



YACHTONUS.com Supplier Briefing Pack

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Introduction

YACHTONUS.com is the world’s first international online platform for yacht management. Launched in May 2011, it enables yacht and motor boat owners to reduce cost, limit value reduction, improve safety and increase the pleasure of boat ownership by bringing professional boat management techniques within their reach.

Supplier access to the owner’s boat profile is a central feature of YACHTONUS. Suppliers can offer an online boat maintenance service to their customers using YACHTONUS as the supporting platform.

www.yachtonus.com

Quick Guide

Once registered, a boat owner can create an online boat profile including all components on board and their state of repair, which facilitates the development of an integral maintenance plan. This profile can be continually updated to reflect wear and tear as e.g. sails stretch, components fail or running lines degrade. Registration is free and the site supports all major languages.

Within YACHTONUS.com, the boat data is fully secured and the owner can safely give services suppliers access to this online profile enabling them to update the configuration, the corresponding maintenance plan and schedule essential tasks in the future. A brief overview of the boat can also be shared easily via an email link.

Service suppliers can offer customers the service of setting up the boat profile and creating their maintenance plan. A supplier or yacht captain can set up and manage the boat profile completely for the owner and simply give the owner access to this fully managed profile. Alternatively a supplier can

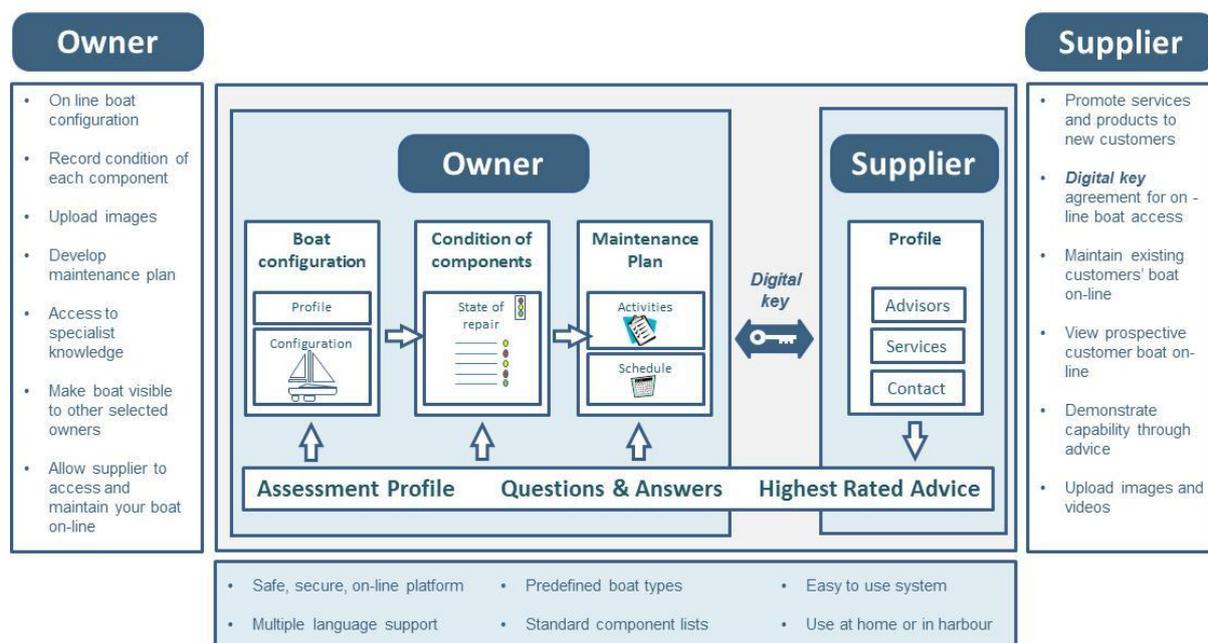


issue a “digital key” to access an owner’s boat profile and update this profile for the owner following inspection, maintenance work or as part of the boat management service. When maintenance reminders are generated, they are sent to the owner and to the service supplier who scheduled them, creating a contact moment between supplier and customer around the maintenance task.

