

# Digital Ship

MARITIME DIGITAL  
TRANSFORMATION FORUM

COPENHAGEN, 6 FEBRUARY 2020

# Maritime startups, autonomous ships and other advanced technology session

## 2000 vs. 2020 – what is different?

2000	2020
Capital available for digital supply-chain ventures modest	Capital for digital supply-chain and transport automation considerable
Focus: <ul style="list-style-type: none"> <li>• Defragmentation / Consolidation</li> <li>• Aggregation</li> <li>• Collaboration</li> <li>• Disintermediation</li> </ul>	Focus: <ul style="list-style-type: none"> <li>• Fuel optimisation</li> <li>• Performance analytics</li> <li>• IoT</li> <li>• Autonomous ships</li> </ul>
Envisioned outcomes: <ul style="list-style-type: none"> <li>• Earnings maximisation</li> <li>• Procurement optimisation</li> </ul>	Envisioned outcomes: <ul style="list-style-type: none"> <li>• Cost optimisation</li> <li>• Sustainability</li> </ul>
Challenges: <ul style="list-style-type: none"> <li>• Board room understanding and acceptance</li> <li>• User buy-in</li> </ul>	Challenges: <ul style="list-style-type: none"> <li>• Societal pressures</li> <li>• Industry inertia</li> </ul>
Technologies: <ul style="list-style-type: none"> <li>• Windows 2000</li> <li>• IE 5.5</li> <li>• Y2K</li> </ul>	Technologies: <ul style="list-style-type: none"> <li>• AI</li> <li>• IoT</li> <li>• Processing power and broadband speed</li> </ul>

# Maritime startups, autonomous ships and other advanced technology session

## Shipping stereotypes

Stig: the Webmaster

By Sam Ignarski. Drawing by David Parkins

**S**tig Petersman, 44, is often called by his nickname 'Dutch,' even if in he comes from a part of Denmark called South Jutland, which used to belong to the old state of Schleswig-Holstein.

He now lives in a fashionable London inner city area called Islington, much sought after by the city's burgeoning population of left wing media types, with his feminist wife Ros and two children.

Stig is one of the rare people in shipping to read the Guardian, a progressive daily newspaper in the UK. He wears his trousers rolled and he is frequently to be seen rolling his own ciggies. Outward appearances suggest Stig is a fairly happening, right on sort of guy.

So he should be. He is a veteran of the terrible carnage of the shipping Internet wars and is almost a walking history of the awesome Internet bubble of the early 1990s.

It all started out so quietly. After graduating in Denmark he was taken on by a conference organiser that dabbled inter alia in Baltic shipping events. There he was hired to do fairly minor audio-visual and IT stuff for the company.

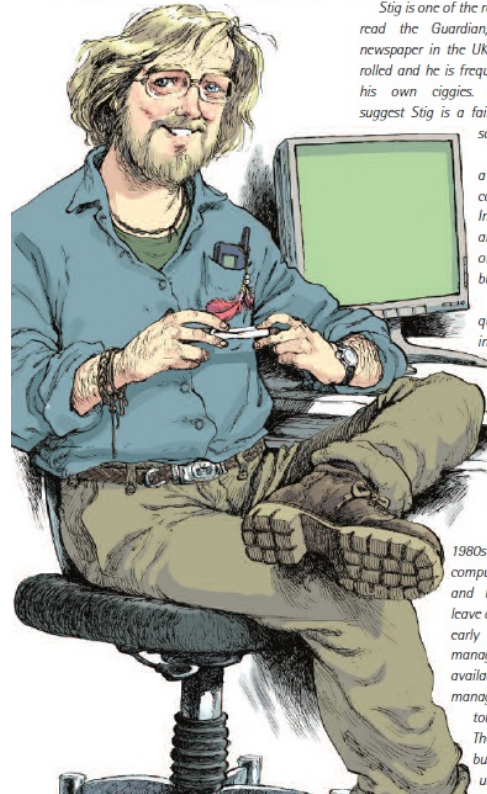
But in the late 1980s a little knowledge of computers went a long way, and he was persuaded to leave and join TouchButton an early attempt to arrange management reporting available to IT-illiterate senior managers in shipping at the touch of a single button. The idea had some legs, but the company failed to understand the coming

shipping education came from the brief flowering of Skiffs Escritoir, a pan-Scandinavian attempt to dematerialise paper charterparties and to relocate the work onto an on-line facility. Despite writing code day after long day, Stig and his colleagues had remarkably little to show after the Scandi Banks refused to top up their initial investment of \$50m. Stig has a bootleg copy of the program he and others back then slaved over in an old shoebox in the bottom of his closet. It was, he maintains, years ahead of its time.

