



NAVGUIDE SOLUTIONS

Re-imagining Maritime Competence



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OUR MISSION STATEMENT

Our mission is to reimagine shipboard competency development for the modern seafarer and for the global maritime industry through the enhancement of on-job skills.

Rooted in deep empathy for the seafarer, we're committed to providing measurable and impactful maritime solutions for the industry stakeholders to boost overall safety at sea & commercial viability.



OUR STRATEGY

Our strategy stands on four key pillars:

ACCURACY

THROUGH UNMATCHED EXPERTISE

We work with a strong network of diverse subject matter experts to co-create best-in-class mentoring solutions. These are highly motivated, hands-on people with decades of experience behind them.

RELIABILITY

THROUGH CREATIVITY & INNOVATION

From apps and games to storytelling, we use technology and knowledge in the right balance to create human-centred and intuitive content that is interesting & relatable to the modern seafarer.

ADAPTABILITY

THROUGH LATEST TECHNOLOGY

We strive to ensure that we are the first movers in deploying new technology for digital training tools. Our CTO commands over 20 years of experience and heads an efficient tech team.

CONSISTENCY

THROUGH FEEDBACK LOOPS

Data does not lie. We believe in continual improvement through data collection and industry feedback at various levels to stay consistent and reliable in the long run.



CHALLENGES WE SET OUT TO SOLVE



Early on, we identified a myriad of challenges that seafarers face while trying to learn their core on-job skills. Let's think about the barriers they encounter.

CONVENTIONAL TRAINING: BORING

Statistically, maritime education is not seen as interesting and friendly to the young generation, and most seafarers find training to be an endeavour that has to be endured.

CLASSROOM COURSES: LOW RETENTION

For most seafarers, the motivation for attending classroom training is the certificate. Studies show no matter how well conducted, classroom training has less than 15% retention.

ON-BOARD MENTORSHIP: RARE

On-board mentorship (trickle-down learning) often suffers from large drawbacks such as language barriers, cultural differences and interpersonal issues. Good mentorship is rare.

INCREASING WORKLOAD

Everyone is busy, whether onboard or ashore. Unless training solutions are smart, simple to implement & can fit into work schedules, they will not be taken seriously.

TEXT BASED INSTRUCTIONS: LOW APPEAL

Most operators impart on-job instructions through Checklists, Circulars, Manuals, PSC Bulletins, etc. Text-Based instructions have a Low appeal and typically have less than a 10% retention rate.

SHORT ATTENTION SPAN

Attention span is reducing every day. A 2015 study by Microsoft revealed that our average attention span is as low as 8 seconds. Learning solutions need to factor this in.



MEET NAVGUIDE SOLUTIONS

Navguide Solutions is an **ABS** certified maritime solutions company (also, member of **Intertanko** and **CIRM**).

We have been working with operators to enhance competency management on board vessels & maritime inspection results for the past several years.



ABS Certified ISO 90001:2015
Certificate No. 63020

Most vessels are still guided by checklists and written procedures. We augment those procedures with highly engaging & interactive audio-visual tools. Visualizing the instructions enhances the way seafarers learn on-job skills. This is professional information delivered in a non-conventional form, which taps the interest of the modern seafarer.

We have combined impeccable expertise & technology through creative innovation to come up with several digital solutions.

We specialize in organically improving compliance, training, documentation and competence onboard. The vessel inspection results improve as a direct consequence.



OUR COMMITMENT

We assist operators in:

- *Maintaining their vessels to the highest standards.*
- *See measurable improvement in a relatively short time frame.*
- *Empower seafarers with the development of on-job skills, making them more competent, confident and valuable on board.*
- *Systematically standardizing compliance levels across the fleet.*
- *Improve inspection results: Port State control (esp AMSA/USCG), SIRE 2.0, Rightship and other inspections, hence impacting commercial viability.*
- *Reduce the training budget while achieving higher results.*
- *Reduce the training burden for seafarers through engaging content.*

THE TEAM



Capt. Debashis Basu

FOUNDER & DIRECTOR

Ex-VLCC Master, Trainer for Vetting / SIRE / Port State Inspections, Author, creator of digital processes such as Guide2Inspections and Maritime Skill Enhancer. Member of the Nautical Institute (AFNI), the Association of Master Mariners and Company of Master Mariners of India (CMMI).



