



AMERICAS
OCEAN WATCH

A photograph of a sailboat on the ocean at sunset. The sun is low on the horizon, casting a warm glow over the water and sky. The sailboat's deck and rigging are visible in the foreground, and the white sail is partially unfurled. The water is dark blue with white foam from the boat's wake.

THE MOST ADVANCED GLOBAL LEARNING EXPEDITION OF OUR TIME

Americas Ocean Watch is a multi-year, environmental expedition with a dynamic platform and powerful promise to **advance ocean conservation** and **accelerate ocean innovation.**

CATALYZING OCEAN DISCOVERY + INNOVATION




Since our team completed the historic **Around the Americas expedition in 2009-2010**, there has been a public awakening to the plight of the oceans. With a strong sense of urgency to stem the threat of climate change and reduce the human impact on our oceans, we are launching a next generation expedition.



AMERICAS OCEAN WATCH WILL...



Unite and celebrate a
global community of
experts and entrepreneurs
in ocean innovation
and stewardship




Discover breakthrough ideas
and disruptive blue technologies
that will contribute to a vibrant
and sustainable blue economy



Highlight the interconnectedness of our 'neighborhoods of the sea'

A photograph of two polar bears standing on a snow-covered ice floe. The bears are white with some yellowish tint, looking towards the camera. The background is dark and shows a body of water with other ice floes in the distance. The lighting is low, suggesting a cold, overcast day.

Chronicle changes to the oceans
since the first expedition in
2009-2010

A large iceberg floats in the ocean. The visible part above the water is white and jagged, while the part below is dark and much larger, illustrating the concept of the tip of the iceberg.

And offer a captivating, highly visual platform for storytelling about ocean health and opportunity, engaging global audiences of all ages and inspiring them to protect and preserve our oceans

EXPEDITION OVERVIEW

A circumnavigation of the Americas using the 64' S/V Ocean Watch to:

DISCOVER:

- Discover and connect with ocean scientists, innovators, investors, educators and enthusiasts in 53+ ports around The Americas

ENGAGE:

- Link ideas, energy, data and innovation together on an advanced digital platform by leveraging an ever-growing network of ocean experts and influencers

ADVANCE:

- Use S/V Ocean Watch to collect valuable scientific data, conduct scientific research protocols and share with scientists from “pole to pole” and as an unrivaled ocean-based test bed for ocean technology startups

INSPIRE:

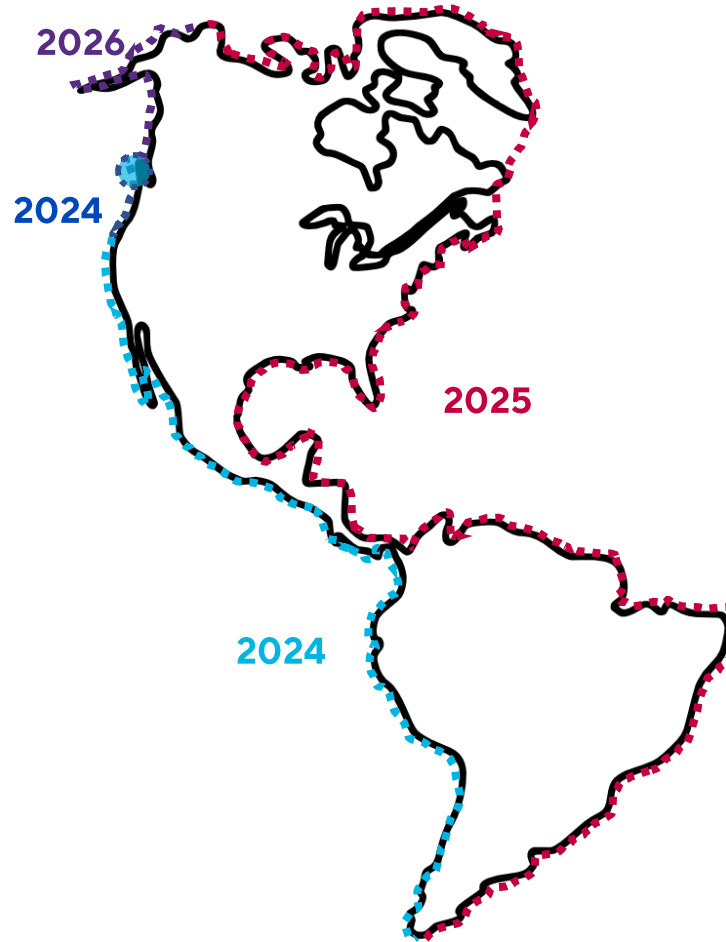
- Inspire a new generation of ocean stewards by promoting a global effort to remind people of the impact of human footprints on the sea



