



Designing Future

Intellectual Property for the European Union in a World on Challenges

Croatia

Thousand Island

Thin Network



Market Innovation or just an Innovation

- Is there innovation potential
- Is market there, or we are creating new one
- Is the market local or global
- Are we limping behind or running upfront of the state of the art
- Can we reach our vision

Sustainable Development

driven by the Innovation and Company Branding

- 2007** – *Project idea*
- 2010** – *Partnership with University of Zagreb*
- 2011** – *iCat company has been set-up*
- 2012** – *Patent „GRP integrated solar cells” granted*
- 2013**
 - *Partnership with Končar Institute*
 - *Ministry of Economy Entrepreneurship and Crafts nominated iCat to the EU Commission as flag ship project*
 - *iCat project has been supported by the Ministry of Sea, Transport and Infrastructure*



2015

- For the City of Šibenik new model of transportation system, “Šibenik Boat Lines”, has been created
- Tender boat tCat-750 has been delivered for Grand Circle Cruise Line(Boston)

2016

- Contract signed with National park Mljet for 3 babyCat passenger ferries
- EU project “SolarCat” awarded

2017

- EU project “solarCat” awarded
- EU project “iCat international” awarded

2018

- iCat has started own production in Zagreb
- EU project “iCat shipyard” awarded
- “babyCat 1” has been delivered to the National park of Mljet

2019

- “babyCat 2 & 3” has been delivered to the National park of Mljet



babyCat

Self Sustainable Solar Powered Passenger Ferry

babyCat 2 – Antun Tonko Martić

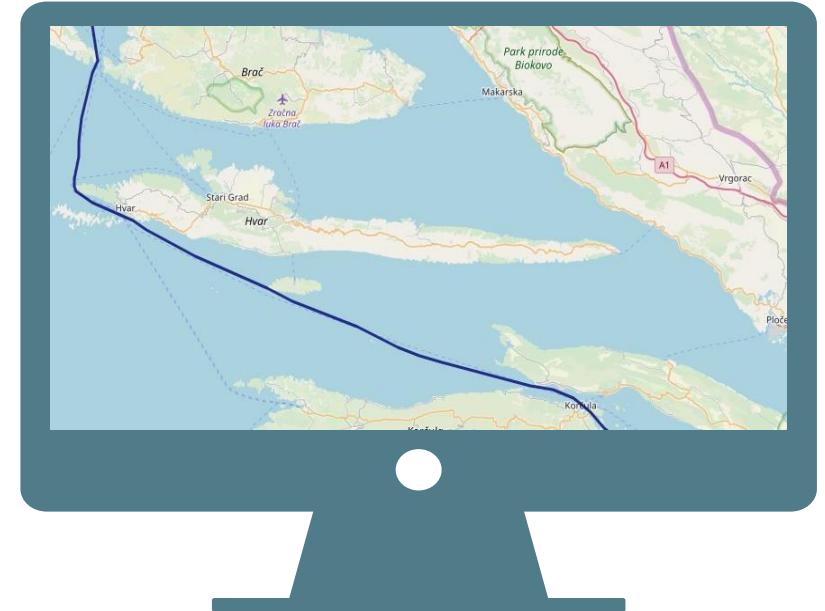
Summer 2019

Split – Pomena

- *Departure* 7:30
- *Arrival* 21:00
- *Sailing Time* 13:30

- *Distance* 75 Nm
- *Speed* 5,5 knots

- *Batteries SOC* 50% - 60%



babyCat 3 – Pero Sršen

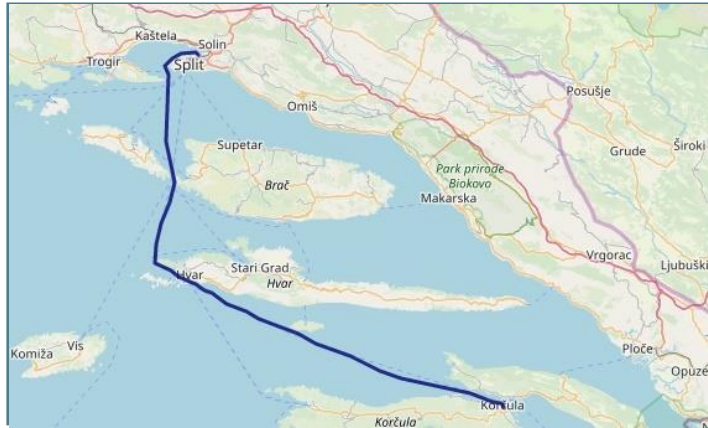
Winter 2020

Split – Korčula

- *Departure* 7:30
- *Arrival* 19:00
- *Sailing Time* 11:30

- *Distance* 62 Nm
- *Speed* 5,5 knots

- *Batteries SOC* 12%



To They Know About Us

Send Right Message to the Market



“If I’d asked customers what they wanted, they would have told me, A faster horse!”

Henry Ford

“People don’t know what they want until you show it to them. That’s why I never rely on market research. Our task is to read things that are not yet on the page.”

Steve Jobs

Idea
Market
Money
Message



A composite image featuring a man with a full beard and mustache, wearing a white shirt and a dark tie, holding a pen. He is superimposed over a grayscale, high-angle view of a dense city skyline with many skyscrapers. The overall color palette is muted, with a teal or blue tint.

iCat – Designing Future

Take Your Seat in iCat – Step in to the Future