Capt. Jeremy Langdon

CHIEF COMMERCIAL OFFICER

Master Mariner, Chartered Shipbroker, International shipping expert and management consultant. Nearly 50 years in the Shipping industry. Senior advisor for Maritime Management Ltd. and Saconsult SA. Co-founder of organizations such as i4 Insight Inc., Maritime Management and J2R Tecnologias de Informacao SA, Former CEO of Arklow Shipping Nederland BV, former General manager of Jeppesen Marine, and former senior VP of C-Map.



Capt. Robert S. Vaz

CHIEF OPERATING OFFICER

Marine Auditor and Inspector (both physical and remote) with experience in conducting over 250 inspections and reviewing over 1000 inspection reports. Maritime Trainer since 2011 with leading companies; Ex-Marine Safety and Quality Superintendent and DPA; eLearning Instructional designer, CMMI Member.

Mr. Avinash Hedge

HEAD OF ENGINEERING

Ex-Training manager with NYKSM Singapore, Technical, New Build, Project Superintendent with EPIC Gas, V Ships, W-O Shipping. Freelance Technical content creator and trainer for a number of companies 28 years of sailing experience on VLCCs, OBOs, Bulk. LPG, including 16 years as Chief Engineer.



Dr. Ishani Mitra

CO-FOUNDER & DIRECTOR

A doctorate by qualification, spearheading the creative team of Navguide Solutions with expertise in designing and video creations. Responsible for generating attention - grabbing ideas and content that will entice the target audience - the millennial seafarers.



Mr Dev Ghosh

CHIEF TECHNOLOGY OFFICER (CTO)

A highly experienced CTO working on several fronts since 1998. A BE and MBA by qualification, Dev founded Aaron Technologies, Aaron MS (P) Ltd in 2001, and acted as the CBDO and director of Aaron MSPL ever since, working on several Government and private projects. Joined Navguide Solutions in 2023.



Mr. Karan Singh

BUSINESS DEVELOPMENT MANAGER

A highly energetic member of the Navguide team, working to grow the business worldwide. A natural problem solver with an engineering degree, and several years of experience in sales and marketing. State level Medalist 🏅 in Rifle Shooting 🎯




OUR JOURNEY

We started our journey trying to develop an effective and time-efficient method of self-inspection that the ship staff can follow. A system that will not increase the burden on the seafarers but keep the vessel inspection-ready at all times. With Guide2Inspections, we created just that.

And it was just the beginning...





430+ Titles including
videos, games, and other modules

200+ Courses

48+ Months of
Research

100,000+
Observations
Studied

The Global Advisory Board

*We are proud to introduce a **Global Advisory Board** consisting of Industry leaders and experts from various fields.*

As a company constantly seeking to create innovative and sustainable solutions to improve the maritime Industry, we believe the esteemed members of our advisory board will provide us with a rigid foundation and guidance, to stay relevant and impactful over the coming years.



**Meet the Global
Advisory Board**

GLOBAL ADVISORY BOARD



Capt. Phil Davies

Ex-Vice President of Chevron Shipping Co. LLC; Seconded as Director OCIMF, London in 2007, expanded SIRE to cover offshore vessels through OVID; Ex-member/chair of the OCIMF General Purposes Committee, member of the Society of International Gas Tanker & Terminal Operators General Purposes Committee, and the executive committee of the Bahamas Shipowners Association.



Capt. Sam Megwa

Former OCIMF Programmes/SIRE 2.0 Director; Former OCIMF Deputy Director; Maritime and Energy Leader; Ex BP; Former MACN Chairman; Passionate about helping organizations in the energy transition & SIRE 2.0 transformation.



Mr John Adams

Senior Advisor and Ex-Managing Director of the V Group, Chairman of Bahamas Shipowners' Association and Vice Chair at ICS, where he, among other roles, has chaired the strategic industry Working Group focusing on meeting the IMO GHG reduction targets.



Capt. Mike Powell

CBO of Stratum Five Ltd., Advisory Board Member, Blue Alliance Partners Ltd.; Founder/Director of Cardinal Point Marine Ltd. ; Ex-Head of Operations, Union Maritime; Ex-Global Head of Operations, Maersk Tankers; Ex-Global Head of Operations, ST Shipping & Transport (Glencore UK).



Capt. Yves Vandeborn

Director of Loss Prevention; The Standard P&I Club since 2013 [at present The NorthStandard P&I Club with effect from Feb 2023], Honourary President of the Nautical Institute (Singapore).



Capt. Ashok Mahapatra

CEO, UA Consulting Pvt. Ltd.; Ex-Director, Maritime Safety Division, International Maritime Organization (United Nations); over 20 years of experience in the IMO; Ex-Deputy Nautical Advisor to the DG Shipping, India.



