Challenges Starting up

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Who we are & what we do

- EMH Systems was founded in early 2017 right here in Varna. Our founding team comes from a background in the shipping industry having a range of experience in maritime operations and environmental management

• Our goal: Help shipping companies meet their environmental compliance needs with a new and innovative approach

•Our solution: Develop and introduce a new software platform to assist and automate several standard operations

So here we have 3 guys with:

- Minimal experience in electronics or technical equipment

- Zero background in computer programming or software development

- Standard average bank accounts

- Minimal business management experience

- Combined time on dry land less than an Olympic swimmer

...And we decide to start developing a highly technical system for one of largest global industries

What we did have:

- An Idea (and a good one at that)

- Extensive knowledge of the industry

- Trust amongst each other

- Ambition and drive

But is that enough??

Our Story

- Idea is born

- Where to begin?

- Organize our thoughts

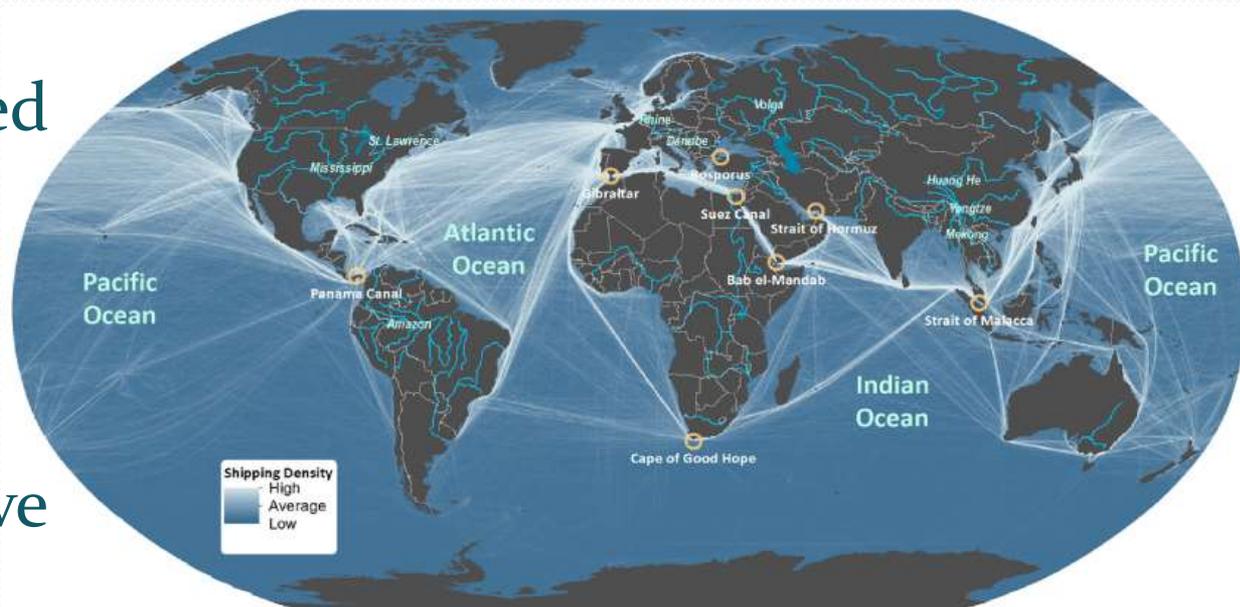- Stronger idea with concepts

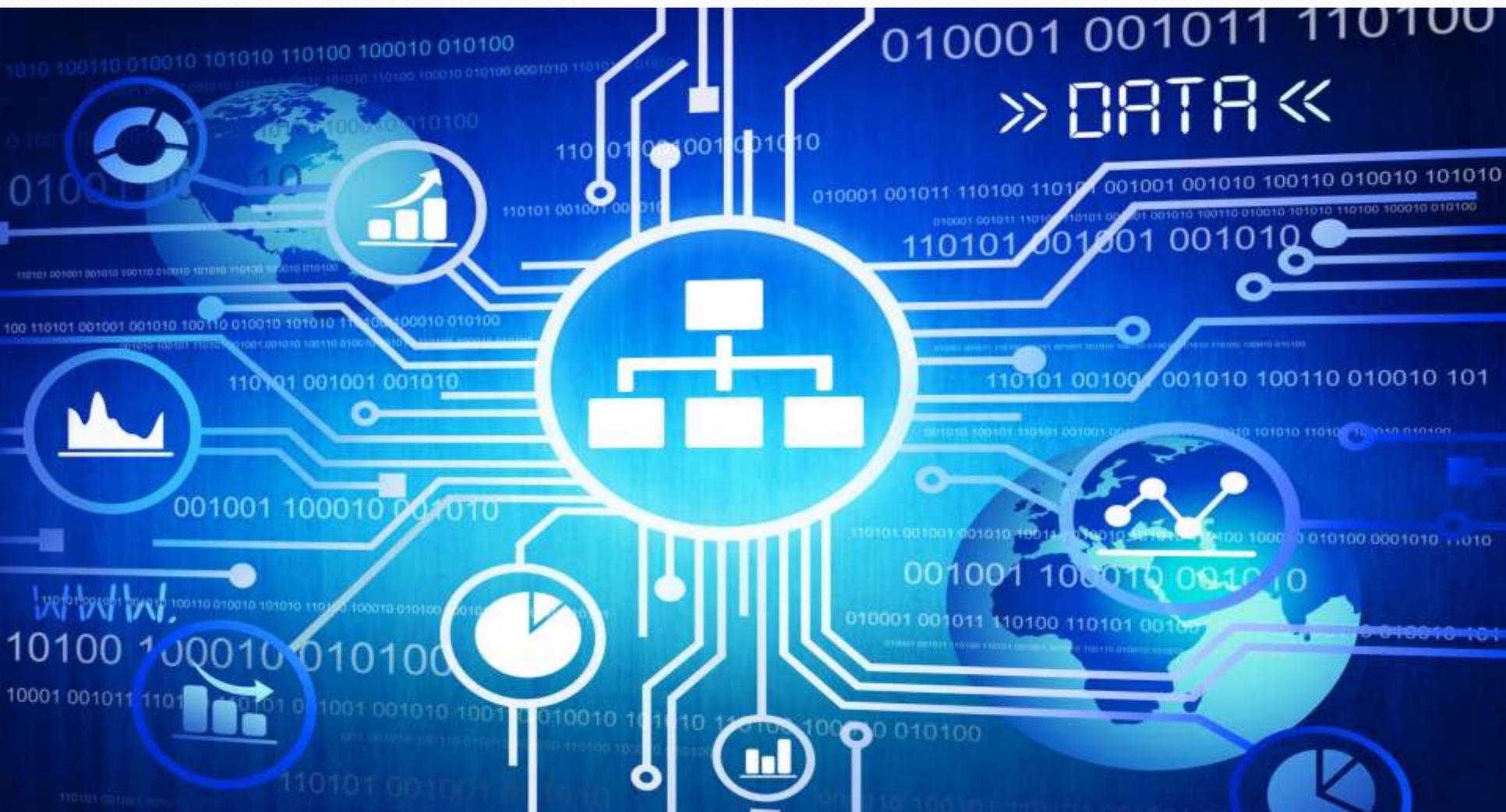- Assess our industry and markets

The Maritime Industry