Users can analyse their boat against predefined profiles for safety or offshore racing regulations, review the highest rated advice for items on board, raise questions with fellow boat owners and specialists as well as accessing required products or services with the click of a mouse.

A growing network of service suppliers offers assistance to users around the world. Suppliers can post advice to the Knowledge area of the site to promote their expertise and services to all YACHTONUS users. Advice posted on the site will be indexed by the search engines and results in hits when people search for advice on internet, bringing them to your online profile on YACHTONUS.

The Overview



User Log In

To set up your company as a supplier on YACHTONUS click on this link and follow the steps below:

https://www.yachtonus.com/yachtonus_my_profile.php

Simple Steps

1. “Register” as a user using your company email account and a password will be sent by email to you within a few minutes
2. Log in using the password and click on the “Addition of new supplier” button at the left of the page to enter the details of your company. Enter a code word which will be used by any subsequent representatives of your company to link to your company profile. If the company



is already set up then search using the “I am a supplier” button and enter the codeword to link to the company profile.

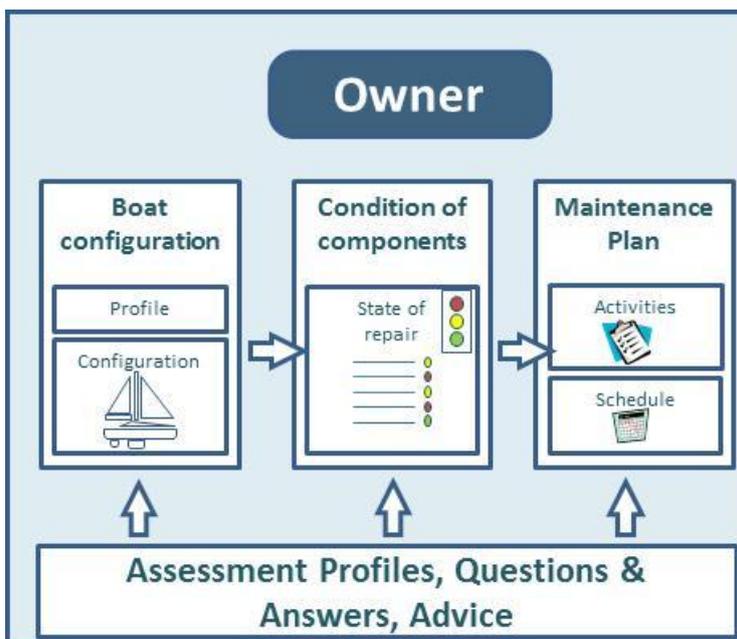
3. A user can link to one supplier only. Multiple users can link as representatives to the same supplier profile. If you represent two or more companies, you must set up separate user accounts for each and from each user account, create the separate company profiles. You can enter the same contact information within the separate company profiles if desired.
4. You can now post advice on the Knowledge section of the site which will be immediately visible to all users of YACHTONUS and thereby promote your expertise. The Knowledge areas are divided into categories to enable owners to search this easily when managing their boat.
5. As a Basic level supplier you can now issue a predefined number of digital keys to customers to try out the service and set up two boats under your direct management. When you are satisfied, you can upgrade to Partner level to enter more boats under your direct management or to issue more digital keys to your customer's boats.
6. Fleet managers can set up a boat profile for one boat and copy this to cover all the boats in a similar fleet. Contact us directly for more information on managing larger fleets of boats.
7. To set up a boat just add the boat in My Profile and (select and) edit this in My Boat or use one of the configuration wizard profiles in the Compare menu. A boat always has a single owner in YACHTONUS – you can be the acting owner for a customer's boat and then issue a digital key to the real owner. You can use a transfer key to pass this online profile over to the owner at any time. If you sell a boat then you can transfer the profile to the new owner.
8. Input the configuration and upload images and documents via My Boat – saved at each stage so can be expanded over time. The configuration wizard and other comparison profiles can be used as a helping guide to quickly create and test the boat profile for completeness. The changes are saved at each stage so you can enhance a profile easily when you have time.
9. Determine and schedule maintenance tasks as required- both the owner and the supplier will receive an email reminder when the task is due to start. Use the component and task description to leave notes and guidance for the owner.
10. If the owner has registered as a user and set up a boat profile then a supplier can issue a digital key to access that user's boat. The owner must accept the key in order for it to become effective. The key can be downgraded or disabled by either party at any time and a notification is given when the key is issued, used or terminated.
11. Key types include Transfer, Exclusive, Change, Read or Expired with the corresponding function. Keys last for a year from the date of issue and can be renewed annually. Either party can downgrade a key which follows the above sequence
12. When a representative of a supplier issues or accepts a Digital Key, then that key is available to all representatives of that supplier. If the representative sets up a boat on behalf of a customer, it becomes visible to the customer and other representatives once the key is issued.
13. Assess and record the status of each component and you can make notes in the Description field for the owner.
14. Review questions raised by other users and offer answers – that can lead to new contacts.



