



# Wise Stella

## NAVIGATE WITH WISDOM

WiseStella provides an AI-driven SaaS platform that automates complex ship safety and compliance management, specifically addressing the massive regulatory shift introduced by OCIMF's new SIRE 2.0 inspection regime. We replace fragmented, manual processes with a unified, cloud-based solution, enabling €1.6 Billion in market opportunity capture.

**Industry:** Maritime Tech (SaaS)

**Target Customers:** ship owners/management for their self-assessments, charterers for vessel clearance, regulatory bodies for compliance checks

**HQ & Presence:** London (UK), Singapore, R&D in Türkiye

**Business Model:** License-based SaaS Subscription (Starter/Growth/Enterprise) + Consulting

### CHALLENGE

OCIMF SIRE 2.0 (Sept 2024) is the largest regulatory change in decades, introducing immense complexity. Ship operators are now struggling with manual preparation, leading directly to non-compliance, financial penalties, and operational risk.

### END-TO-END AUTOMATION

Our cloud platform automates key procedures like SIRE 2.0 analysis, Crew Behavioural Competency Assessment (BCA), and Human Factor Self Assessment (HFSA). We provide AI-based root cause analysis and industry-benchmarked reports, enhancing safety culture and optimizing resources for the fleet.

### MARKET POTENTIAL

- €1.6 Billion TAM
- 30,500 Tanker Vessels initially targeted
- €2.28 Million+ Projected ARR (at 5% SOM):

## COMPETITIVE EDGE & GO-TO-MARKET

### Competitive Advantage

WiseStella is the only SaaS platform that seamlessly integrates: **Deep Expertise** with firsthand maritime compliance knowledge, **AI/ML Analytics, Proprietary Root Cause & Benchmarking** for proactive risk mitigation. **Scalability:** Cloud-native architecture ensures no installation is needed for rapid global deployment.

### Go-to-Market Strategy

**Inbound & Outbound Marketing:** Targeted LinkedIn outreach, RSEO blogs, industry exhibitions and cold campaigns leveraged by strong network connections. **Strategic Partnerships:** Collaborating with industry associations, key stakeholders, and training organizations. **Conversion Strategy:** Freemium model and free trials to attract SMBs, with direct enterprise sales for large clients.

## FUNDING

Raising €0.4M to €1.2M

50%  
R&D

30%  
Sales & Marketing

20%  
Business Expansion  
& Core Operations

## MEET THE TEAM



**Ferhat Abul**  
CEO & Co-Founder  
20+ Years Shipping & Auditing; Ex-DNV Senior Auditor.



**Ali Demiral**  
CTO & Co-Founder  
18+ Years Cloud & AI; SaaS Architecture and Data Science Lead.



**Dr Rafet Emek Kurt**  
Board Advisor/Co-Founder  
Human Factors Authority; Leading Academic in Safety Science & HFSA.

**Prof. Dr. Özcan Arslan**  
Board Advisor  
Maritime Operations & Management; Deep expertise in fleet efficiency and business optimization.  
**Capt. Steve Barber**  
Board Advisor  
Vessel Operations & Seafaring; Experienced Master Mariner and operational safety expert.

**Assis. Prof. Dr. Esma Uflaz**  
Board Advisor  
Naval Architecture & Technology; Technical insight into ship design and digital integration.

