



**siren**marine®  
Connected Boat®

# Mission & Vision

---

## Our Mission

To continually transform the modern boating experience through innovative IoT Connected Boat® technology.

## Our Vision

To inspire, support and lead a fully connected and service-enabled marine industry, driven by data, utilizing proprietary hardware, software, cloud computing and IoT applications.







# What is a “Connected Boat”?

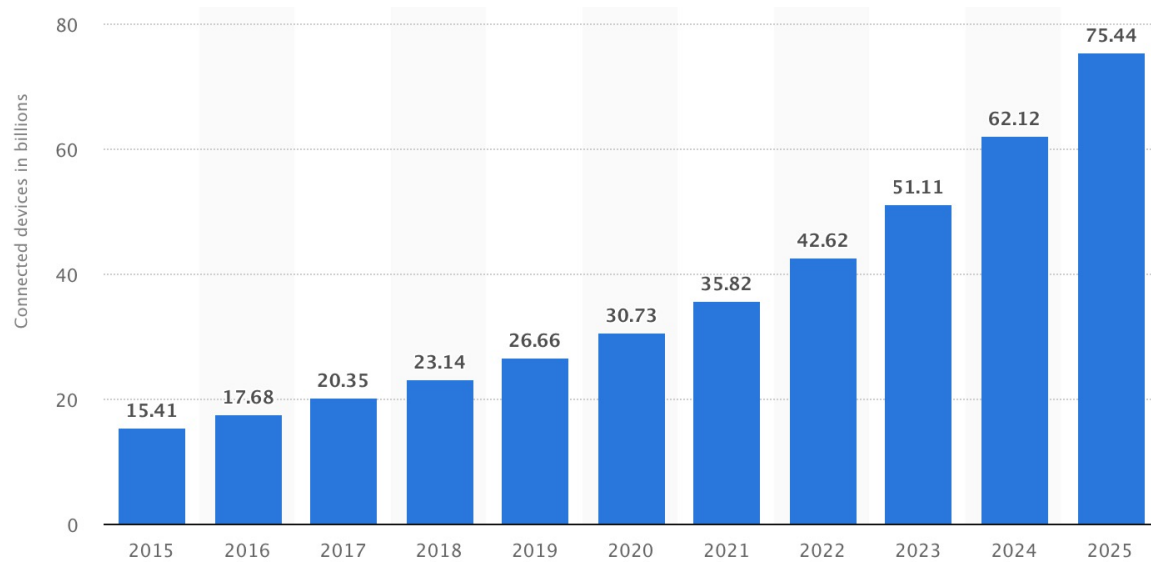
---

- All systems aboard are connected to a single, agnostic gateway
- This gateway is connected to the user (regardless of where that user is) via the internet (IoT)





# The Rise of IoT



- Number of connected devices has doubled since 2015
- 30.73 billion connected devices in 2020, and 75.44 billion by 2025 ([Statista](#))



