

HC Sealift

COMPANY REPORT



HC sealift

"Everyone aboard"

EXECUTIVE SUMMARY

OUR MISSION

HC Sealift UB develops an aid for wheelchair users called "Sealift" so that they can board recreational boats and participate in activities at sea.

We want to bring attention to the lack of inclusivity in sea activities, and be a part of the solution. We believe that inclusivity is a part of social sustainability which is just as important as environment and climate change. We think it's disappointing how little focus social issues, especially surrounding people with disabilities, get when talking about sustainability.

We're all humans in the same boat, and we need everyone aboard.

HC Sealift UB
Norway
2021/2022
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THIS YEAR IN BRIEF:

169

Instagram
followers

2

awards in
the Regional
Company
of the Year
Competition

2

awards in
the National
Company
of the Year
Competition

22

news articles
(local and
national media
coverage)

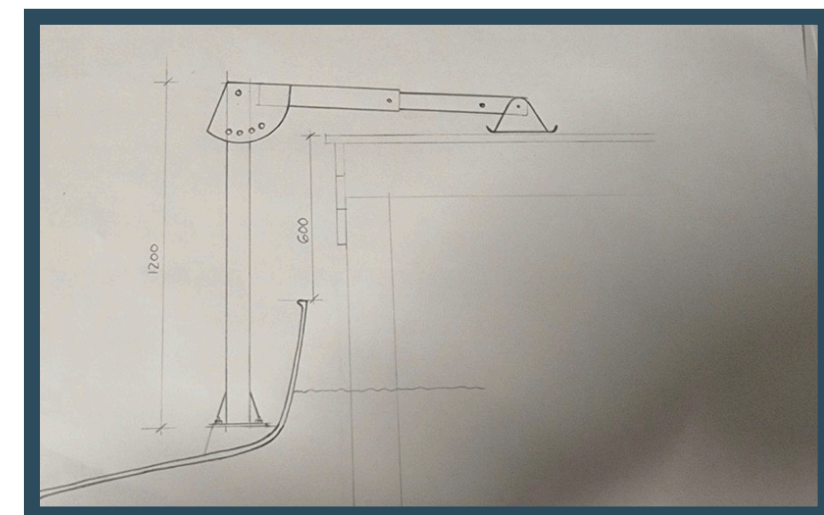
PRODUCT

WHAT IS THE SEALIFT?

At the start of summer 2021, the four of us sat down to discuss what we wanted to do for our mini-company. Our CEO, Iver, has cerebral palsy and told us that he struggles boarding recreational boats without help. After discussing this problem and brainstorming a few other ideas, we came up with the Sealift. But what is it?

The Sealift consists of two main parts: a lift arm and an extendable support arm. The lift arm already exists as an aid for truck drivers in wheelchairs, lifting them in and out of their truck. It's controlled by a remote and uses 4 points of connection from the chair to the arm for safe lifting. The support arm will be connected to the same remote and ensures that the boat is stable while lifting. Everything is mounted in the boat, so the user can go anywhere without worrying about their destination being accessible.

The aid will be capable of holding up to 130 kg: a wheelchair up to 12 kg and a person up to 118 kg. Building materials must be durable against the harsh climate of the sea, and we have therefore chosen aluminium because it has a lower density than other metals. Seeing as the device is mounted only on one side of the boat, we need to make it as light as possible to maintain stability when it's not in use. The electricity in the mechanical parts of the device will be made out of copper and covered in plastic for protection against the water.



INNOVATION/ WHY THE SEALIFT?

Today, wheelchair users have very few opportunities to board recreational boats. They need a custom-made boat with a ramp in the bow(the front of the boat), and this is impractical for two main reasons:

1 The ramp requires the height difference between the dock and the deck of the boat to be almost zero, so that it's not too steep for the wheelchair. The Sealift, on the other hand, works with any height because it lifts the user over the gunwale (side of the boat).