Mr Simon Robinson

Director of Operability Ltd., Ex-Human Factor advisor for OCIMF for SIRE 2.0; Ex-Senior Human Performance Advisor for BP, experienced practitioner in Human Performance, Human Factors, leadership, safety and risk governance & culture.

Capt. Mohit Sabharwall

Director, Magellan X. Chief Strategic Advisor, Charismight. A Stanford Graduate featured as a Top20Under40 maritime professional, Sales & Business Development Expert.



Dr Binay Singh

Chairman of BS Global, Author of more than 150 books, President of the Federation of Global Maritime Community (GMC), Managing Director of BS Branding & Marketing Ltd., Maritime mentor with 20 years of active experience as a leader in the maritime industry.

Mr. Leif Reesen Brodthagen

President and founder, Reesen Consulting ApS; Ex-Senior General Manager for Maersk A/S, Group IT; Ex-deputy CIO in Group IT, Falck A/S, Denmark. 25+ years of international experience at senior IT manager levels.



Dr Debanjan Pan

Eminent Psychiatrist & visionary with International acclaim; MBBS DCH DPM MD FIPS FAPA (USA); President of SaltLake Mindset; Author and writer with publications in several journals and magazines worldwide.

Mr. Michael Bergmann

MBA FRIN AFNI; Owner, BM Bergmann-Marine. Secretary, International Port CDM Council, IPCDMC; Teacher, Maritime University of Szczecin, Ex-President and Director, CIRM, Comite International Radio Maritime, Ex-Director, Jeppesen



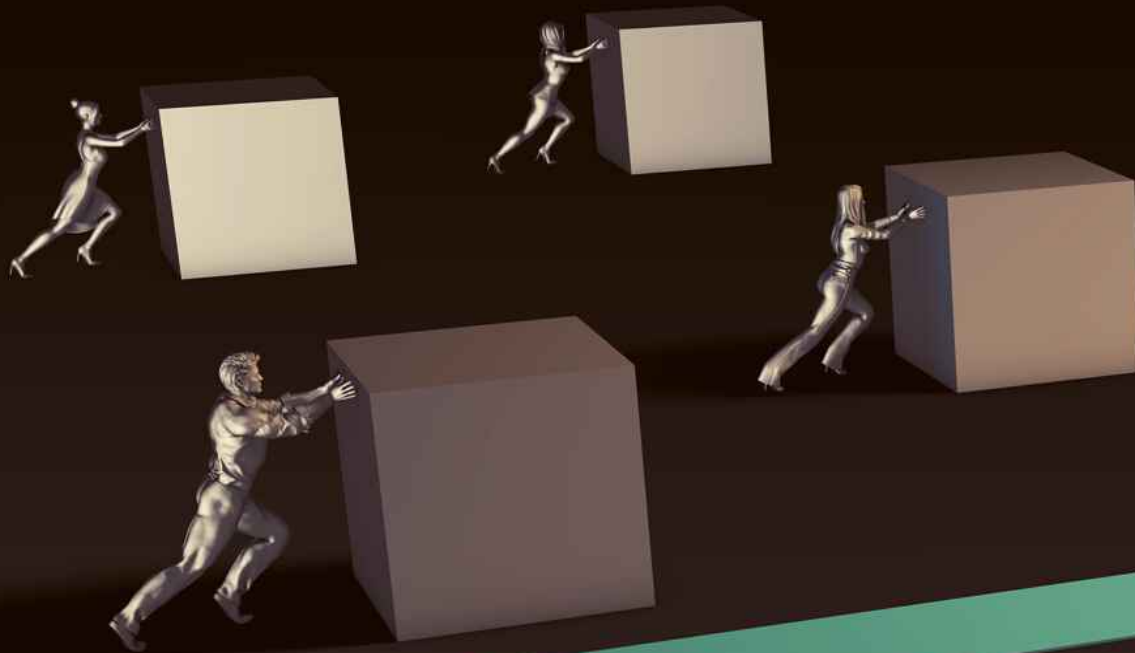
Mr. John Toner

MD of Maritime Management, Ocean Energy Services. Ex-President of the Irish Chamber of Shipping, Project consultant and Naval Architect for the Atlantic Youth Trust, Chairman of The Institute of Marine Engineering, Science and Technology (IMarEST), Dublin Branch.