15. You can upgrade and buy additional keys online using PayPal. A supplier will typically have one key for each customer boat.

If you have any questions or feedback or if you encounter any technical problems then please contact us and we will help you.

The Process



Data security

YACHTONUS is designed as a secure environment with a set of specific security features that ensure data is kept safely and securely.

Your access to YACHTONUS uses a secure connection – the green menu bar on your browser with the padlock symbol indicates this. Once you connect, you are using this secure connection and we recommend that you change your password and keep this securely. If you forget your password then you can request a new password in the login screen.

All boat data is held in a secure data centre and backed up regularly.

The boat data is initially only visible to the boat owner in YACHTONUS. Boat data is only shared when the owner has explicitly agreed to use a Digital Key, after which the data is visible to the parties involved in the Key. If this is a supplier, then all representatives of that supplier can use the Digital Key. No other user (or non user) of YACHTONUS can view or access the boat data.

An owner can indicate that a brief summary of the boat can be publically visible – this only reveals the basic boat identification data and pictures. The configuration remains hidden.

Reference boats and Test Profiles



A privileged user only (Premium user or representative of a Partner Supplier) can enable a boat profile to be used as a reference boat or as a test profile. In this case, the boat will appear as a selectable profile against which all other users can compare their boat.

As a supplier, you could use this feature to showcase a boat that you believe would be of interest to other users. You can leave notes in the description field of each element which can be read as users compare their boat to your ideal profile.

You can also make a test profile by creating a boat profile but using this for a test purpose only (ie not a real boat but a list of components with test criteria). This profile could be used for a motor inspection or a mast inspection etc. In this profile you define only the desired components and for each component set the usage units and usage meter to indicate the maximum time limit of last inspection – e.g. “6 months” or “2 years” will be interpreted as the maximum time limit since the last inspection for that specific component. The configuration wizard is an example of such a profile.

This feature enables users to compare their boats with each other, with reference boat profiles and with test profiles that have been compiled by experts.

What does it cost and what are the “rules of the game”?

YACHTONUS has been established as a web based service to enable users to manage their boats more effectively. It is primarily aimed at sailing yachts and motor boats in the range 25 to 60 feet but can be used for larger boats or by professional captains as needed.

In order to manage their boat, owners need advice and services from suppliers and YACHTONUS aims to fully support this interaction. Owners and suppliers are both customers for our service. YACHTONUS helps suppliers offer a better service to their customers and can enable new services around management of the online boat profile.

For owners, basic use of the site is free and will remain so. A Basic level user can create a boat profile and use a limited starting number of keys. If the user wants to upload images, manage more boats or issue keys then they will need to upgrade to Premium membership. The cost of this is intended to be low in comparison to the cost of boat ownership. The membership is annually renewable. At December, 2011, the upgrade to Premium membership costs Euro 48 per year including tax.