2 The ramp is manually operated, and you need to step into the boat to flip the ramp out. This requires a person who can climb in and out of the boat on their own. The Sealift is controlled by remote, which makes it possible for the user to independently operate it.

THE PROCESS OF THE SEALIFT

- Research and investigate the problem
- Brainstorm ideas
- Gather information and develop the idea
- Build network
- Develop and build the prototype
- Marketing of the product and making it a part of the Norwegian Labour and Welfare Administration's framework agreement
- Sell through disability aid distributors, producing at request from users

CHALLENGES

SUPPORT ARM:

We started our brainstorming process with only the lifting arm in mind. We quickly realized this wouldn't suffice, and came up with the idea of a support arm to stabilize the boat.

STABILITY AND WEIGHT:

During a meeting with an engineer from the Norwegian Maritime Directorate we realized that, even with the support arm, the device would be very heavy on the gunwale on the boat. We solved this by placing the device in a way that puts the most pressure in the middle of the deck. This solution will be a part of our prototype.

FINANCIAL SUPPORT:

We had drawings, a workshop and mostly everything in place for a prototype in March 2022. The only thing we were missing was the financing, so

we decided to take a weekend of teambuilding and wood chopping. We sold the wood and earned a little bit, but not nearly enough to reach our goal. We then went on a conference in April where we talked to a potential investor who was interested, and we're still in contact with them to make a deal. We applied for and won a development grant for 20 000 NOK (1965,4 €) from the insurance company Storebrand. These grants are awarded yearly to a selected group of innovation projects. After we won the National Company of the Year Competition, several sponsors (Soco, Gnist, Forse, Ryfylke Friluftsråd) contacted us, and suddenly we had contracts worth a total of 100 000 NOK (9827 €). We also got a donation from a generous grandfather, and later we made contact with the bank Aurskog Sparebank

who also wanted to give us an establishment grant of 20 000 NOK (1965,4 €). Now we have more than enough to finance our first prototype.

LONG-TERM GOALS

Have a prototype ready by the end of 2022

Launch the Sealift by summer 2023

Launch the Sealift in the European and international markets

ORGANIZATION OUR TEAM

Our team has a flat organization structure where our CEO is a leader, but not a boss. Everyone has access to all documents and information, and all news are shared in a collective channel.

We spent the first weeks of working with the mini-company assessing our skills and personality, and organized our company accordingly. As we've gotten to know each other, we've started to appreciate our differences and mobilized them to benefit us. Aside from getting to know each other, one of the key factors in our partnership is a contract, that all members of our company have signed. This contract states important values for our group, it represents how we need to act to be efficient and thrive in our work.

When it comes to decisions, we first assess how much time we have to make the decision. If we have time to discuss properly, we do so until we agree, and if not, we do a quick vote. Since we're four people, a tie occurs quite often. In these cases, we bring in external parties such as our advisor, teacher, or anyone whose opinion is relevant to the problem as an extra vote. Our partnership is a key factor in our success, and we would not be where we are today without each other.

PERSONAL GROWTH

We have grown so much as a team, but also individually during the year with the Company Programme. In the beginning, only half of us were comfortable calling new people and sending e-mails to strangers and companies. We were very shy and the threshold for asking for help was high.

When things were slow, we realized that we needed to find our inner extroverts, and by practicing pitching and phone calls we've become more and more comfortable putting ourselves out there. We've seen that showing our passion and how proud we are, makes our confidence in the project even clearer to whoever we're talking to. This makes us look reliable and therefore more attractive to partners. We find that collaborations and partnerships come much easier now than in the beginning. We have also learnt a lot about taking responsibility and perseverance, since activities such as competitions require a lot of work and effort. We've become more effective in our work, and instead of procrastinating and dreaming of success we act and make those dreams reality.

Although our entrepreneurial capabilities have developed greatly this past year, we still look forward to continuing our company and learning even more.

