



Fishing Trips



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GREECE FISHING DESTINATION OF CHOICE

Missing Opportunities



Tourists

Until 2015
fishing tourism
was illegal



Fishermen

Low, unstable
income
&
Extremely
harsh working
conditions



Environment

Overfishing
&
Environmental
Awareness



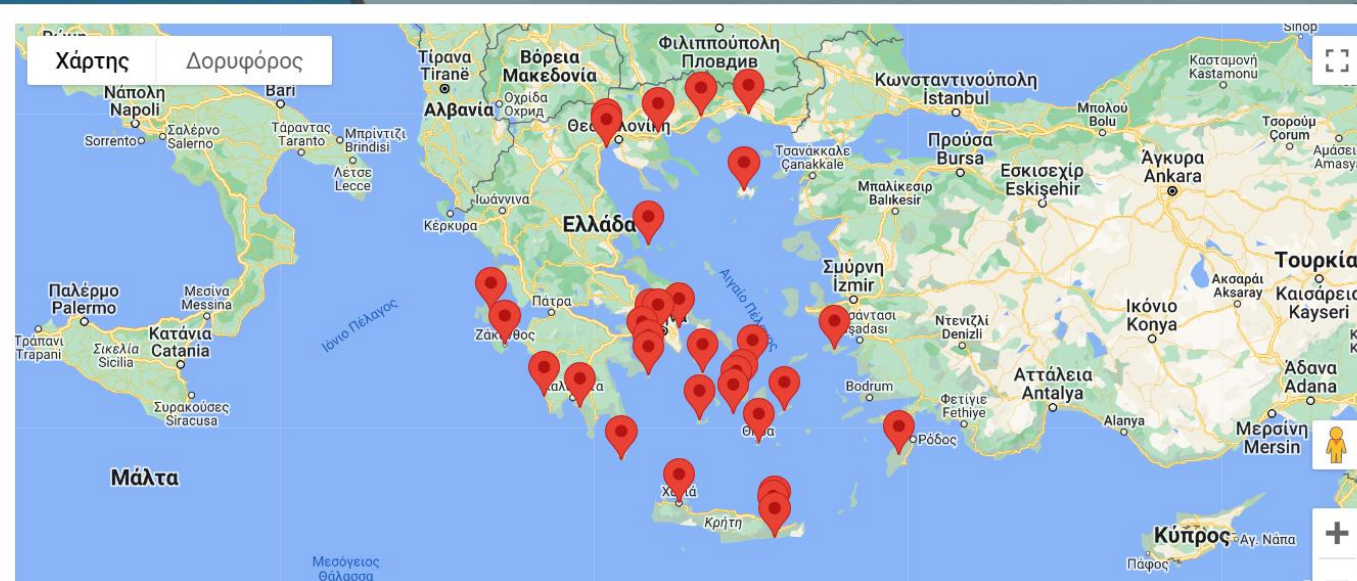
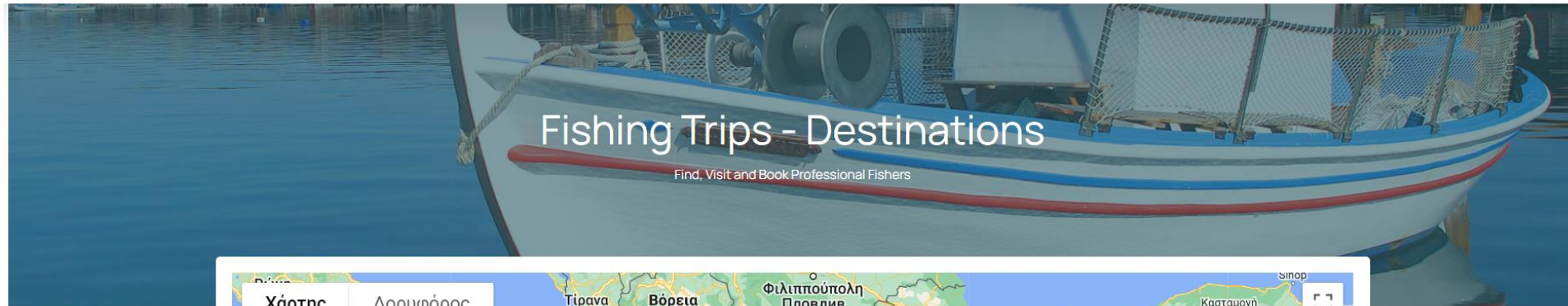
Society