EXPEDITION ROUTE + TIMELINE

Note: Timing subject to change pending global pandemic conditions

- Monterey, CA - 4/24
- Los Angeles, CA - 5/24
- San Diego, CA
- Cabo San Lucas, Mexico
- Puerto Vallarta, Mexico
- Puntarenas, CR 6/24
- Cocos Island, Ecuador
- Galapagos Islands 8/24
- Lima/Callao, Peru 10/24
- Valparaiso, Chile 11/24
- Puerto Montt, Chile 12/24
- Ushuaia, Argentina
- Cape Horn - 1/25
- Puerto Williams
- Pt. Stanley, Falkland Islands
- Comodoro Rivadavia
- Mar del Plata, Argentina
- Buenos Aires - 2/25
- Punte del Este, Uruguay
- Rio de Janeiro, Brazil
- Natal, Brazil
- San Juan, PR - 3/25



- Cancun, Mexico
- Havana, Cuba
- Miami, FL - 5/25
- Charleston, SC
- Annapolis, MD
- New York, NY - 6/25
- Newport, RI
- Boston, MA
- Halifax, Nova Scotia
- St. John's Newfoundland -7/25
- Nuuk, Greenland
- Pond Inlet Nunavut
- Resolute, Nunavut
- Gjoa Haven, Nunavut
- Cambridge Bay - 8/25
- Tuktoyaktuck Northwest Territories
- Herschel Island, Yukon
- Barrow, AK - 9/25
- Nome, AK
- Unalaska, AK
- Honolulu, HI - 11/25
- Island Chain - 12/25-4/26
- **Arrive Seattle - 5/26**

EXPEDITION OF DISCOVERY



Discovery happens at sea and in each of the 53+ ports along the route. It is the interconnectedness and integration of scientific discovery coupled with the unique perspectives of experts, locals, and innovators around the Americas that sets this expedition apart from a typical research expedition.

EDUCATION, SCIENCE + CONSERVATION

Education Approach:

A **paradigm shift** is underway in education that emphasizes:

- Learning by doing
- Shared learning motivated by fun and self-fulfillment
- Real-world project-based learning
- Creative problem-solving
- Storytelling to enliven curriculum, enhance learning, and encourage students to expand their thinking

Americas Ocean Watch will deliver a **breakthrough experience** for students that will allow them to actively learn about, care for and protect the oceans.

Opportunities include:

- Floating Science Fair Project Lab
- World's longest virtual field trip
- Augmented and virtual reality kiosks in ports
- Crowd-sourced science projects
- Multi-dimensional storytelling by engaging artists, musicians, writers, videographers, and photographers

Science + Conservation Approach:

- Highlight at least 12 critical ocean and coastal conservation issues
- Showcase marine conservation successes (e.g., California marine reserves)
- Provide a platform for local audiences to take action
- Through a crowd-sourced science movement, valuable daily real-time data will be generated and shared with our science + education partners
- Leading-edge technology will be used such as sensors, ROVs and AUVs to gather additional data
- Share data with scientists and policymakers around The Americas



EXEDITION RESEARCH AGENDA

Sampling Ocean Plastics—Establishing a Nano + Micro Plastic Baseline

S/V Ocean Watch crew will conduct an Ocean Plastic Survey of marine debris, floating plastics and micro-particles of undigestible plastics.

The sampling protocol be compatible with other international efforts and enable us to map and update the presence of plastics to support cleanup and recovery action.

