



oceaneye
for conservation and community

The Mission

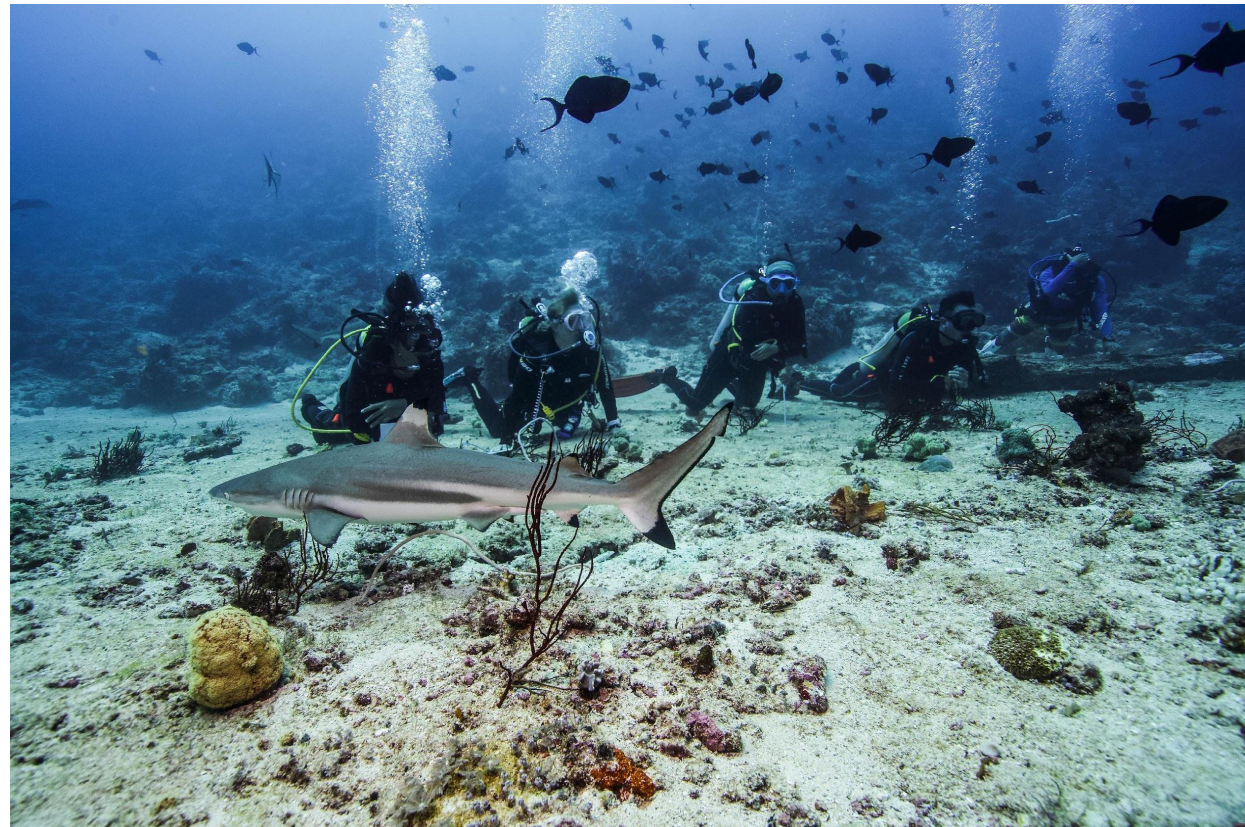
To generate **10 million USD** annually in ecosystem service payments and invest in coastal communities **in critical marine biodiversity areas**, enabling ecosystem recovery