Unemployment
of young people
in the coastal
areas

Now We Stop Missing Opportunities



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Target Market

15.000 Professional Fishermen
30.000.000 Tourists

Families
Family friendly experience

Hotels/Tour Operators
Key partners who wish to expand their services

Fishermen hobbyists
People who adore fishing

Companies
Team building fishing trip for their teams

“Live like a local”

Tourists who wish to ‘live like a local’ for a day and get to know the everyday life of fishermen, a big part of Greek tradition (professional fishing) and taste the Greek gastronomy



Competition Mapping

Fishing

Panhellenic
Network

Exclusive with
professional
fishermen



Fishing
Website



Agencies



Individual
Fishermen



Our competitive advantages

Network



We have a network of **266** professional fishermen in Greece in comparison to Fishing Booker who has 27

Experience



Family of fishermen, many years spent on a professional fishing boat.

Expertise



- 3.5 years to change the law and make it legal in Greece
- 60 conferences all around Greece to raise awareness and expand our network

Infrastructure



- In touch with all the professional fishing associations since 2012
- Several cooperations with regions & NGOs all around Greece

Team



A well-established team, who works together many years and has experience on all relevant operations

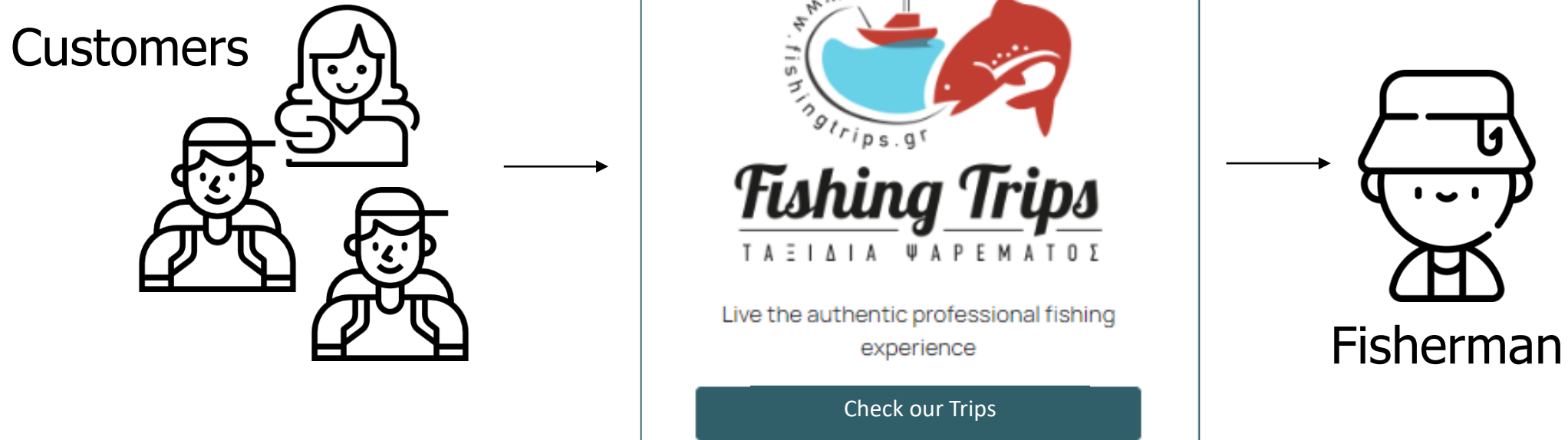
Positioning



We focus solely on professional fishermen

Business Model

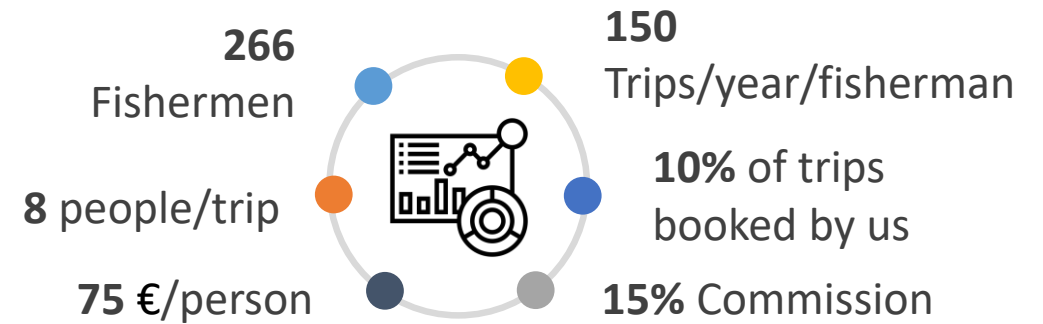
Brokerage



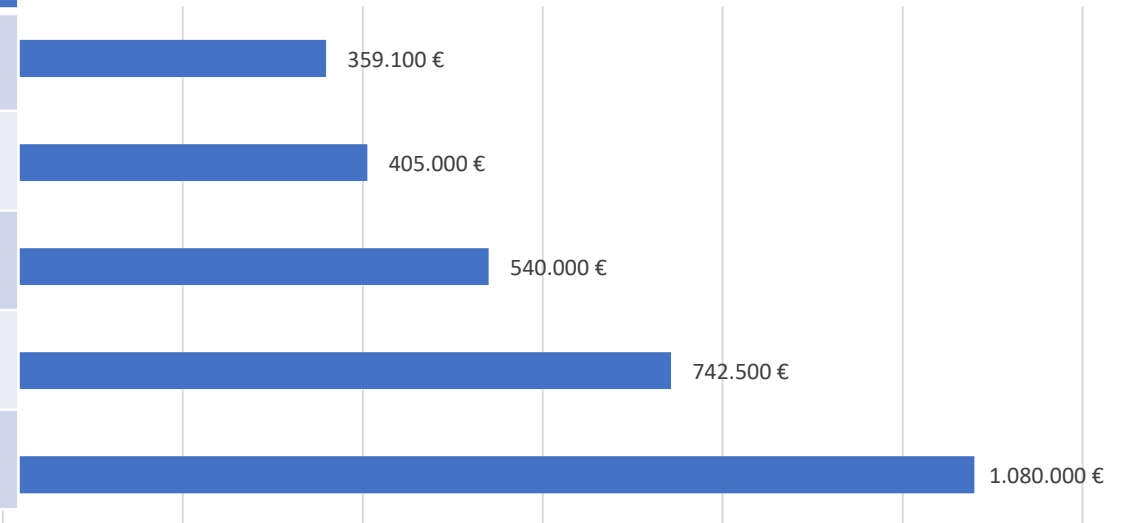
15%
Commission

Financial Projections

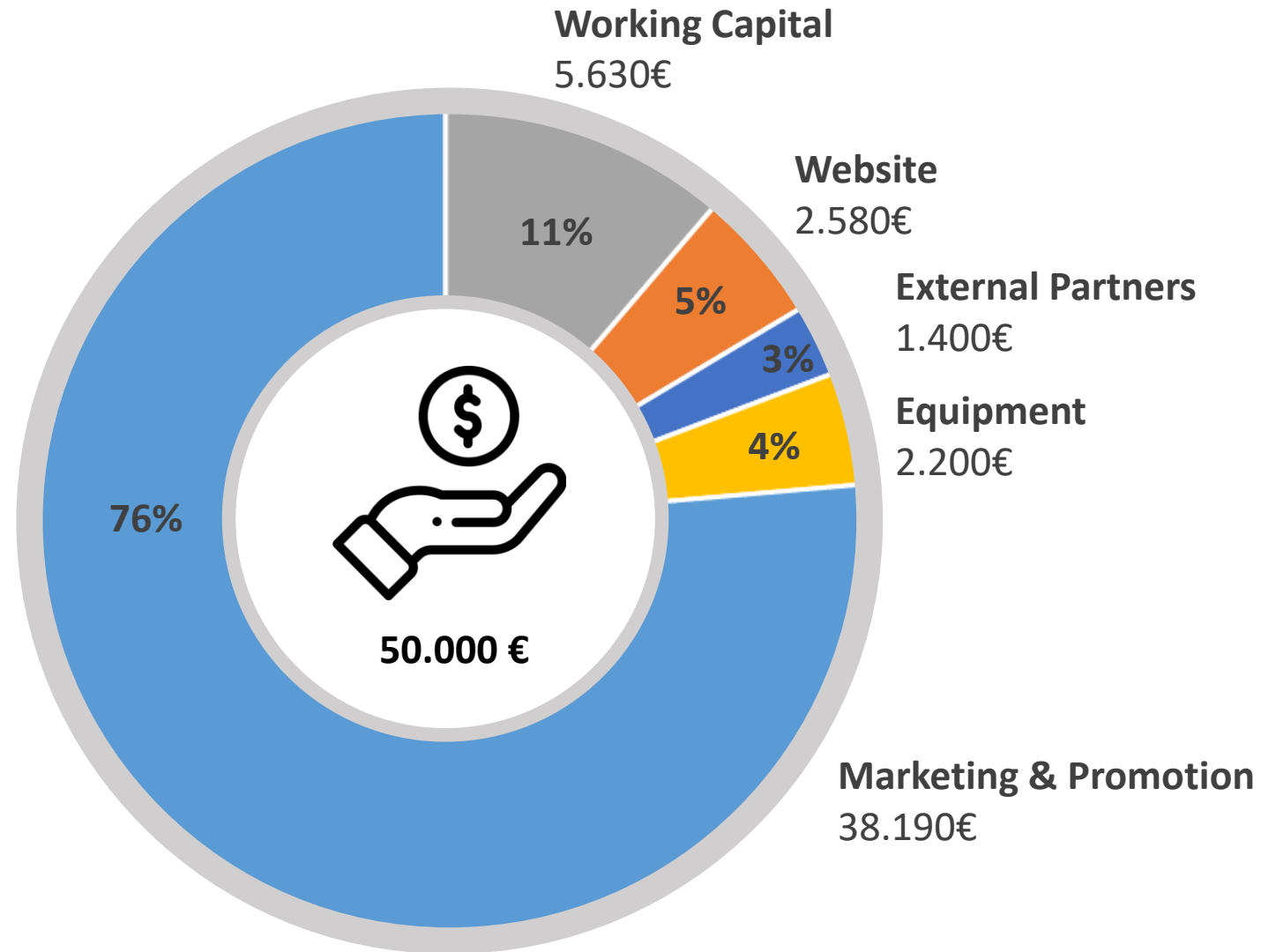