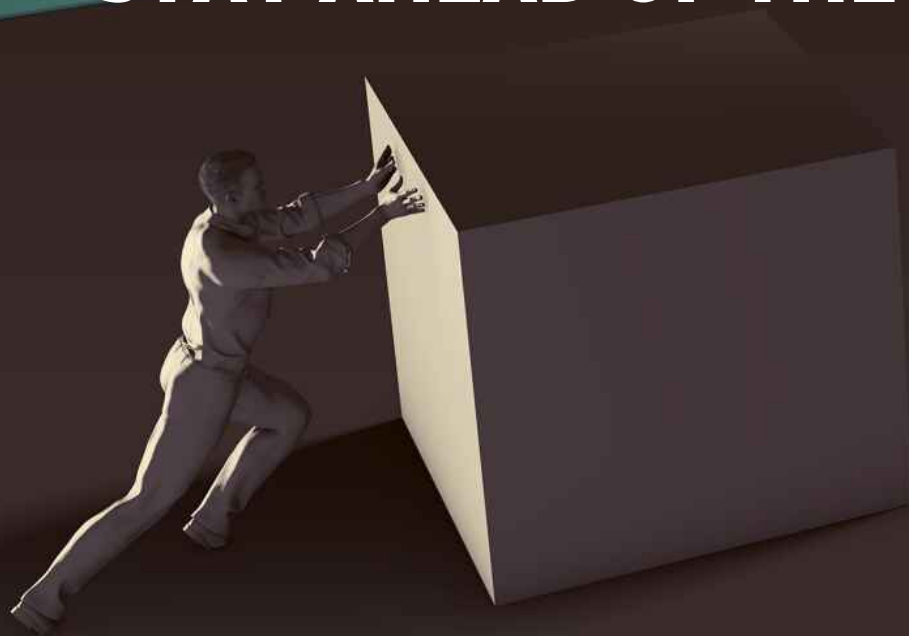
Mr. Robert Hedley

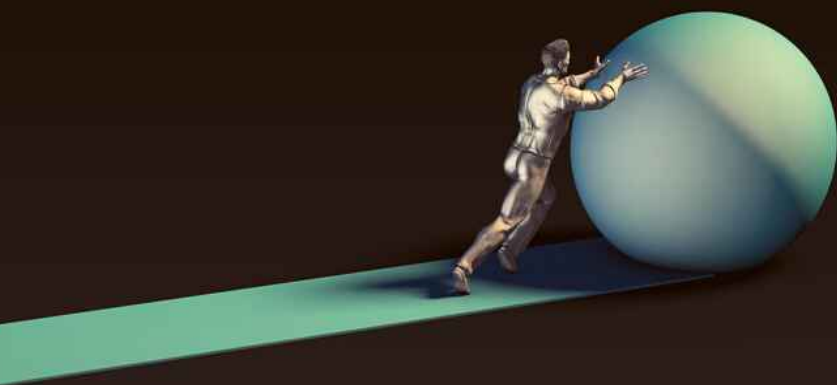
President of TyneBridge Solutions Inc; Ex Managing Principal & Ex-General Manager, RHBC Global Technologies Inc. Co-founder, Greystoke Marine Management Ltd; Ex-Senior Vice President, Seaspan Marine Corporation; Ex-Vice President, Marine and Technical Services, Teekay Shipping; Owner - Managing Director, Hedley Engineering Services Ltd U.K





STAY AHEAD OF THE CURVE





WITH OUR SERVICES



GUIDE2INSPECTIONS®

A proprietary process comprising of:

- Bite-size videos created using **Microlearning** concepts that show compliance requirements.
- Scenario-based games for evaluations and attitude build-up using **Gamification**.
- Using **Storytelling** to educate seafarers in solving real-world problems and to evaluate their creative problem-solving capabilities.
- **Guided self-audit Apps** and feedback systems in lieu of conventional checklists.



View an example video



View an example pictorial content



Download the content list.



OUR BIGGEST STRENGTH

We do not just say, we show. Our proprietary digital tools engage the seafarer to understand and **spot non-compliances** on the vessel.

OUR LITTLE-KNOWN SECRET

Millennial seafarers are the largest workforce in today's world. We have extensively studied how they absorb information and what would work for them.



