

Innovative Kiwi Marine Tech Brands, Secures Spot On World First Accelerator Programme

Commercial and recreational vessels have experienced the power of the SeaLogs Fleet Management solution. Because they've gone digital, they are enhancing safety, improving compliance and streamlining efficiently, overall helping grow revenue.

The graphic features a dark blue background with a white boat speed wake. In the top left, the SeaLogs logo is displayed, consisting of a stylized white sailboat icon and the text 'SeaLogs™'. Below the logo, the tagline 'Maritime software to manage your vessel and crew' is written in white. The central text, 'Create a safer, compliant & more efficient operation - on and offshore', is in a large, bold, white font. In the bottom right, there is a circular inset showing a man in an orange high-visibility jacket and a red beanie, looking at a tablet. The website 'www.sealogs.com' is at the bottom left.

SeaLogs™
Maritime software to *manage* your vessel and crew

**Create a safer, compliant
& more efficient operation
- on and offshore**

www.sealogs.com

Auckland, New Zealand Jun 20, 2022 (Issuewire.com) - Commercial and recreational vessels have experienced the power of the SeaLogs [Fleet Management solution](#). Because they've gone digital, they are enhancing safety, improving compliance, and streamlining efficiently, overall helping grow revenue like never before. SeaLogs, the creators of a ground-breaking commercial fleet management software solution that removes the need for paper records, is one of only 25 businesses accepted onto an accelerator programme run by Yachting Ventures. Based in London, Yachting Ventures is the world's first start-up accelerator for the leisure marine, yachting, and superyachting industries.

Commencing in January 2022, the accelerator will support SeaLogs through mentorship, connections, and education. Coupled with significant investment gained earlier this year, it will help fast-track the growth of the business, particularly in its target export markets.

In October 2021, SeaLogs closed its first seed round, which was oversubscribed, and resulted in backing from the country's leading investment firms, Icehouse Ventures, and Flying Kiwi Angels along

with a small group of private investors.

“That investment combined with the Yachting Ventures accelerator will help us to expand our customer base in Australia and America and launch into new markets in the UK and Europe,” explains SeaLogs founder and CEO, Kylie Tomlin. “It’s an incredibly exciting time, and we’re so looking forward to further showcasing this ground-breaking Kiwi marine technology on the world stage.”

SeaLogs already works with a number of blue-chip customers, such as Fullers Group, the largest ferry fleet in the southern hemisphere, Ports of Auckland, and Skipperi.

Ports of Auckland has praised SeaLogs for transforming their record-keeping, with Marine Pilot, Sam Eves, saying:

“SeaLogs has transformed our record-keeping on our fleet of vessels. Before SeaLogs, it was a mission to trawl through previous paper logbooks with illegible handwriting trying to find historical data.

Now it’s a simple search from the office PC to find information entered on any of our fleet logbooks. It is now easy for the operators to use, accurate, and provides management with all the required information at the office in real-time.”

Kylie adds, “When used correctly, SeaLogs means all of the operational information is in one place, so you can enhance safety, and compliance and become more efficient, saving time and money.”

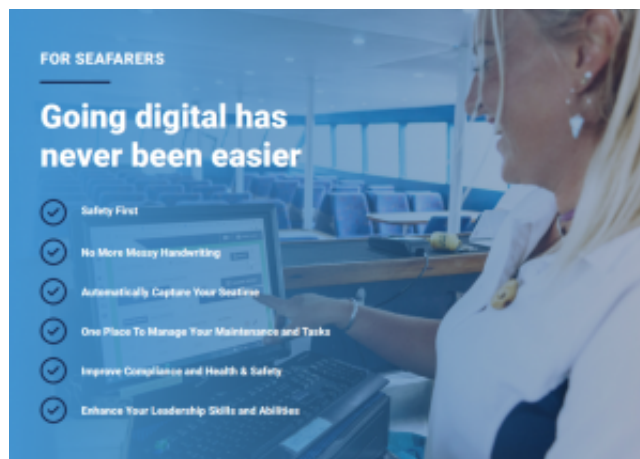
“In today’s current Covid environment, times are tough. SeaLogs creates a win-win approach, the software dives into maritime management in a systemised, practical way that vessels of all shapes and sizes, commercial and recreation can use. ‘Digitalization’ is a buzzword when it comes to the marine industry. Everyone wants to have a system that works, but most companies are using the wrong one and it’s costing them.”

“Paper systems are outdated, there is no backup to all of the information that needs to be recorded and with all the regulations around maritime compliance, it can get complicated. SeaLogs provides both seafarers onboard the vessels and business ashore with an efficient and accurate solution to capture data, removing the margin of error and streamlining a previous labour-intensive process.”

HOW IT ALL STARTED

SeaLogs was born in 2018 when Kylie, who was working as a Master, lost a paper logbook containing over six months’ worth of records. This sparked the idea to create a commercial marine software solution, transforming the traditional paper-based way of keeping records, and making fleet management effortless and accurate.

“We help companies harness the information collected onboard the vessels as a tool to provide insights, reduce costs, boost their efficiency, and improve safety,” says Kylie. “Our goal is to create safer, compliant, and more efficient operations for the businesses that we work with.”



Media Contact

Sea Logs

info@sealogs.com

+64 800 656 501

Viaduct Basin, , Auckland CBD

Source : SeaLogs

[See on IssueWire](#)