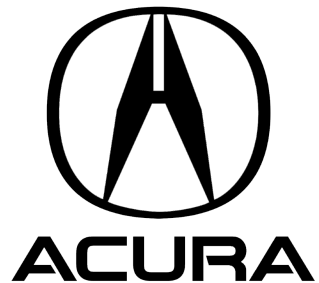
# Adoption in Home & Auto

---

nest™

ring

blink  
an amazon company



# Who are some of the Stakeholders?

Boat Builders



HINCKLEY YACHTS





# Who are some of the Stakeholders?

Propulsion



Electronics  
Manufacturers



Digital Switching  
Platforms



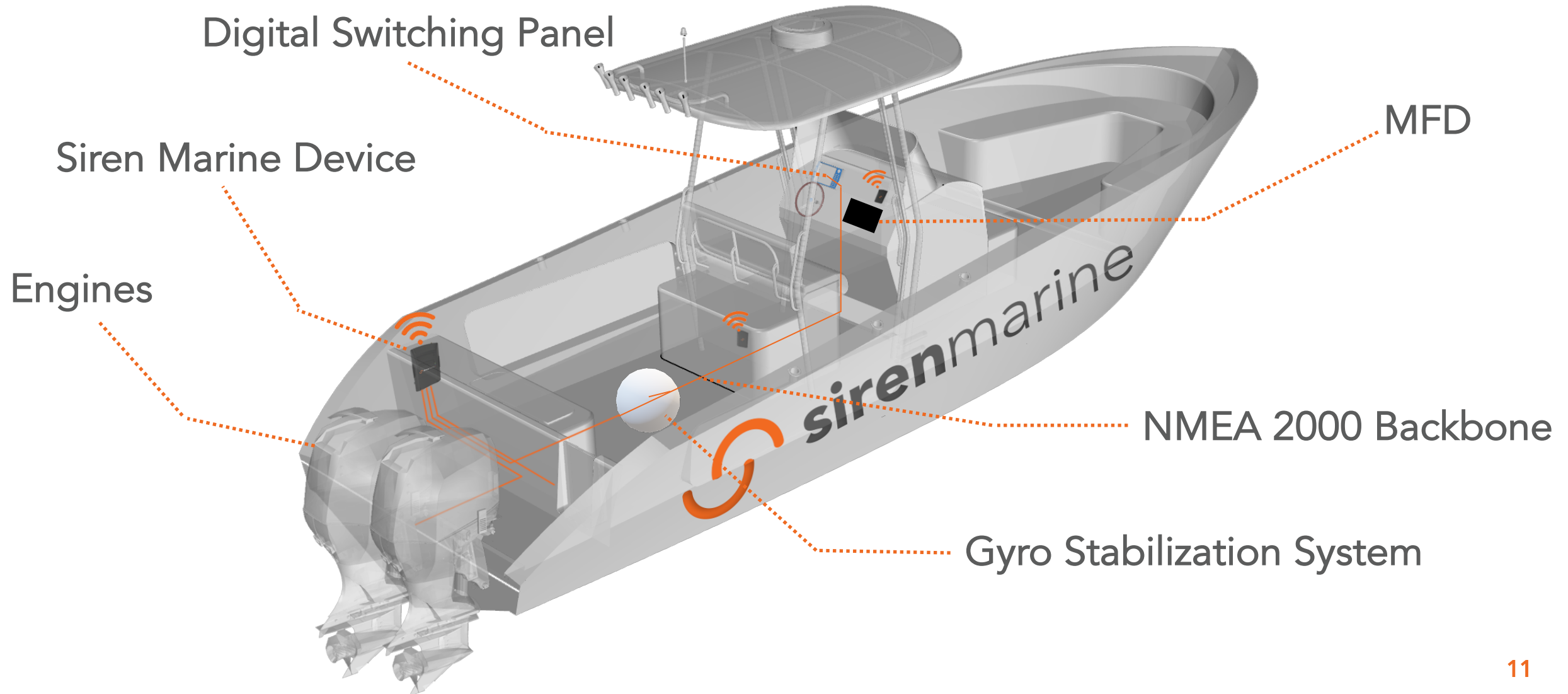


How does this work  
in practice?





# The Connected Boat Platform



# Why does this matter to you?

1. Deliver the connected experience that the modern consumer demands
2. Service, parts, warranty, data



# Connected Boating Experience

---

Customers are able to:

- Monitor critical systems such as battery, bilge, shore power, etc.
- Track their boat's location and set a geofence
- Secure their boat against unauthorized entry & theft
- Connect to NMEA 2000 for advanced engine metrics and tank level data
- Remotely control onboard devices and digital switching systems

Bottom line: **Peace of Mind**





# Enhanced Service Enablement

---

This results in:

- Valuable insight into how customers' boats are used
- Immediate notifications when serviceable events occur (such as a low battery, engine alert, etc.)
- Connect with customers, recommend service, and schedule service directly through the Siren Marine service portal (powered by Wheelhouse?)
- Increase efficiency, and boost revenue by **XXX%**
- **Warranty mitigation**
- **Access to data**



# How does Siren Marine integrate **your brand**?

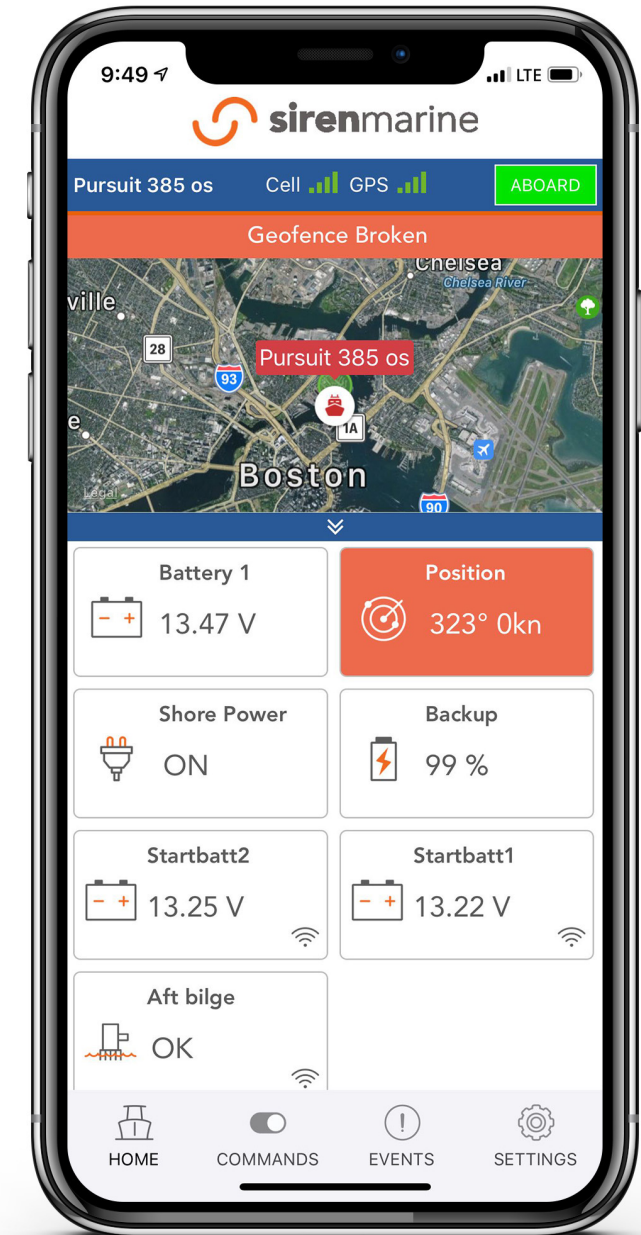
1. Siren Marine **Tile Development** Program
2. Development of Custom **Enterprise Environments**



# Tile Development Program

---

- Custom development of branded, OEM specified tiles within the Siren Marine App
- Display custom metrics
- Connect customers with you support team







# Custom Enterprise Environment

- Development of fully customized app for your brand
- Unique UI/UX and data
- Fully integrated hosting