Argo Floats + Ocean Drifters—Supplementing and Disseminating Existing Data Monitors

S/V Ocean Watch will participate in the ongoing NOAA Argo Program. Scientists and crew will track, visit, activate and deploy Argo Floats in the existing program to dynamically track ocean data (temperature, salinity, dissolved Oxygen, pH).

eDNA—Establishing a Baseline Environmental DNA Around the Americas

Monterey Bay Aquarium Research Institute (MBARI) will build a catalogue of the marine biodiversity along the route. Scientists will freeze filter samples of ocean water taken at depth and time at each degree of latitude in each direction from Pole-to-Pole creating a live record of sea life, ranging from microbe to whale. Additionally, a Quantitative Phytoplankton Slide of each sample will be prepared for sharing in digital format and preserved for physical examination.

ADVANCING OCEAN TECHNOLOGY



Americas Ocean Watch is a **one-of-a-kind sailing laboratory**, delivering a critical test platform to new innovative ocean technologies that are working to protect, explore or sensibly tap into the unlimited potential of our global oceans.



Our flexible sailing laboratory offers access to an unparalleled network of digitally-connected ocean experts to build on, power and bring life to these new products.

Unlike one-off or land-based test beds, **our journey takes multiple technologies on real journeys of exploration** across shallows and deep, coastal and blue, pristine to polluted and populated to barren ocean ecosystems.

PORT EXPERIENCE + ENGAGEMENT

During each port of call, the Americas Ocean Watch team and partners can engage with numerous stakeholder groups.

Bluetech Accelerators

- Bluetech Innovation Showcase
- “Shark Tank” style startup pitches to investors
- Client + Investor cultivation/engagement

Fishing/Aquaculture Industry

- Forums on industry best practices

Consumer Brands

- Interactive Pavilions with product sampling/display opportunities
- Client cultivation/entertaining

Education

- Engage with university oceanographic/marine science departments
 - AWS Hackathons
- Education outreach in each port through partnerships with AWS and Google
 - School group visits for K-12

Governmental Agencies + Port Authorities

- Forums on climate change, sea level rise

Shipping + Maritime Industry

- Showcase innovations in clean energy and sustainable supply chain

Science + Conservation

- Forums for science leaders
- Local/Regional recognition

General Public/Ocean Enthusiasts

- Interactive Pavilions using VR/AR Technologies

OCEAN NETWORK

Americas Ocean Watch will build and host a global ocean-specific ecosystem, connecting entrepreneurs, accelerators, scientists, educators, investors and philanthropists that are eager to collaborate to advance ocean conservation and promote the blue economy.

Ocean Data Hub:

Through a partnership with Amazon Web Services, our team will be able to:

- **Intake, upload, share and store all data** collected along the expedition route
- Make the data available to a broad, global audience via its data analytics platform and through the Registry of Open Data on AWS.

Ocean Influencer Network:

- Members can create profiles like LinkedIn, and share content on the platform

Content Platform:

- Highly credentialed writers, photographers, videographers, and scientists will document, create and share stories and imagery on various legs of the expedition
- Invitation-only curated blog for Ocean Influencers
- Long + short films and video blogs in real time

Educators:

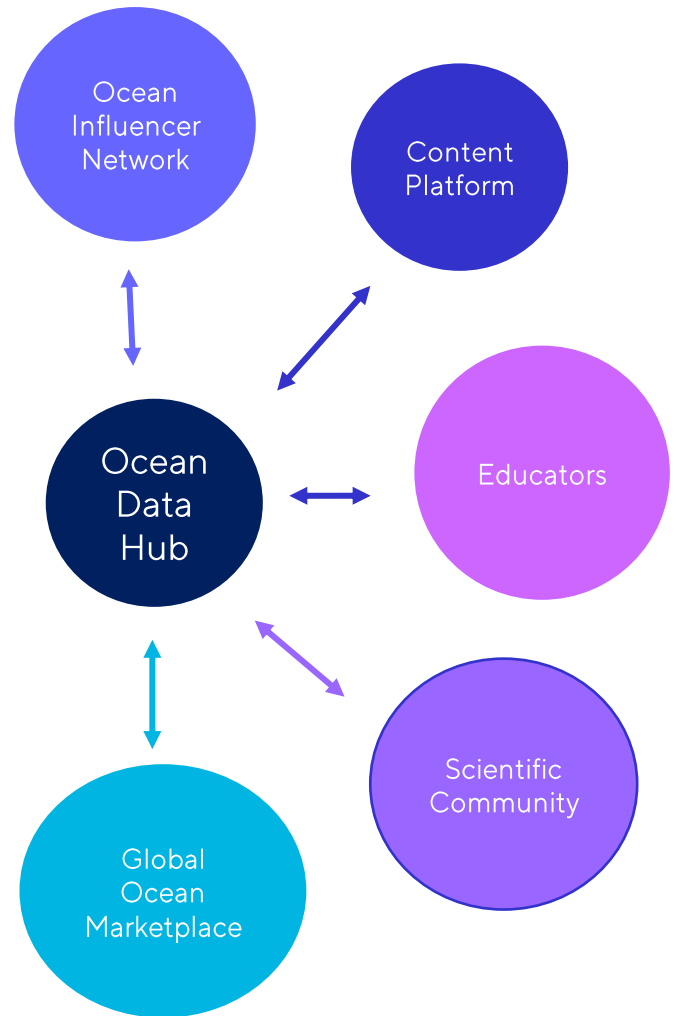
- Opportunities for educators to leverage the expedition and related data for breakthrough experiential learning and virtual field trips for students "K through Gray"

Global Ocean Marketplace

- Valuable industry relationships will start and grow in our Marketplace. Members access our trusted network experts to securely source and sell products and services within our community and beyond. Designed as a tool for business acceleration, the Marketplace enables our members to showcase and grow their business globally.

Scientific Community:

- A destination for scientists from 'pole to pole' to share data and information



AUDIENCE PROFILE + REACH

Americas Ocean Watch has curated a highly credentialed team of ocean scientists, ocean conservationists and ocean entrepreneurs to serve as a foundation for its expedition and network.

As the expedition launches, we will engage targeted audiences around the Americas who have a vested interest in a sustainable ocean system, in the fields of:

Ocean Health

- Ocean Research + Science
- Ocean Conservation
- Data Science
- Boating + Sailing Community
- Marine Biology
- Meteorology
- Urban Planning
- Environment

Blue Economy

- Clean Water + Sanitation
- Disruptive Technology (AI, IoT, Smart Robots, Blockchains, VR)
- Offshore Renewable Energy
- Plastics: Biodegradable; single use reduction; upcycling;
- Sustainable Fishing/Aquaculture
- Shipping + Maritime Industry
- Maritime Pharmacology + Marine Genetic Resources
- Investors
- Venture Capital Firms



SCIENTIFIC RESEARCH PARTNERS

MARINE BIODIVERSITY OBSERVATION NETWORK

Americas Ocean Watch is a member of **MBON (Marine Biodiversity Observation Network)**, an organization comprised of world-class, highly credentialed marine scientists and agencies that span from “Pole to Pole” around the Americas. Affiliation with MBON includes endorsement from a network of local marine conservation and research organizations and individuals from representative organizations in Canada, US, Mexico, Costa Rica, Colombia, Ecuador, Chile, Argentina, Brazil, Peru, and Venezuela. Americas Ocean Watch will provide berths for scientists from MBON and a continuous feed of open source oceanographic and atmospheric data, images and video from the expedition to users of MBON data, including the public.

MBON MEMBER ORGANIZATIONS:



NORTH AMERICAN RESEARCH INSTITUTION PARTNERS:



The image features a collection of dark, vertical masts and rigging lines of sailboats, silhouetted against a vibrant sunset sky. The sky transitions from a deep blue at the top to a warm orange and pink near the horizon. The masts are of varying heights and are positioned across the frame, creating a sense of depth and scale. The overall mood is serene and evocative, suggesting a nautical theme or a journey.

PARTNERSHIP OPPORTUNITIES

A collaboration with Americas Ocean Watch gives partners an unprecedented opportunity to be a global force for change to help restore our planet...



...and recognized as leaders in ocean conservation.





For all the oceans have
given us...

A photograph taken from the perspective of someone on a boat, looking out over a calm body of water. In the foreground, the boat's metal railing and a vertical mast or pole are visible. The water is still, reflecting the sky and the surrounding landscape. In the background, there are large, rugged mountains with patches of snow or ice. The overall scene is serene and majestic.