From this



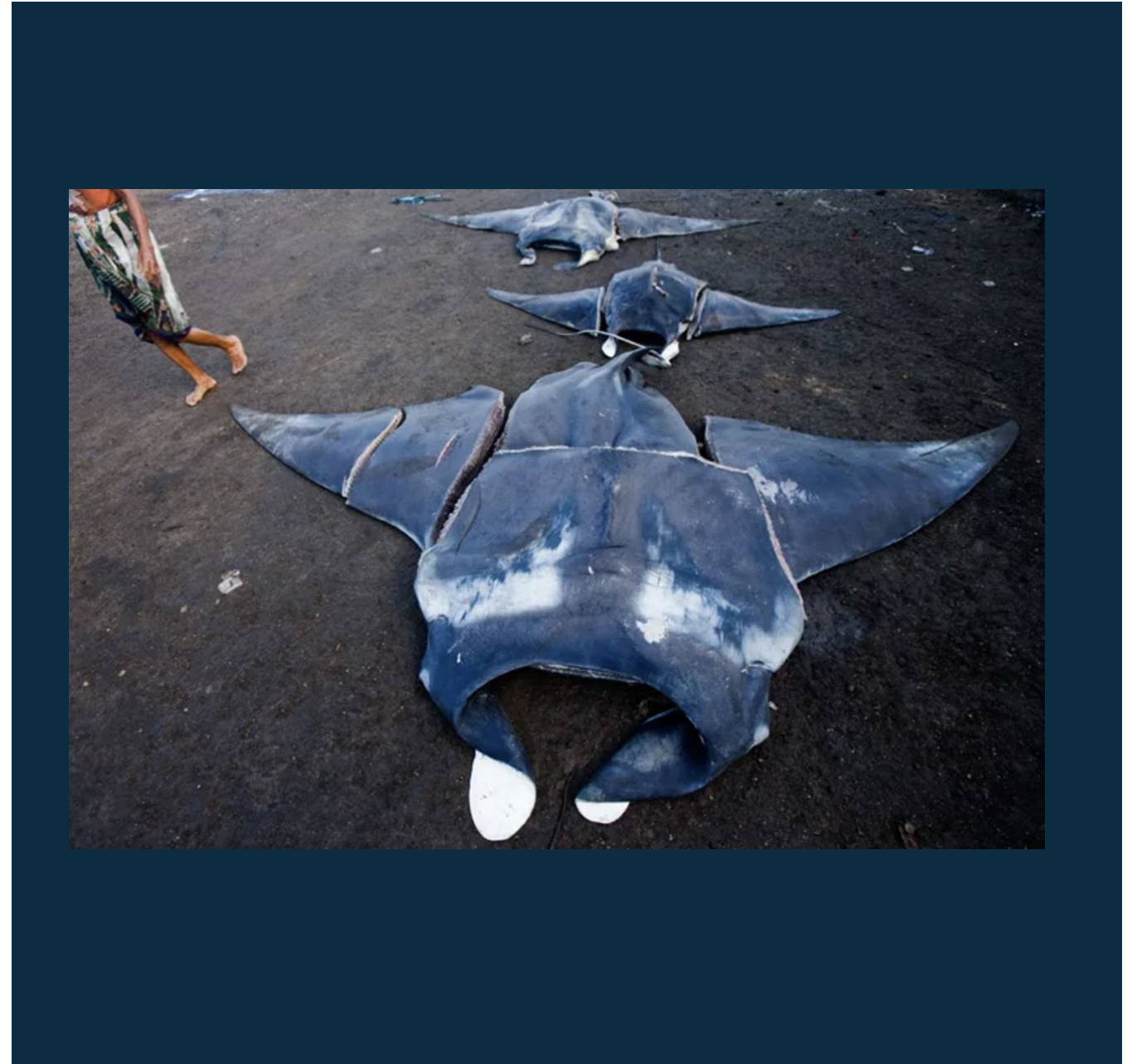
To this





The problem

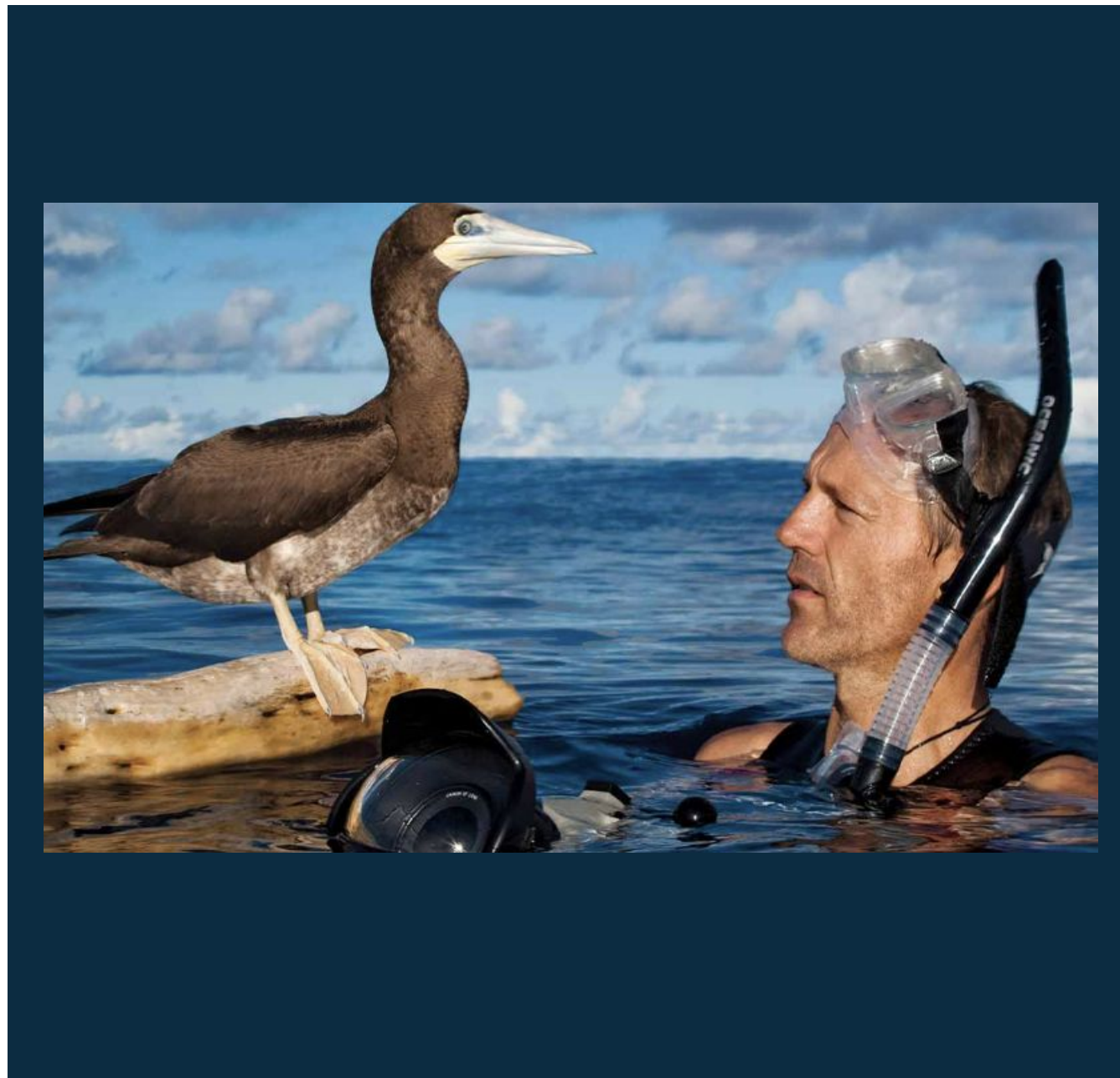
- 30 by 30 is far away - only 6% of the oceans are effectively protected.
- Coastal communities struggle with livelihoods as overfishing, pollution, and climate change erode productivity and struggle to find alternative livelihoods to fishing and hunting.
- The global marine tourism sector, whose income depends on providing exciting marine wildlife experiences, remains removed from playing an active role in solving the biodiversity and inequity crisis.
- Tourism and recreational experiences are getting less and less exciting as biodiversity and the ecosystems they depend on decline.





The solution

- Through marine animal-based micro-payments from tourists, we empower coastal communities and local projects to protect marine biodiversity.
- We deliver direct monetary incentives for biodiversity conservation, creating a long-term finance mechanism that can help restore ecosystems and species in the Baltic and globally.
- We collect critical data that allows for science, storytelling, and education to further protect the Ocean (partnerships).
- Through small actions and the price of a coffee cup, tourists and recreational users turn into Ocean heroes, creating real, measurable, transparent change.



Marine tourism is one of the fastest-growing tourism sectors.