HC Sealift
consists of:



Iver Høgden
Mæle
CEO



Miriam
Norem
Production
manager



Jonas Holte
Gulliksen
Marketing
manager



Elise
Mauseth
Reed-Mohn
Economy and
HR manager

IMPORTANT
EVENTS

APRIL 5TH 2022:
REGIONAL COMPANY OF
THE YEAR COMPETITION:

We won in the Company of the Year category and placed second in social entrepreneurship and sustainability. This was when we began to realize exactly how far we could get with our commitment and effort. At the time we had established a common passion for our project, and displaying this in our competition documents, pitch and interviews paved our way to the top.

NATIONAL COMPANY OF
THE YEAR COMPETITION:

We won two awards, which made us even prouder of our product and mission. One of the awards was for social entrepreneurship, which proves that our project moves people. The enormous support we have gotten after the National Competition proves that people want to contribute to social change. That engagement and effort for others is what we're looking to spread through our work.

TRIP TO THE
NORWEGIAN MARITIME
DIRECTORATE'S
RECREATIONAL BOAT
CONFERENCE:

We got to talk to several experienced people within the recreational boat industry and politicians, and an engineer with competence relevant to the safety perspective of our product.

NETWORK

We have spent a significant amount of time building our network, as we've known from the beginning that we would be dependent on having partners and mentors to succeed. We have collaborated with many people along the way, but our core network consists of:

Who?	What do they do?	Their relation to us
Bjørn-Viggo Wåler	Entrepreneur, CEO of Wåler Tekniske	Advisor
Aasheim Maskinservice	Contractor	Building our prototype and possibly product
Hjelpemiddel-eksperten	Distributor of disability aids	Distributing our product, market expertise
Aurskog Sparebank	Bank	Economic advisors and supported with 20 000 NOK (1965,4 €)
Other partners:		
Who?	What do they do?	Their relation to us
Storebrand	Financial company, life insurance and pension savings	Financial support: 20 000 NOK (1965,4 €)
Soco AS	Computer consultant	Financial support: 30 000 NOK (2948,11 €)
Gnist AS	Consultancy firm	Financial support: 10 000 NOK (982,7 €)
Forse AS	Computer consultant	Financial support: 20 000 NOK (1965,4 €)
Årnes Næringssenter	Entrepreneur community	Advisors and network to help us
Ryfylke friluftsråd	Outdoor community organization	Financial support: 20 000 NOK (1965,4 €)

SUSTAINABILITY

HC Sealift is a future-oriented mini-company, and we have had sustainable development in mind from the beginning.

Our goal is to get the Sealift under the Norwegian Labour and Welfare administration's framework for activity aids, which will make it easy to obtain for the users, while also being economically favourable for us. By being an innovative company that works with social differences, we contribute to both economic and social growth and sustainability. The company that produces our prototype, and probably will produce our finished product, is a quite small and local business which is good because it contributes to economic value in our local community. This goes under UN's sustainable development goal number 9, especially 9.2: "Promote inclusive and sustainable industrialization".

The device we're developing is universal for all boat types and docks, and enhances the

users' independence. This will help reduce social differences between people with and without disabilities, which directly addresses goal number 10, especially 10.2: "By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status"

For goal number 11, we focus most on 11.7: "By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities". Recreational boats and/or smaller ferries are used to commute between work and home, especially in countries with many populated islands. Having the Sealift in a private boat, taxi boat or small ferry makes it both accessible and safe. It will also make boat tourism more accessible to people with disabilities.

MARKET ANALYSIS & STRATEGY

CUSTOMER GROUP & COMPETITION

We appeal to the private market, specifically people who are full- or part-time wheelchair bound. We also want to sell our products to rehabilitation centres, so they can offer a broader variety of activities to their patients. At these centres, the users can test the product before potentially getting it for themselves.

As there are currently no products like ours on the market, there's very little competition. There are boats that have ramps built in the bow but, as mentioned earlier, these are impractical. They're also more expensive, as the user will not get any financial support from the Norwegian state. The Sealift is an activity aid which, in Norway, is almost entirely covered by the Norwegian Welfare and Labour Administration. The user will only have to pay up to 5000 NOK, or 494 €, depending on their economic situation. We believe the difference in price and user-friendliness will be more than enough to make customers choose the Sealift.