WATCH THE KEYNOTE

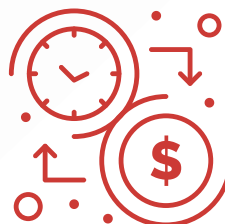


COMMONLY OVERLOOKED OBSERVATIONS

*We have spent years perfecting the process to **identify the most common non-compliances** during SIRE, Rightship Vetting or PSC Inspections in each area of the vessel.*

SAVE MONEY

*Our digital tools not only keep the vessel ready for any Marine Inspection but also help you **save big on travel costs, unexpected fines, loss of reputation** and a whole lot more!*



SIRE 2.0 Services

A dedicated team of industry experts with over 100 years of combined experience have been working with us on SIRE 2.0 for years. This team includes SIRE Inspectors, Senior Marine and Technical personnel, and ex-DPAs who understand the implications of SIRE 2.0. Individuals on our Global Advisory Board were part of the OCIMF core team during its formative processes.



Our Alignment with the SIRE 2.0 principles



Guide2Inspections App: A complete Inspection Management & Guidance System to keep vessels ready for SIRE 2.0 (see later)

SIRE package: Over 90 Pictorial modules, 78 Videos, and 28 Games to guide the ship staff from the ground up organically.



A 27-part E-learning certification Course and physical or remote workshops for ship and Shore personnel.

On-board Training, Pre-vetting & Audits, including Navigation, mooring, cargo & engine room audits on request.



We can analyze and upgrade your company's SMS to SIRE 2.0 standards.



Download the contents of the SIRE training package

The New Rightship Regime

Our experts have been working for years to create workable solutions for ship and shore personnel to cope with the changes. These include:

- *Physical **awareness workshops** and Remote (online) webinars for ship and Shore personnel involved with Bulk Carriers.*
- ***Rightship Training package:** Includes **86** Pictorial modules; **71** Videos; **21** Games to guide the ship staff organically from the ground up.*
- ***Guide2Inspections App:** A remote inspection app to guide and prepare vessels (explained later).*
- ***On-board training and audits:** Our experts can visit & prepare your vessels for Rightship/PSC Inspections.*

RISQ 2023 - The New Rightship Regime

Detailed solutions to prepare your vessels for the new Rightship inspections regime with practical guidance tios.

**Download the contents of the
Rightship training package**



Learning Management System

We have a dedicated **Learning Management System (LMS)** for seafarers. It is called the **Maritime Skill Enhancer**.

We can also create a customised LMS for vessel operators to target specific skill sets for the seafarers.

We have LMS options both for onboard usage (offline/online hybrid) and also for pre-joining training needs ashore (online).



**Access a customized Demo LMS
created for a Ship Operator**



MARITIME SKILL ENHANCER

- It helps build **relevant on-job skills systematically**.
- A **Rank-based approach**, targeting specific on-job skill sets.
- Human factor Guidance Modules for **Cadets, Ratings, Junior Officers and Engineers** to make them better suited for personal interviews.
- Our Kirkpatrick evaluation model ensures measurable improvement in efficiency. We can show tangible changes within months.
- Easy cross-platform access, responsive to any gadget, gamification elements used; reverse mentoring encouraged. Short and crisp modules.



**Access the
Maritime Skill
Enhancer**



Modules For New Hire and Promotions

Most companies decide a new hire or a promotion based on appraisals (that are often biased) or years in rank (which does not necessarily translate to effectiveness) or conventional Multiple choice evaluation modules.

- *For the first time in the Maritime world, this evaluation process measures **how effective someone would be in solving real-world problems.***

Learning Through Storytelling

- *These animated modules were created using the principle of storytelling. Think of the common conversation: "This happened on my last ship..."*
- *They involve open-ended feedbacks, manually verified by our experts, to reveal problem solving capabilities.*
- *Also used for a systematic training on a particular subject through a series of problems.*
- *New series on **Environmental Procedures.***