Marine tourism sector, including diving, expeditions and whale watching, is expected to reach **US\$ 81.8 billion** by 2026 (excl private yachting)



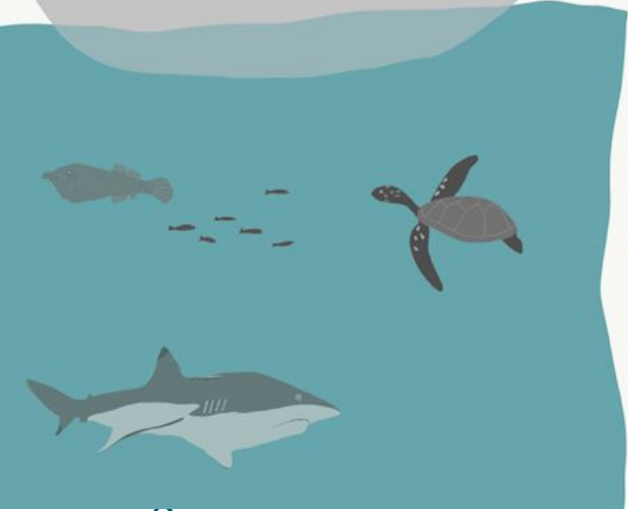
There are over 6 million dive tourists annually, and it is growing **by 16% per year**



Our target market is **high-end nature-based tourism** and activities where people seek meaningful encounters and memories.

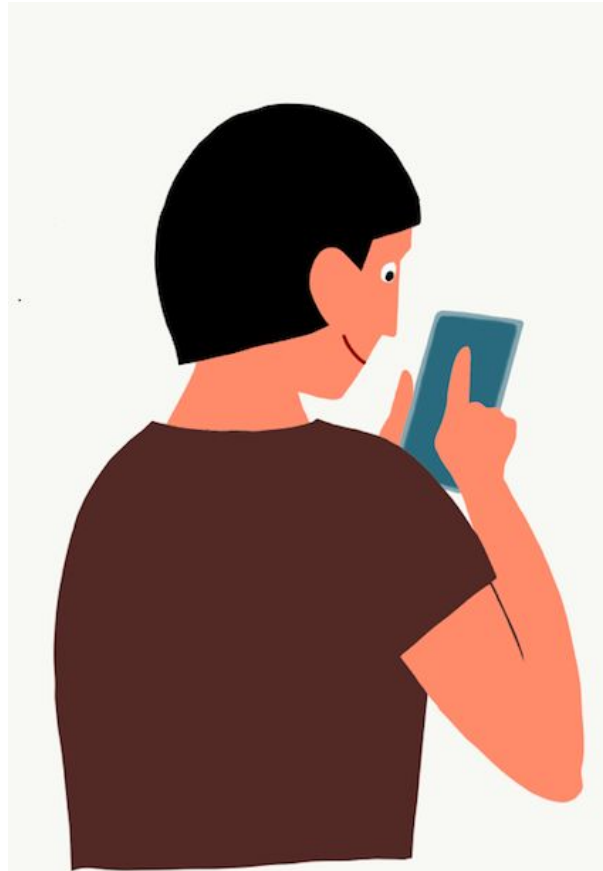


By engaging **1000 tourism operators** globally, we will generate 10 million annually for conservation projects.



Tourists explore marine biodiversity and record their sightings

Animal sightings based micro payments made through Ocean Eye



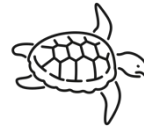
Communities receive transparent sightings based payments

Solution – how it works for users

Delivers sustainable and quantifiable value to all key stakeholders



Enables **the tourism sector** to protect their assets – the wildlife and healthy ecosystems



Empowers **marine tourists** to be an integral part of the solution



Provides a financial incentive to **coastal communities**



Provides conservation finance and monitoring cost savings to **authorities**



Success based – micro-payments drive the long-term recovery and sustainability of marine biodiversity



Ocean Eye is a completely novel and disruptive innovation for both the tourism and marine conservation fields.

The Offering



A citizen science and financial transfer platform connecting tourists to conservation and communities.