For suppliers, basic use of the site is also free and will remain so. A Basic level supplier can create two boats, issue some keys, answer questions and post advice. A supplier can upgrade to Partner level to be able to manage a larger number of boats, issue Exclusive and Transfer Keys, buy more keys, upload images and create reference boat and test profiles. Suppliers will typically issue one key to each customer and the cost of this key is intended to be low and not related to the value of the boat or the services that the supplier provides. At December, 2011 the cost of a Partner membership is Euro 75 excluding tax with additional keys costing around Euro 10 per key (depending upon volume and excluding tax). Prices are listed on the site currently in Euros. Payment via PayPal can take place in multiple currencies.

Some guiding “rules of the game” are:

- YACHTONUS does not physically touch the boat – suppliers do!
- YACHTONUS is not involved in any contractual relationship or commercial transaction between a supplier and its customer when using our service or when the contact has arisen



via our service. We do not charge commissions or any hidden fees – only membership and digital key usage.

- Suppliers are actively encouraged to offer advice and online boat management services using YACHTONUS to their customers and charge as they see fit for this service. This can involve filling in a boat profile on behalf of a client or creating and maintaining the maintenance plan etc.
- Yacht Captains or suppliers offering exclusive boat management to their customers via the YACHTONUS service do so under their own contractual and commercial arrangements.
- Any advice posted on the site is directly attributable to the supplier and users can click on a link to visit the suppliers' site. Supplier rating of other supplier advice will be monitored to prevent any pattern of anti-competitive scoring.
- The data that you set up for your customer on YACHTONUS is only accessible to you and the customer using Digital Keys. If you have issued an Exclusive key, this data cannot be changed by any other party. If the owner does not upgrade, they cannot easily share this data with other suppliers. In order to do so, a customer would have to upgrade and issue keys or another supplier would have to register with YACHTONUS and issue a key (cost) to access the customer data. This creates a natural hurdle and an additional level of confidentiality to the information you enter in your customer's boat profile.
- For all users of YACHTONUS, the terms listed on the site remain applicable.

We will soon enable payment in US \$, UK Sterling and Australian \$ and implement a supplier finder function in which partner level suppliers will receive a more prominent listing than basic level suppliers.

Our intention is to be able to offer boat owners access to high quality service providers who can access their online boat profile and provide assistance in all of the major waterways and sea areas of the world.

Founder Biography

Alex Dowdalls founded YACHTONUS.com during 2011. A keen boater himself, Alex has been yachting since he was 10 years old originally learning in dinghies around the west coast of Scotland. Now a proud owner of a 45ft yacht Alex sails mainly on the North Sea and Atlantic coasts of UK, France, Netherlands and Norway, and aspires to cross the Atlantic.

With an engineering background, understanding the design, build and operation of boats is a strong passion. During many years experiencing charter of motor and sailing boats around the world Alex never had the gift of a boat where all components actually functioned and some of the boats even lacked basic safety features such as the ability to receive a weather forecast or a liferaft.

This sparked the concept of YACHTONUS.com, where online yacht management can be effective in maintaining all of a yacht's components, including the essential safety features.

Languages Available



- English
 - German
 - French
 - Italian
 - Spanish
 - Dutch
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FAQs

YACHTONUS.com offers value to owners and suppliers through:

- Assisting owners in understanding the maintenance required for their own yacht
- Enabling each owner to develop a customised maintenance plan in line with their lifestyle and intended use of the yacht
- Allowing service providers to access and manage their customers' boat profiles online
- Allowing service providers to record advice to specific components on board the yacht and schedule future maintenance
- Working to reduce the cost of ownership and long term reduction in boat value
- Increasing the awareness of safety implications associated with neglect or poor maintenance
- Providing unlimited access to specific boat maintenance knowledge

YACHTONUS' philosophy is to be proactive to prevent component failure before it could happen, reducing risk and cost, whilst increasing the fun of owning and using your boat.

Latest News

See the press releases that are regularly posted on the press office page of the site

https://yachtonus.com/yachtonus_press_office.php

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