Since the start-up lasted less than a year, he still had time to play more or less meaningful parts in those other well-known projects to drag shipbrokers and shipowners kicking and screaming out of the 19th century into the Internet. Nowadays he can only recall as a blur the months spent with the Bolo Bolo, Charterers R Us and Stow Right projects. He had equity in all of them and the share certificates, alas, reside in a low filing drawer in his home office.

But a man cannot live on start-ups forever. Today Stig is the CIO (Chief Information Officer) of Fountain Shipping, the holding company of have-a-go-shippping-maverick from Hydra who has made a serious bundle out of the carriage of iron ore on the spot market. Stig's shareholding in Fountain, accepted very reluctantly in lieu of a big salary, has been the silver lining of a very confusing decade. He spends a great deal of his time as the Avatar DutchGuy, playing the online game known as Grand Theft Auto.

Ros has for some years been able to withdraw from the world of work to become a full time activist for good causes. She and the children have almost no idea of what Stig does. When asked they say 'Something in the City.' When he arrives home from work, they

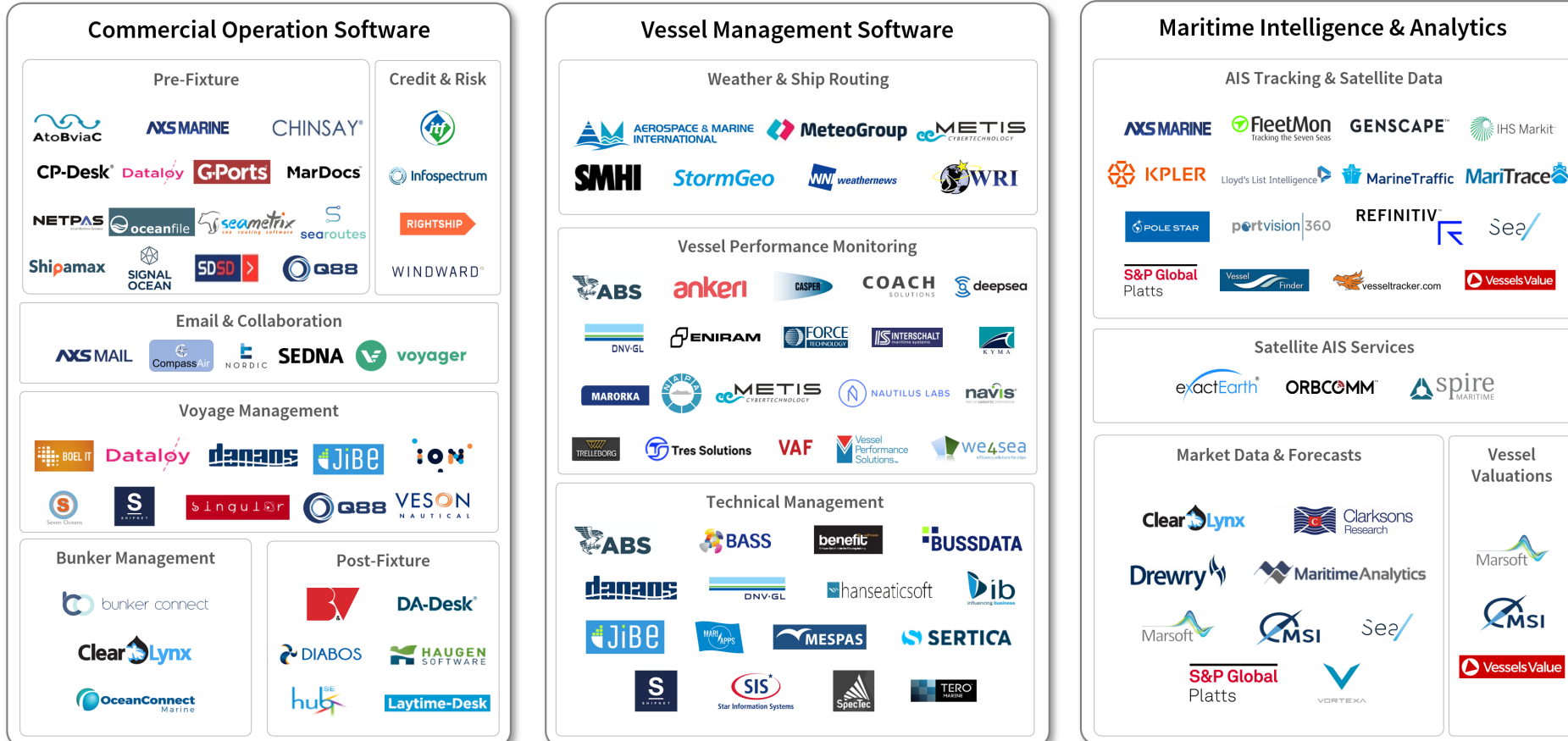


# Maritime startups, autonomous ships and other advanced technology session



## Maritime Technology Landscape

November 2019



# Maritime startups, autonomous ships and other advanced technology session