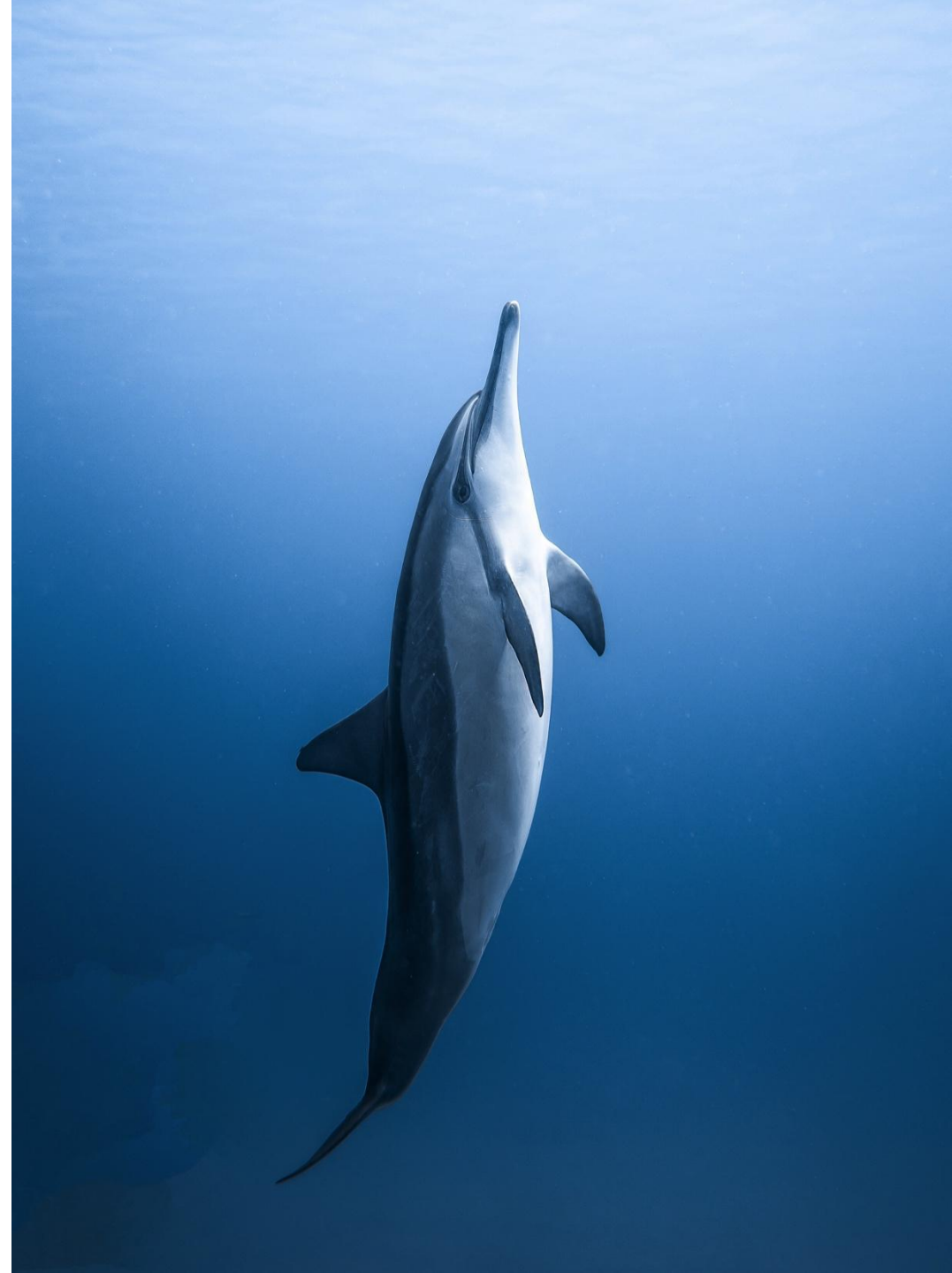


Our unique software creates a disruptive pattern where the marine tourism and recreational sectors for the first time can play an active role in supporting biodiversity and ecosystem recovery.

