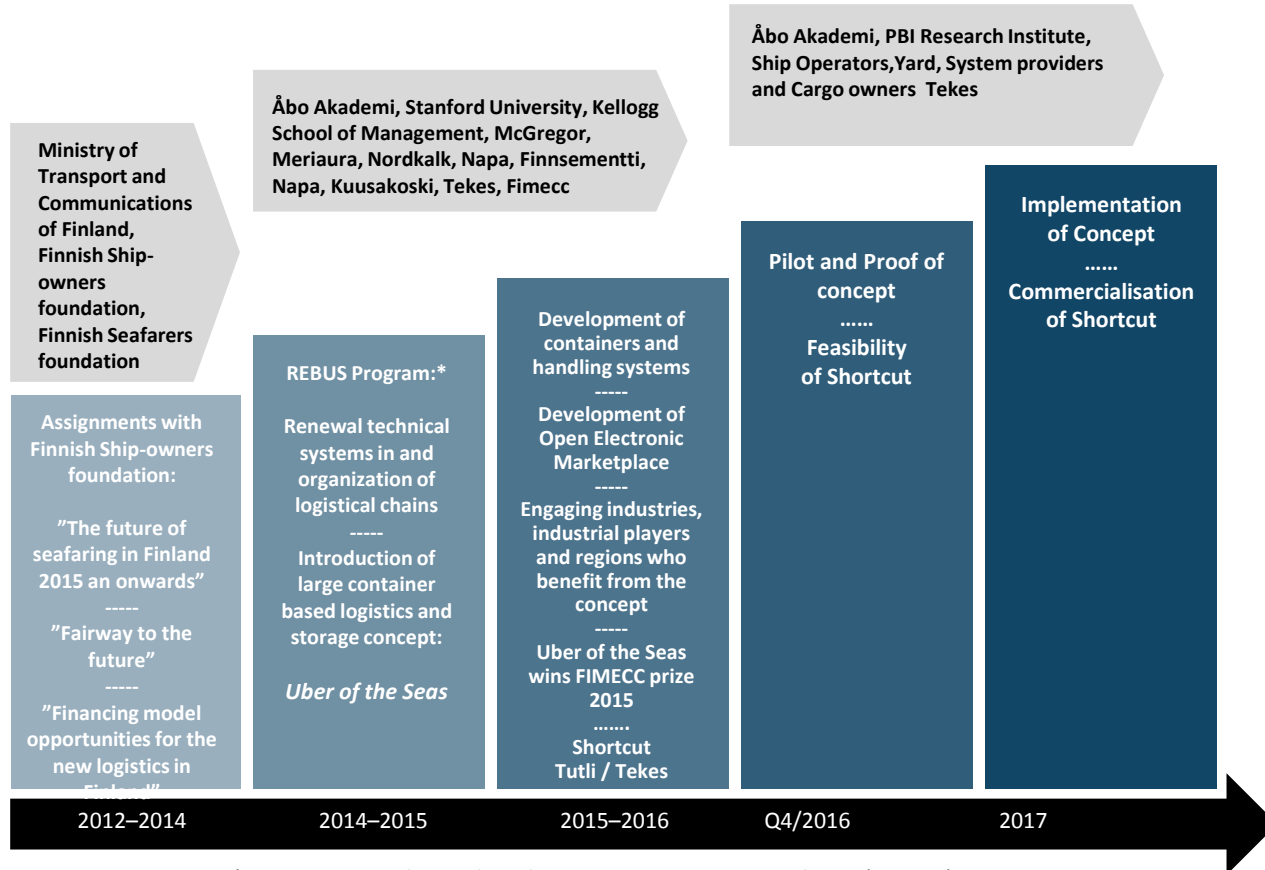
WE DECREASE FREIGHT  
COSTS BY **25-30 %**

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WE DECREASE CO<sub>2</sub>  
EMISSIONS BY  
**20-30 %** PER  
FREIGHT UNIT DELIVERED

# Uber of the Seas journey

## – Our steps towards implementation



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# Thank you

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