It's time to give back.



The oceans are calling.

A person is silhouetted against the bright sun on the deck of a sailboat. The person is standing near the mast, reaching up towards the rigging. Large white sails are visible, partially obscuring the sky. The ocean is in the background, with sunlight reflecting off the water's surface. The overall scene is captured in a dramatic, low-key lighting style.

It's time for
Americas Ocean Watch.

**AMERICAS OCEAN WATCH OFFERS A
POWERFUL PLATFORM TO ACHIEVE
OUR PARTNERS' SUSTAINABILITY OBJECTIVES**





Differentiate from competitors by building a multi-year marketing strategy around your commitment to amplify and accelerate efforts to protect and restore the health of the oceans.



SCRIPPS INSTITUTE OCEANOGRAPHY

UC San Diego



Increase brand awareness through affiliation with Americas Ocean Watch and its impressive roster of strategic partners, and in 50+ ports around the Americas



Create compelling client cultivation, engagement and retention strategies through experiential marketing programs in collaboration with Americas Ocean Watch



Generate branded content on a variety of platforms and channels to enhance brand positioning

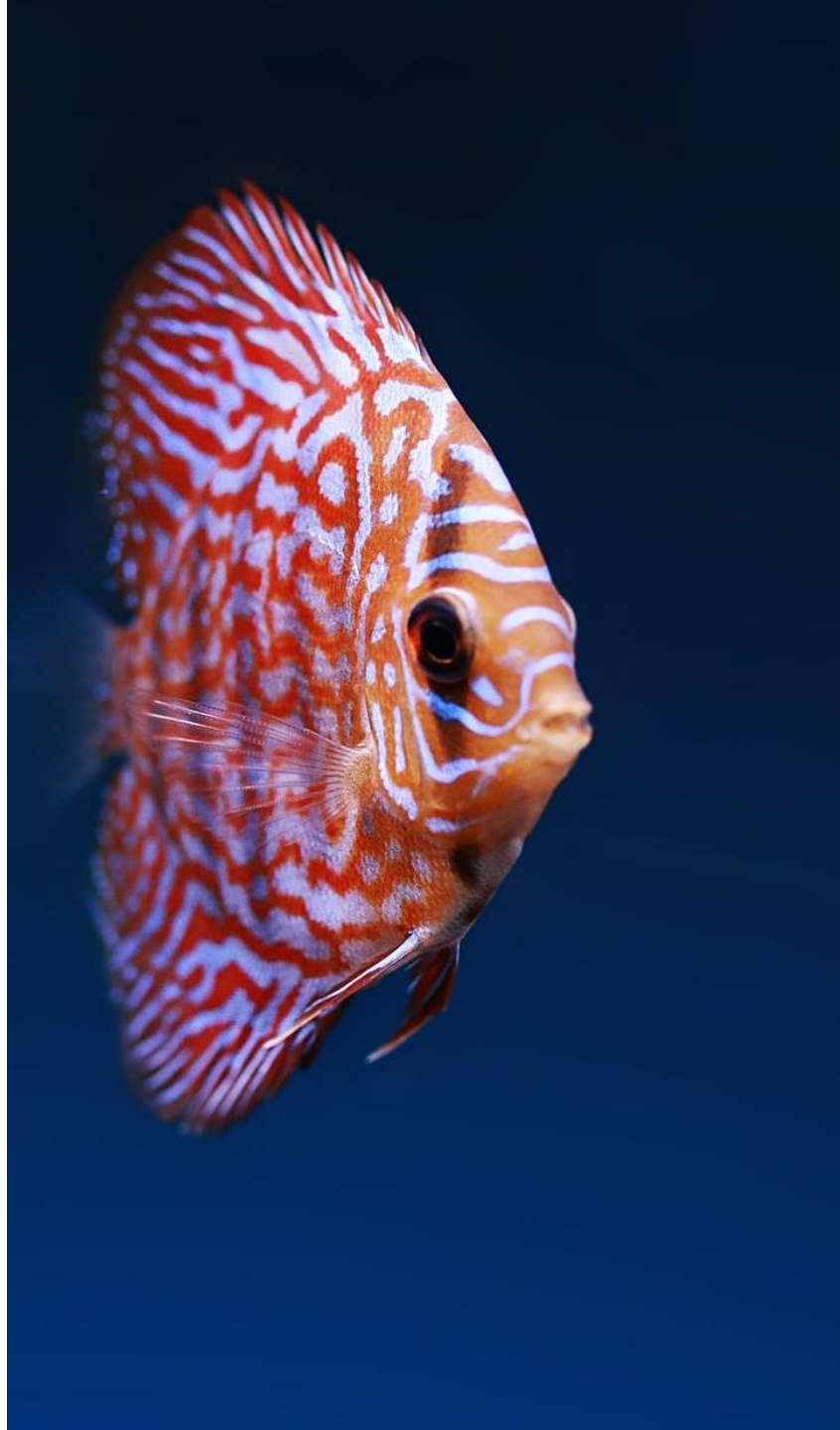
ADDITIONAL BENEFITS

Benefits of Partnership:

- Brand Alignment as a Leader in Global Ocean Innovation
- Category Exclusivity
- Prominent Positioning within the Global Ocean Influencer Network
- Content Creation/Sharing
- Experiential Marketing
- Client Hospitality in select ports
- Employee Engagement, Rewards + Recognition

Additional Founding Partner Benefits:

- Founding Member of Americas Ocean Watch Board of Advisors
- Opportunity to Shape Expedition Strategy
- Opportunity to Develop Global Ocean Influencer Network Strategy
- Potential to Reserve a Berth about S/V Ocean Watch for multiple legs of the Expedition





**AMERICAS OCEAN WATCH
EXPERTISE + EXPERIENCE**

CAPTAIN + FOUNDER MARK SCHRADER



Sailing Accomplishments + Honors:

- First American to complete a solo circumnavigation of the globe via the five Southern Capes: 1983
- Completed the BOC Challenge (a singlehanded, around-the-world race, now known as the Velux 5 Oceans): 1987
- Captained Around the Americas, a 28,000-mile nautical circumnavigation of the American continents to raise awareness about the fragile state of the world's oceans: 2009-2010