(Coastal and Marine Tourism)

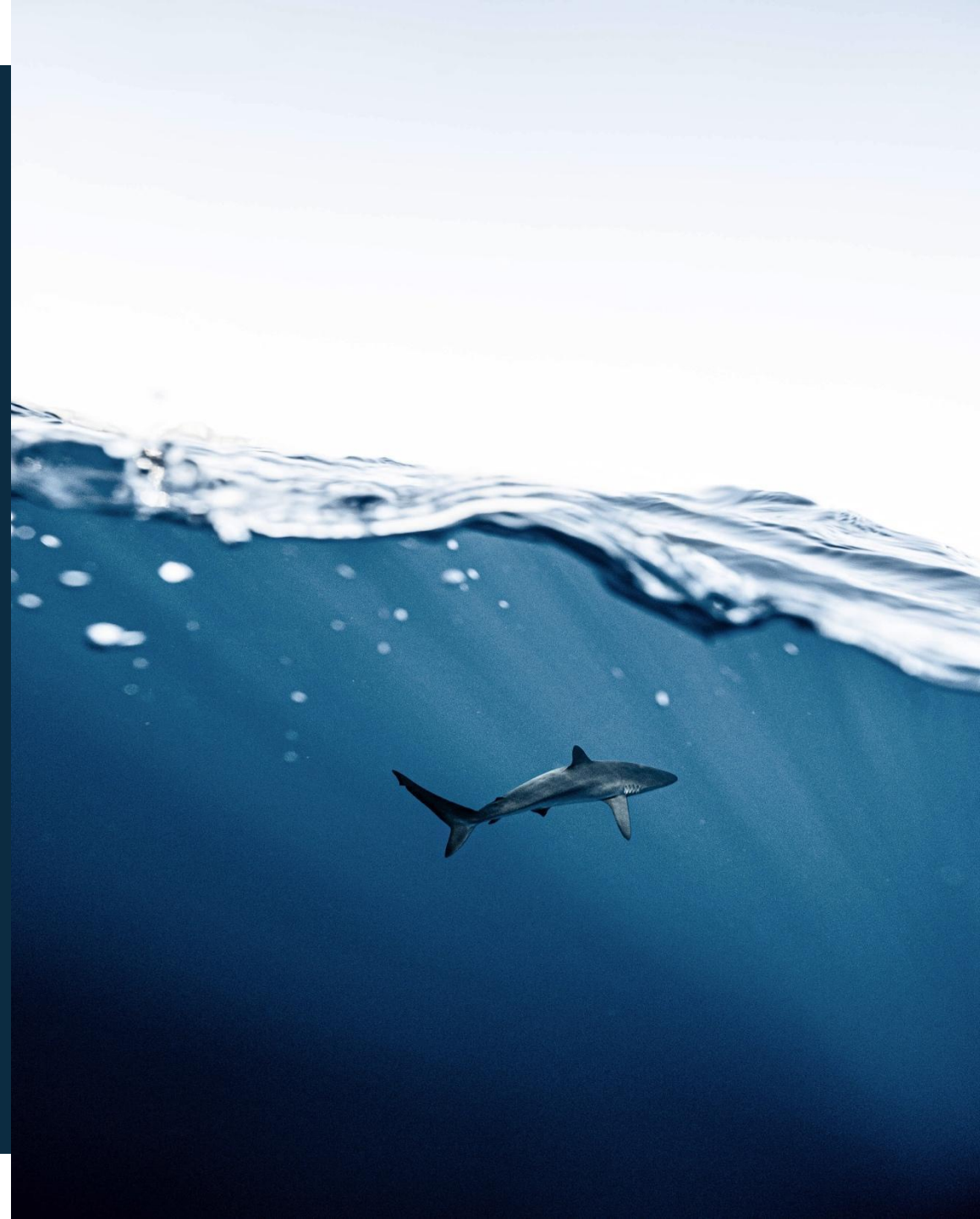
Business Model

- The revenue model is based on:
 - administration fee, and
 - platform fee
- Fees are a fixed 20% of each transaction (recorded sightings)



Financials

- US\$ 250,000 has been invested in the development of the MVP and validation
- Profitable after two years of full operations in new regions, we require catalytic capital in new areas to establish our pipeline and impact model
- Conservation donations are projected to exceed US\$ 6 million annually within 5 years



The team



CEO / Founder
[Sari Tolvanen](#)
20+ year career in marine
conservation and ecopreneurship