ESTIMATE

Today there are 1 million recreational boats in Norway. If we assume 1 owner per boat and put that against the Norwegian population of 5 million, we estimate that almost 1/5 of the population owns a recreational boat. The Norwegian Labour and Welfare Administration estimates that 50 000 Norwegians are wheelchair-users, and if we apply the numbers of the general population to these, we get 10 000 potential customers in Norway.

Production costs will be around 9 880€ and in discussion with our partners, we've landed on a retail price of 22 726€. This gives us 12 846€ in profit per unit. If we succeed in selling 10 000 Sealifts in Norway, we have a total profit of 128 460 000€. Furthermore, we will expand our sale to other countries, starting with the Nordic countries and from there to the rest of Europe and eventually the rest of the world.

PROMOTION

We have focused on spreading the word about ourselves throughout our work and so far, we have had significant media coverage with over 20 news articles about us. After winning the National Company of the Year Competition, we were live on television for one of Norway's biggest news channels. This, combined with appearances in newspapers, has led to several potential customers contacting us for questions, information, or feedback. The feedback has been exclusively positive, and we see clearly that our product is both needed and wanted.

We are also active on social media, and we regularly update our followers on our activities and progress. We have a small, but active and relevant following, with many potential customers.

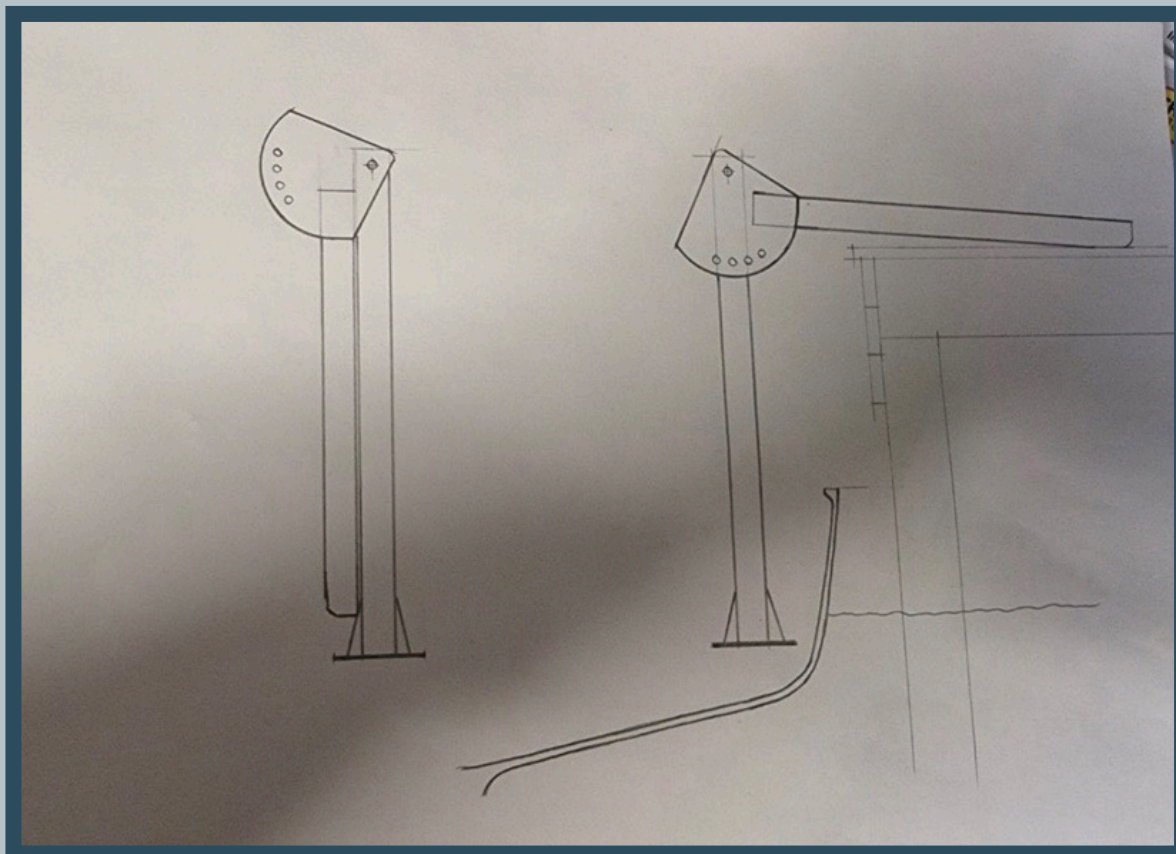
To distribute information about our company and