Mark Schrader, a two-time single-handed circumnavigator of the world and the first American to do so via the "Five Capes" of the Southern Ocean, is intimately aware of our fragile ocean environments.

A pioneer in promoting awareness of the consequences that dumping of plastics and other waste present to marine life, through lectures and print Mark has carried the message around the world to quantify and document the scope of the problem.

The ocean became important to this Nebraska native as a teenager, with moves to California and Washington, and his sailing interests have taken him twice around Cape Horn, through the South Atlantic, Pacific and Indian Oceans as well as North Atlantic and Alaskan waters. He believes those of us who love and value the ocean have an obligation to be proactive stewards of this precious environment and important resource.

In 2009, Mark embarked on his most important mission-related expedition, Around the Americas. As David Rockefeller, Jr., one of the expedition's co-founders, noted, "In the realm of ocean exploration, there are not many 'firsts' still to be accomplished. But Mark Schrader has achieved one. He skippered Ocean Watch as the first-ever continuous, west-to-east circumnavigation by sail of the American continents."

"Around the Americas was an adventure story", Mark has said. "But, embedded in the adventure story, we have our science lessons and our education lessons. Our mission was to draw a line, literal and symbolic, around the Americas. We're an island surrounded by an ocean that is in trouble."

AMERICAS OCEAN WATCH PLANNING TEAM



Dawn Curtis Hanley, Principal - Managing Director

Dawn served as Americas Director for the original Around The Americas Expedition, putting to work more than 20 years' experience in successful brand management, sponsorship activation, marketing and communications, with specific expertise in the fields of tourism, hospitality and media.



Jennifer Bender, Ph.D., Ocean and Marine Science Communications Expert

As a Boston-based environmental scientist, Jen seeks to bridge gaps between scientists, policy makers and the public for marine and coastal zone issues. She serves as Executive Director for the Marine Studies Consortium, an education collaborative that teaches courses in marine and aquatic sciences. Dr. Bender consults to a variety of organizations, including the Monterey Bay National Marine Sanctuary Foundation and Stellwagen Bank National Marine Sanctuary Foundation.