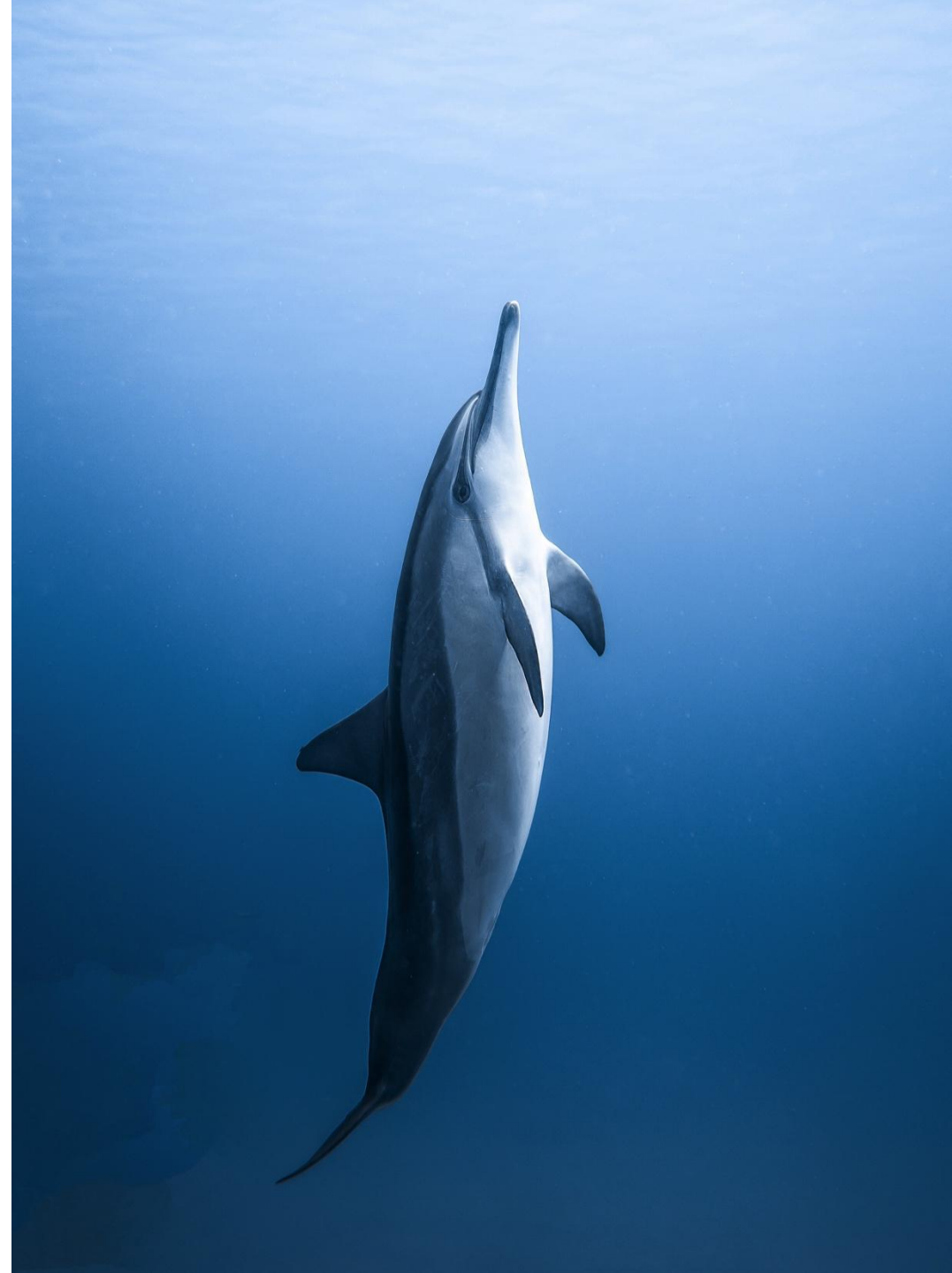
Indonesia Project Officer
[Aramita Livia Ardis](#)
Marine conservation and diving
industry specialist

