

Atlandida Inc

Memo by:

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Introduction

Luke W, a legendary Yahoo designer now at Google, recommends abductive thinking if you want to engage in meaningful change. There are two essential steps in such a thinking exercise: imagine a desirable future within a 5-10 year time horizon; and to track back from that imagined future until the present, to define what measures need to be taken.

Portugal's Exclusive Economic Zone (ZEE), in the Atlantic Ocean, has the size of Europe. There is energy, biotechnological, mining, fishing, and cultural resources in those waters that could change the nature of the Region and the Country. Many of them stand at depths higher than 3000 meters.

Portugal can implement a program of licensing those resources to foreign companies. But it should resort to abductive thinking and imagine how such companies can be created in the Country.

Those companies may possess horizontal technological capabilities, or they may operate in vertical markets. They may be service, or product based. Some of them will create relevant intellectual property. Many of them will be local; a few may turn into global companies.

The enabling companies will be those that will provide the required knowledge about the ZEE: those that may use remote and local sensing using a variety of air and water platforms. In addition, one may envisage companies that will enable resource collection at any depth.

Those enabling companies will serve:

- Governmental missions (i.e., surveillance; monitoring; enforcement).
- Service and product companies in the different vertical markets (i.e., energy, cosmetics, health, mining, fishing, archeology, transport, and recreational water activities).

There are Portuguese companies and entrepreneurs (some with relevant international experience) in every of these areas. Most of them lack the financial resources for undertaking, in isolation, what may be, in fact, an accelerated commercial "Space Program" for the Atlantic Ocean. Some do not have the know-how in key areas of the global markets of the XXI Century: intellectual property, communication, product development, marketing and sales at the global level.

We propose Atlantida Inc to be a company that will be an association of companies to undertake Portugal's Ocean Program.

Atlantida Inc should be a starfish like corporation including the different companies, and their intellectual property, products and services. At the core, there will be a world class management team to assure global leadership in the Ocean economy.

Atlantida Inc should be listed in a major Stockmarket, and obtain financing to fully implement its business plan.

This was the model followed by many Chinese companies (State owned or public/private) that have been listed in US stock markets (see https://en.m.wikipedia.org/wiki/N_share). Those companies attracted billions in investment, gained exposure, and turned into global companies.

Our experience in listing companies (Azorean, YDreams Global and Ynvisible) and attracting investors in international markets, has provided us with a valuable list of contacts in major equity and venture capital companies in North America and Europe. A group can be created to discuss the possibility of creating Atlantida Inc, research development at both Portugal's Continent and Azores, and a global commercial presence.

We propose this process to be implemented in three phases:

- In the first phase, Atlantida Inc. should start by including only the enabling companies.
- In the second phase, Atlantida may incorporate vertical companies.
- Finally, and, if possible, a third phase may include Governmental assets.

We have had contacts with several funds and equities to list and obtain investment for the "first phase" Atlantida Inc. They have shown interest and will proceed with those immediately.

First Phase- Enabling Companies

Three enabling companies may be Azorean Aquatic Technologies (the founding company), Omnidea, and a proposed Ocean Knowledge Co.

Azorean Aquatic Technologies

Azorean (<http://azorean.eu>) is a company developing aquatic drones and other instruments for global consumers. The company won a major Engadget Award, run a successful Kickstarter campaign, and is currently listed in Marché Libre Euronext Paris (<https://www.euronext.com/fr/products/equities/PTAZR0AM0006-XMLI>). Azorean will take the Atlantida brands to the World's top stores (both physical and online).

Azorean has also a long-term vision that encompasses underwater vehicles for deep waters. Those vehicles will perform monitoring and resource collection tasks. They are being designed to be autonomous and inexpensive. They may operate in the future as swarms in thousands in the ZEE and elsewhere in the global market.

Azorean has also been approached recently by Vale to design drones to inspect ships. The company has come up with a revolutionary design based on magnetic wheels that may be produced at a fraction of existing products in the market.

Finally, Azorean has developed a variety of prototypes of aquatic devices for consumers ranging from cleaning robots for swimming pools to water scooters.

Omnidea

Omnidea is a disruptive company (<http://omnidea.net/site/index.php>) developing space technology, aerial drones, and wind energy solutions. It will be fundamental to set up a surveillance system for ZEE. Omnidea has patented solutions for other space and ocean problems that may be sold worldwide.

Ocean Knowledge Co

Ocean Knowledge Co may be primarily a reservoir of intellectual property, knowhow and knowledge based solutions coming from biology, geology, chemistry, oceanography, computer science, robotics, material sciences, management sciences and law. Those solutions may come from the BlueBio Alliance, AIR Center and other relevant university groups and individuals. They will be used by Atlantida Inc companies. This intellectual property portfolio will be also essential for Atlantida's market cap.

The Blue Economy Briefing by The Economist (see http://www.economistinsights.com/sites/default/files/Blue%20Economy_briefing%20paper_WOS2015.pdf) lists the main sectors in the so called Blue Economy, following a sustainability standpoint.

Portugal has already companies operating in the Blue Economy, many of them belonging to the BlueBio Alliance. These companies may be attracted to an Atlantida Inc consortium based on share exchange agreements. By joining Atlantida, they will provide the new company with relevant assets. In turn, Atlantida will improve those companies' valuations and contribute to their financing via the financial ecosystem associated to the Stockmarket listing.

Third Phase- Governmental Assets

The enabling and vertical companies of Atlantida Inc will work with Portugal and the Regional Azorean Governments to sustainably explore ZEE public assets. There are several alternative models for agreements between the companies and the government. They will range from a concession model, where the Government will not be a part of Atlantida, to an equity based participation in the new company.

Legal and economic studies should be done to help select the optimal model for these participations.

Atlantida Inc Management

Atlantida Inc will be a starfish company similar to Alphabet, the company created to be the holding of Google and its spin-off companies. It will follow a similar wide range vision, although limited to the Blue Economy.

Atlantida Inc should be public from the start. A listing in a top Stockmarket will enable its financing and growth. It will also contribute to a significant exposure of the Portugal's blue economy in key markets.

Atlantica Inc may be also a private-public (in the Portuguese sense) company if the Central and/or Regional Governments will opt for an equity-based participation based on its assets. In this case, the company's valuation may be estimated to be worth more than 10 billion Euros.

Finally, Atlantida management models may be a theme of research at Portugal's leading management schools. The company's public-private model for the Blue Economy will be an innovative one. In addition, it may be a laboratory for research on emerging business infrastructures such as blockchain and smart contracts.