Rob Lippincott, Media, Technology, + Education Expert

Rob is a pioneer in multimedia and internet design for K-12 audiences and is passionate about using 21st-Century technology to transform the process of learning to inspire curiosity, cultivate creativity, build resilience and sharpen critical thinking. Rob has held a variety positions such as SVP Education Strategy + Partnerships for PBS, SVP for Pearson Education, GM of the Family Education Network and SVP, Product Development for Discovery Education.

AMERICAS OCEAN WATCH PLANNING TEAM

Doug Levin, PhD., Chief Onboard Scientist

Doug is the Chief Innovation Officer at the Center for Environment and Society at Washington College in Chestertown, MD, creating hands-on programs that connect students and teachers with their watershed. Doug's career includes oil seep detection in Cartagena, advising on the Deepwater Horizon oil spill in the Gulf of Mexico, seafloor analysis to optimize global locations for oil rigs, pipelines, and transoceanic communication cables and searching for Cortez treasure in Veracruz and submerged beaches present before Noah's (biblical) deluge in the Black Sea.

Michael Sutton, Ocean Conservation Leader

Michael Sutton is an internationally respected ocean conservation leader with extensive experience in public policy, environmental advocacy, global campaigns and nonprofit governance. Mike currently serves as Executive Director of the Goldman Environmental Foundation. He was also a member of the California Fish & Game Commission, where he helped create the nation's largest network of marine protected areas. Mike founded the Center for the Future of the Oceans and helped establish ocean conservation programs at The David and Lucile Packard Foundation and The World Wildlife Fund.

Karl Kruger, Captain

Captain Karl Kruger taught himself to windsurf at twelve years old and worked his way up to 420s, Lasers, Hobies and a variety of Keelboats, always yearning for a better ride. He has lived in the great Pacific Northwest for 20 years, cruising extensively along the West Coast, North Pacific, the San Juan Islands and Canadian Gulf Islands. Karl charts sailing trips that combine Skiing/Standup Paddling/Surfing with Sailing. His passions are furthered by his B.S. in Environmental Science /Toxicology at Western Washington University and an A.A.S. in Ecology and Environmental Technology at Paul Smiths College.

Sue Pasioka, Global Strategic Alliances

Sue has 20+ years experience building strategic partnerships for leading consumer brand, technology and digital media companies. She is passionate about helping companies activate their Corporate Social Responsibility missions and has held a variety of leadership positions at MITX, the Massachusetts Innovation and Technology Exchange, Ziff Davis and TechTarget working with leading companies including Dell EMC, Accenture, SAP, TJX, Dunkin Brands and CVS Health.

Additional Advisors

Science and Conservation

- **Dr. Peter Auster**, Undersea Research Scientist & Technology Expert
- **Giovanni Carosso**, Ph.D., Research Scientist
- **Henry P. Huntington**, Ph.D., Scientist, Conservationist & Arctic Expert
- **Julie Morse**, Conservation Scientist & Ornithologist

Technology and Marketing

- **Dan Lovy**, Technology & Marketing Expert
- **Molly Salatich**, Brand Strategist
- **Stuart Farrell**, R/V Ocean Watch Operations
- **Paul Reynolds**, CEO of FableVision & Storyteller
- **Les Valsquier**, Communication & Systems Coordinator
- **Bryant Patten**, IoT & Big Data Leader

Strategic Partnership Development

- **Mike LaRhette**
- **Denise Hardy**

STRATEGIC PARTNERS



EDUCATION + TECHNOLOGY PARTNER

Amazon Web Services is a subsidiary of Amazon.com and provides on-demand cloud computing platforms to individuals, companies and governments. AWS will build out Americas Ocean Watch's Internet of Things platform and provide all related technology support services.



EDUCATION + OUTREACH PARTNER

Through a partnership with Google Earth Outreach, Americas Ocean Watch will be able to visualize their cause and tell their story in Google Earth & Maps to hundreds of millions of people. In addition, content will be shared via Google Apps for Education to 2.5 million users, Google Apps for Ed Newsletter reaching 150,000 and Google's trainer and innovator network of 3,000 worldwide educators.