product amongst the relevant professionals, we went to the Norwegian Maritime Directorate's Recreational boat conference on April 6th 2022. We called them and they decided to cover the conference fee for us, but we paid for hotel and flight ourselves with award money from competitions. This experience was more than we could have hoped for. Everyone was eager to listen to our idea and had lots of suggestions and questions. We established contact with several companies offering to help with advice whenever we need it, and many phone numbers were exchanged. We also took pictures that were shared on the Norwegian Maritime Directorate's official Instagram account, which was a great way to introduce us to the public. Being promoted by an authority adds a certain credibility to our company and product, that we would not achieve as easy by ourselves.

FINANCE

Income		Assets	
Competition prizes	€ 860,36	Bank account	€ 12 147,86
Sponsorships	€ 11 799,29		
Total income	€ 12 659,65	Total assets	€ 12 147,86
Expenses		Debt and equity	
HR	€ 48,18	Debt	€ -
Registration	€ -	Equity	€ 12 147,86
Marketing	€ 463,61	Total debt and equity	€ 12 147,86
Total expenses	€ 511,79		
Financial income/cost	€ -		
Net income	€ 12 147,86		

Our profits come from sponsorships and competition awards, as we have no income from sales yet. Our expenses consist of supplies for a teambuilding/wood-selling trip (categorized as HR) and our trip to the Norwegian Maritime Directorate's recreational boat conference.



FUTURE AND IMPACT PROSPECTS

An estimated 1% of the world's population uses a wheelchair, and the same statistics apply to the population of the countries in the European Union. This equals 5 million people in the EU who would need assistance to board recreational boats. We also know that 48 million European citizens participate regularly in recreational marine activities, excluding boat tourists.

There are 6 million boats kept in European waters, 90% of these are recreational boats, which equals 5,4 million boats. If we apply the wheelchair statistics to this, we find that 54 000 recreational boats in Europe could statistically be owned and/or used by wheelchair users. There are of course other factors that would play in to this number, but it is a rough estimate. This number tells us that even though the product is very niche and for a specific group of people, the market is definitely there.

IMPACT/VALUE CREATION

In countries like Norway with many populated islands, recreational boats, boat taxis and small ferries are used to commute between home and work. If these modes of transport were properly wheelchair accessible, it would make living or working on islands much easier for wheelchair users. This could remove an obstacle for disabled people struggling to get a job, because they would need a boat to commute. It could also prevent these people from urbanizing, because the Sealift would make it possible for them to live in areas with low population density.

Our product could also be used on commercial boats like fishboats or other boats that people work on and make working in sea-based careers possible for people with disabilities.

If recreational boats could get more accessible, more people could consider getting one. This would up the request for recreational boats, thus creating more work and job opportunities, which is beneficial for the national economy as more people employed means more taxpayers.

Mounting the Sealift in rental boats and/or tourist boats would also make boat tourism more accessible. Wheelchair users who travel alone or families/groups with wheelchair users would not have to worry about accessibility when picking their vacation.

We truly believe that everyone deserves to experience the beauty of the sea, and that the inclusiveness would benefit our society socially and culturally, and of course economically.



storebrand

• GNIST •

SOCO 



FORSE

ÅRNES
NÆRINGS-
SENTER AS