The Maritime Industry

- Slow in accepting new ideas

- Highly Regulated

- International

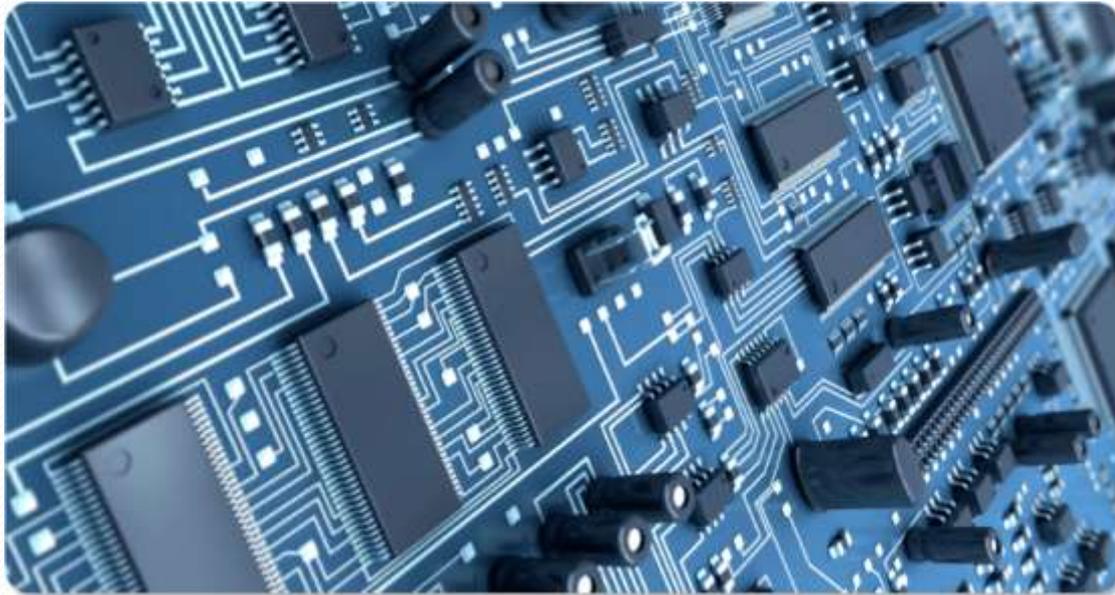- Highly Expensive

- Big names have the control

Entering a world of Technology

Entering a world of Technology

- Understanding Technology

- Program Language

- High Expectations

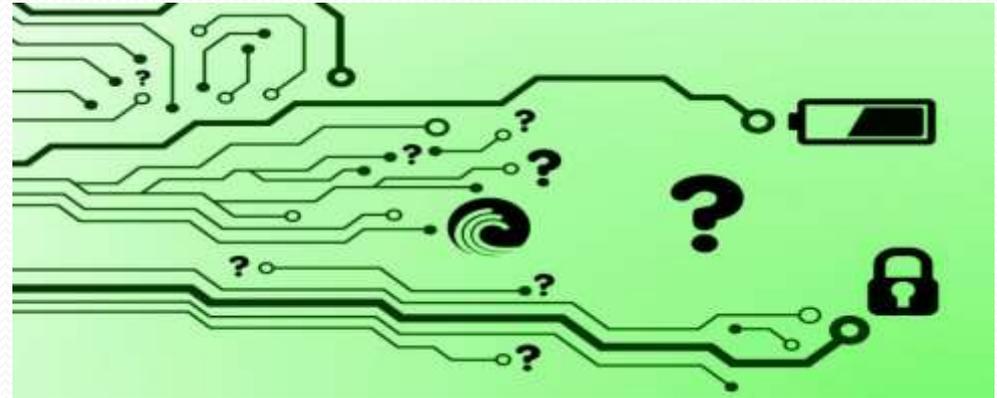- Outsider Understanding

All things considered

- Laid out the facts our playing field

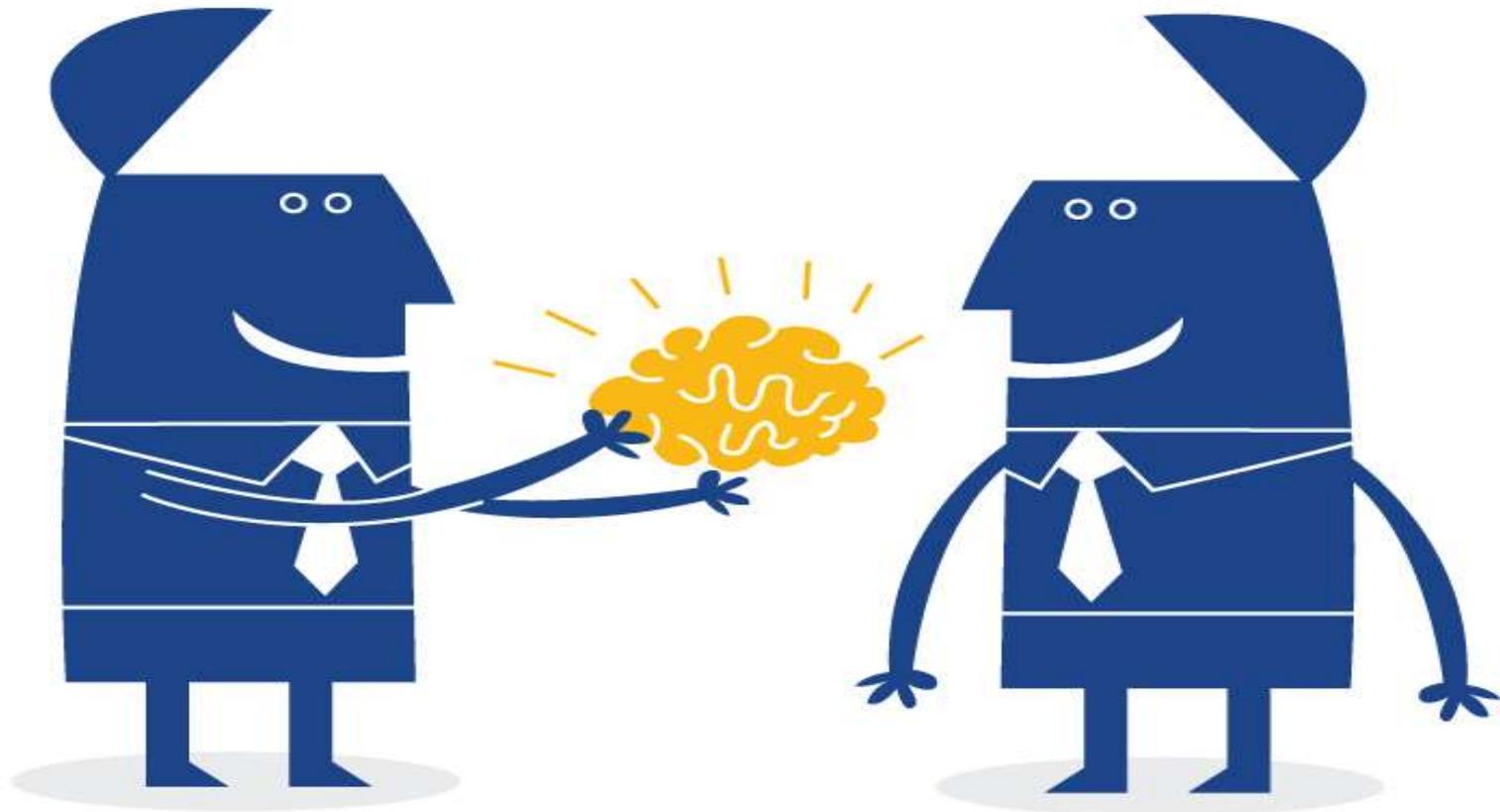- Now what?

We had to ask ourselves questions

- So what do we do?
- How do we start
- How do we find the
right people to help
- How do we infiltrate such a strong industry
- How do we compete with multi-million dollar corporations with nearly unlimited resources
- How do we gain trust
- How do we get a name
- How do we fund this

Team Creation

Communications

Perspective

Route Planning

Security

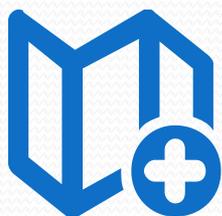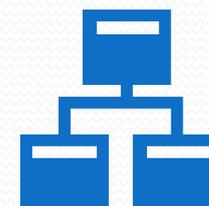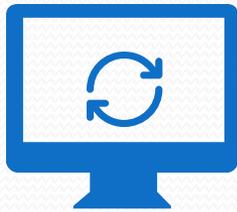**Monitoring & Mobility**

Chart Integration

Data Retention

Financial Involvement

Decisions & Risks

The restart choice

The risk of losing it all

Today

"The sea is selective; slow at recognition of effort and aptitude, but fast in sinking the unfit."

- Felix Riesenberg

THANK YOU

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