SCIENCE + RESEARCH PARTNER

MBARI is a world center for advanced research and education in ocean science and technology. MBARI will collaborate with Americas Ocean Watch by advising on science and research initiatives aboard S/V Ocean Watch and placing instrumentation aboard for their own data collection.



STEM FOR THE OCEANS PARTNER

PADF.org and their STEM Americas and STEM Oceans programs will enable Americas Ocean Watch to expand our STEM education programs within Latin American countries. Established by the Organization of American States in 1962, PADF has worked in every country in the region. In 2017 PADF reached 10.3 million people through sustainable development initiatives in Latin American and Caribbean countries.

AROUND THE AMERICAS 2009-2010



EXPERIENCE: 2009 – 2010 EXPEDITION

The Around The Americas Historic Expedition

It began with a simple idea. Take a map and draw a circle around The Americas. Suddenly, it becomes clear that what you are looking at is not two continents and two oceans, but one island, surrounded by one ocean—all deeply interconnected.

In the realm of ocean exploration, there are not many ‘firsts.’ In May 2009, a group of passionate and committed sailors, scientists, educators and journalists set out to circumnavigate that “island”—the first time it had ever been done. **During this 13-month epic journey, they covered 25,000 nautical miles and made 50 port calls in more than a dozen countries.** Their mission was to explain, to interpret, to document and to share with the widest possible audience, the threats to our oceans and the need to take action to preserve them.

Americas Ocean Watch: The Next Generation Ocean Innovation Expedition

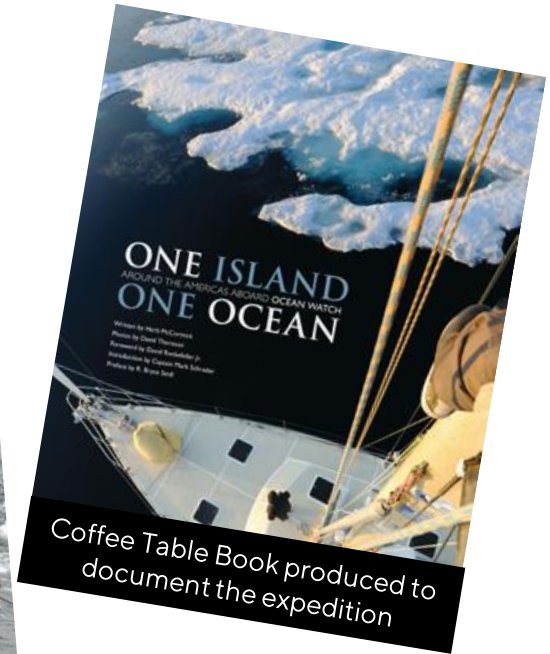
A decade later, with a stronger sense of urgency to stem the impact of climate change and reduce the human impact on our oceans—and with striking and powerful advancements in communication and technology— plans are well underway for Americas Ocean Watch, a follow-on expedition that will:

- Unite and celebrate a global community of experts and entrepreneurs in the realm of ocean innovation and stewardship
- Discover breakthrough ideas and disruptive blue technologies that will contribute to a vibrant and sustainable circular blue economy
- Highlight the inter-connectedness of our ‘neighborhoods of the sea’
- Chronicle changes to the oceans since the first expedition in 2009-2010
- Leverage the sailing expedition as a captivating, highly visual platform for storytelling about ocean health and opportunity, engaging global audiences of all ages and inspiring them to take action to protect and preserve our oceans

2009 – 2010 EXPEDITION: PARTNERS



(L-R) David Rockefeller, Jr., Captain Mark Schrader, Dr. David Treadway + Dr. Ned Cabot



TIFFANY & CO.



Dale Chihuly

2009 – 2010 EXPEDITION: MEDIA COVERAGE

Hundreds of stories + millions of impressions across publications such as these:



DAILY NEWS



CBS NEWS

The Miami Herald

CRAIN'S
NEW YORK BUSINESS

BOSTON
BUSINESS JOURNAL

Diario Financiero



thedailygreen.com

TIMES COLONIST



JUNEAU EMPIRE

Forbes

The New York Times



THANK YOU.

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