

AT SEATECHNOLOGY IN MARINA DI CARRARA, YOU CAN SAIL IN A SEA OF... START-UPS

On March 12th and 13th, at CarraraFiere, you can sail in "**A Sea of... Start-Ups**," an initiative curated by **NAVIGO** – Center for Nautical Innovation and Development, **IMM Carrara Fiere**, and **Pierpaolo Vannucci Advisors**, with the support of the Tuscany Region, as part of **SEATECHNOLOGY** and **Tuscany Yachting Week**. The initiative, which has been active for three years in Versilia, the beating heart of high-end yacht building, is in conjunction with **YARE**, the international event dedicated to refits and aftersales for the superyacht sector.

An area dedicated to startups, university spin-offs, and research centers developing innovative solutions for the nautical world and the blue economy. It represents an ideal meeting point between vision and experimentation, bringing together research, entrepreneurship, and businesses to transform ideas into solutions for the nautical industry of tomorrow. The nautical startup sector is characterized by a strong push toward environmental sustainability, electrification, and the digitalization of services.

Innovation in the nautical and maritime sector is a concrete driver of competitiveness, sustainability, and industrial transformation. "**A Sea of... Start-ups**" was created to foster meaningful connections between innovative entrepreneurship, the nautical industry, investors, and international technology clusters.

The participating companies were selected based on the solidity and clarity of their business model, level of technological innovation, scalability and growth potential, environmental impact, and relevance to the nautical supply chain.

Belisama Yacht designs boats made of 100% recyclable marine aluminum, reducing costs, waste, and environmental impact. Belisama also develops dedicated solutions for solid and liquid waste collection and water purification.

SmartSailor is an artificial intelligence (AI) and IoT platform that transforms pleasure boats into connected and intelligent assets. The platform serves three market segments with a flywheel model: private owners, fleets/charters, and marinas.

Climate Standard specializes in carbon emissions and carbon footprint audits, developing carbon accounting tools and performing audits and MRVs for carbon credit projects.

Composite Recycling develops and manages low-temperature thermolysis technology for the recycling of end-of-life composite materials and production waste, separating fibers and resins and producing high-quality glass fibers or recovered carbon.

Databrush presents Renoir, a data processing and streaming engine that acts as a local "brain" on board, capable of integrating heterogeneous protocols (NMEA, Modbus, MQTT) and processing data in real time.

Aten is a hardware-based industrial platform that brings digital manufacturing capabilities directly to shipyards, replacing highly variable manual processes with an automated and controlled production system for certified polymer components.

Sailor Finder is an intelligent matchmaking platform that connects nautical industry professionals and enthusiasts quickly and personalizedly, thanks to software integrated with artificial intelligence.

Inhoc Signo is a leading company dedicated to innovative design through three key pillars: R&D-oriented materials, computational intelligence, and advanced prototyping.

ISYL Foundation: EoloBoost addresses environmental sustainability through the implementation of vertical-axis wind turbines. Flow: a project dedicated to removing architectural barriers for the blind and visually impaired. Portflow Intelligence: the project focuses on innovating operational and documentation processes in the sector. Tailormade Reality: personalized, high-end tourism experiences delivered through immersive presentations using VR technology. Gantt System: the project introduces a secondary Gantt chart specifically designed to proactively manage delays on the shipyard.

Komete smart factory: Real-time tracking for the production of custom yachts. Develop a plug-and-play digital system that tracks production orders in real time within production environments.

HUAX - Illustrable Maritime Analytics for Yachting Operations has developed PrimeSuite, a glass-box platform for analyzing operations and risks for yachting and marinas.

M.A.S.E. (Maritime Assistance Seafarers Europe) is a digital platform that streamlines and digitizes key bureaucratic and operational processes in the maritime industry.

SupaSailing is a modular SaaS platform designed to digitize operations in the yachting industry. It serves yacht managers, charter companies, brokers, marinas, and shipyards, replacing fragmented workflows based on Excel, email, and paper with a unified and intelligent system.

SATI is the first Tourism Operating System dedicated to ports, cities, and cultural attractions, designed to transform cruise tourism from a chaotic flow to a smart and sustainable experience.

Yacht Maintenance Manager is a digital decision-support platform designed for private yachts, initially focused on the 10-15 meter segment. The platform transforms a simple maintenance log into a structured lifecycle management system. It centralizes maintenance history, generates a 12-month plan, maps priorities and risks, and provides cost forecasts and budget visibility.

At the center of the pavilion is the **Innovation Agora**, where **presentations** on the challenges of those working towards a more efficient, digital, and sustainable yachting industry will alternate with **pitch sessions** from selected startups. There will also be in-depth discussions on European projects and collaborative experiences between companies, research centers, and institutions.

The Evaluation Committee, composed of industry experts, representatives of international networks, and **business angels** from the yachting, industrial, and tourism sectors, will be present. Research is responsible for evaluating projects and awarding the most innovative solutions. This **high-profile** jury combines **technical expertise and**

entrepreneurial vision to recognize and promote ideas capable of effectively impacting the progress of the nautical sector.

The selected startups can then participate in **B2B meetings and matchmaking sessions** and compete for **innovation awards: the RINA Prize, the Gianneschi Prize, and mentoring programs** organized by Navigo and Vannucci Advisors.

With this initiative, Navigo and IMM Carrara fiere, with the support of the **Tuscany Region**, consolidate the collaboration that led to the creation of **Tuscany Yachting Week**, building an innovative formula that combines the **exhibition dimension of Seatechnology** with the relational **dimension of Yare**. This event combines **technological vision and international business**, elevating the Tuscan coast to a reference point for nautical research and innovation.

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