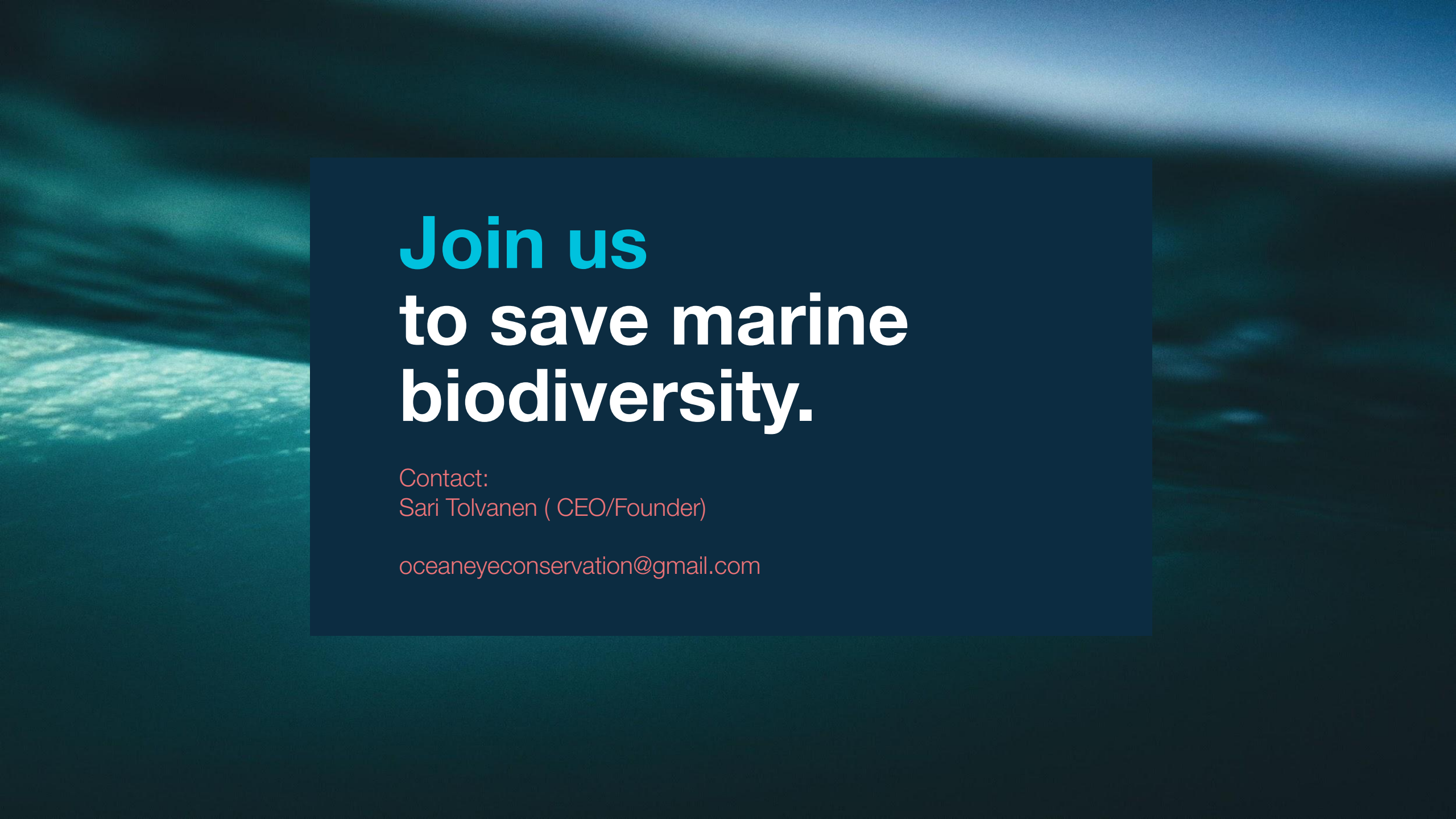


Scientific Officer
[Dr Mareike Dornhege](#)
Science and data specialist

Next steps

- Raising funds for technology upgrades and to grow the team (grants, equity or mix)
- Scale our operations in the Coral Triangle region and the Baltic.
- Develop our technology and offering towards private yachts and recreational users.
- Marketing focus is to make us the number one citizen science and impact platform for tourists within 5 years, and the industry **gold standard**.





Join us to save marine biodiversity.

Contact:
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