Pessimistic Scenario Analysis



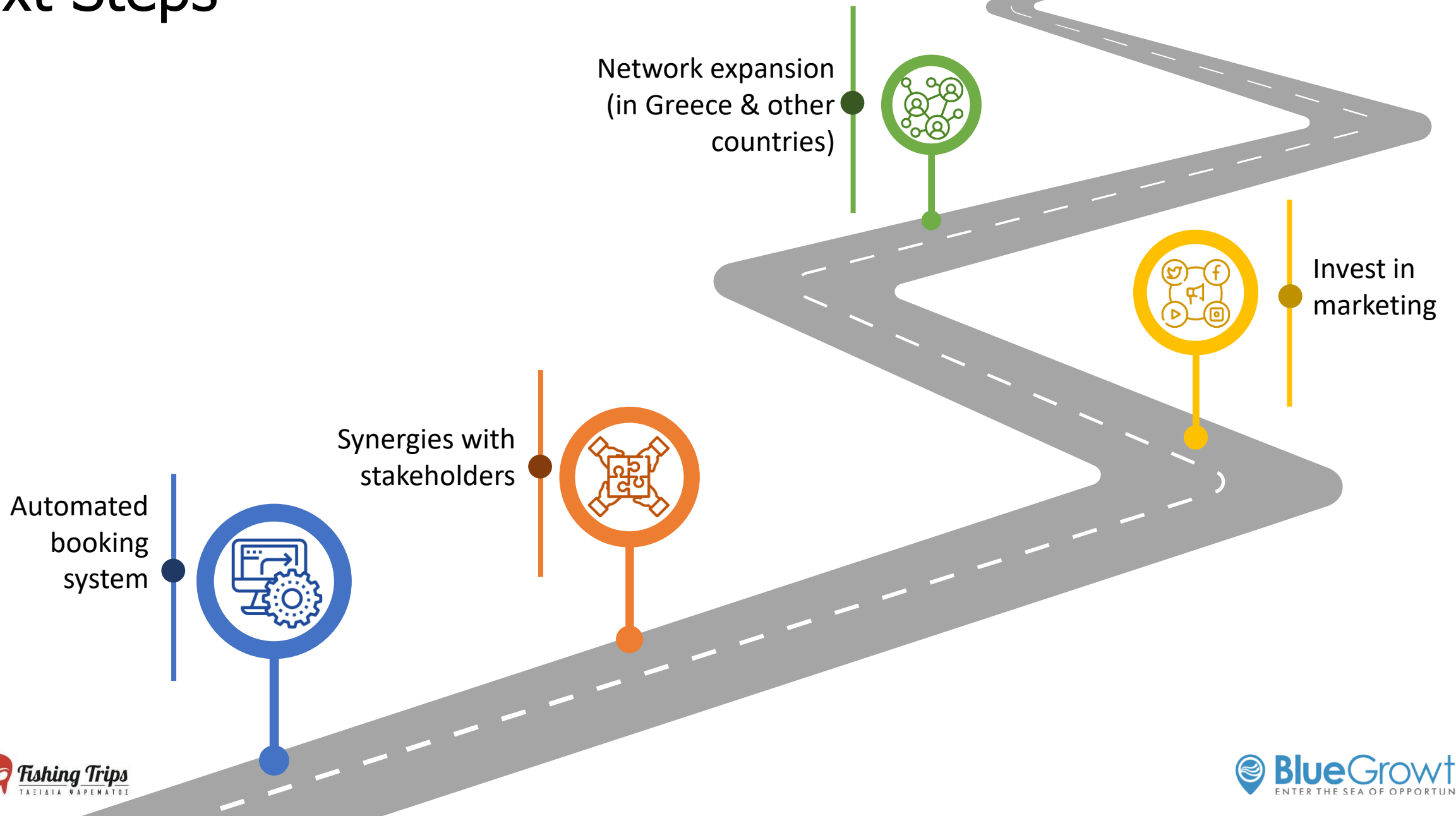
Years	#Fishermen	Revenues (€)
1	266	359.100 €
2	300	405.000 €
3	400	540.000 €
4	550	742.500 €
5	800	1.080.000 €



Use of funds



Next Steps



"The Wonders of the World I Can't See"



Channel 4 UK

"Happily Evia After"



*BBC UK –
Travel Show
(Road to
recovery)*



"Περπατώ"



Meet the team



George Lourdis

CEO



Phaedra Lourdi

Operations
&
Marketing



Konstantinos
Lourdis

Business
Development



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Thank you!