View an example



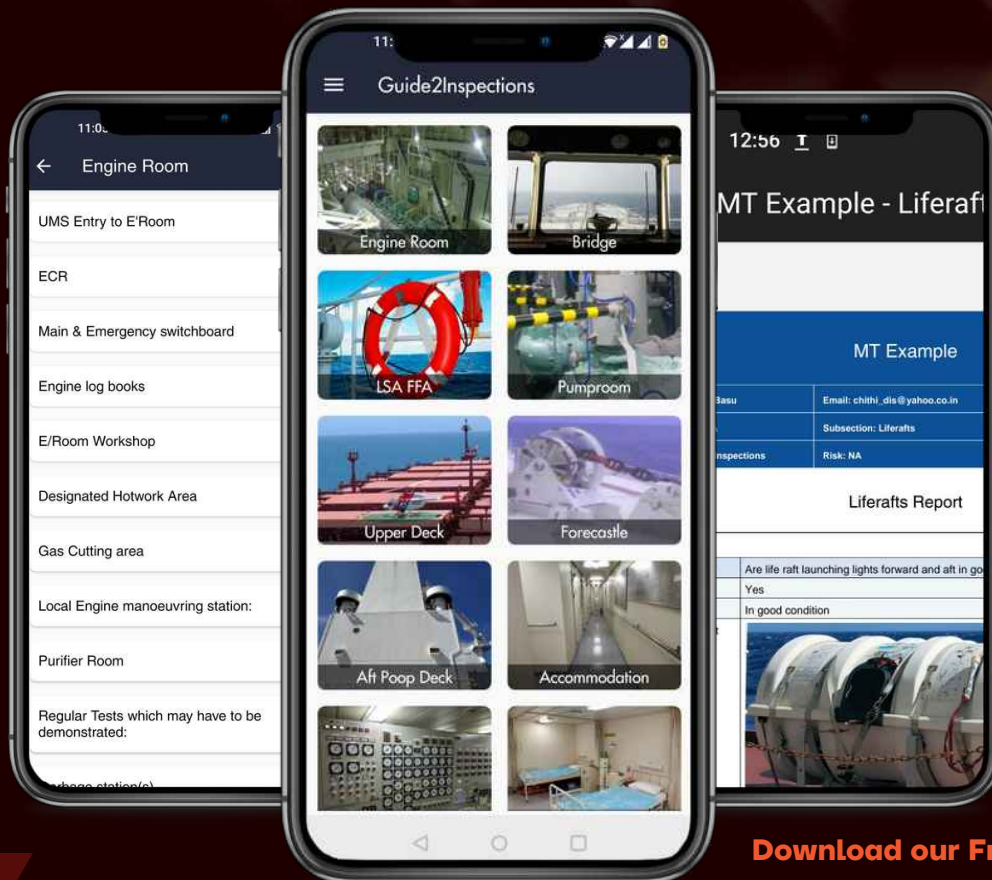


AMSA and USCG Guides

Specific detailed guides to USCG, AMSA, and other Port State Control inspections, developed in conjunction with experts dealing specifically with those inspections, through digital content and (if required) physical attendance.

The Guide2Inspections App

An inspection-cum-mentorship tool intended to be used by Inspectors as well as seafarers to keep vessels inspection-ready. Its content took us years, studying thousands of observations to identify common mistakes. This is arguably the most comprehensive method of preparing a vessel!



Download our Free App





Over **2300 guidance photos** : The app contains an integrated training system, with guidance photos that accompany each check. It helps even an inexperienced seafarer to understand the requirement and stay compliant.

Add **evidence**: Suitable for Remote Audits, it lets you add an evidence photo and a comment on any question on the go!



Guidance videos: The app includes short guidance videos (3-5 mins) showing detailed inspection of each area. A perfect tool for seafarers, showing them how to self-inspect and prepare their vessels for any inspection systematically, in detail and without spending too much time.

Easy report generation : Save Hours!! Generate a report of a single area or of the whole ship with a single click! You may use it only for Remote Nav Audits or Cargo Audits or Engine Room Audits, or for the Complete Pre-Vetting/Pre-PSC.



Freedom to go **online or offline**. The app would work even when it is offline.

Customizable: The App is completely customizable as needed. Add your own checklists, questions and guidance photos. Customise reports to suit the company format. Add your own custom videos taken on your vessels, or hire our services to customize the videos.



View the Concept note for the App

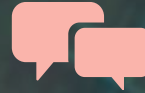


★ 2/52

Hmm. Ok. Here.
(Hands over the ID)

You seemed arrogant. The Inspector seems serious and not very happy with the welcome!

humble and cordial next



**Conversational
approach**



**Emotional
cues**

Gamified Evaluations

We use gamification concepts to assess Masters, Chief Engineers or Junior Deck and Engine Officers, etc. for New Hires, Promotions, or for Intermediate Appraisals. We have 100+ modules to evaluate various skillsets.

Hire any Rank

- Master
- Senior and Junior Deck officers
- Senior and Junior Engineers, ETOs
- Cadets and ratings (Deck/Engine)



View an example



**Gadget
Friendly**



**Easy
implementation**



**Practical
and relevant**

Interactive Scenario-based Games

Interactive Scenarios that simulate a conversation between two people onboard. It could be between a PSC Inspector and a gangway watchman or a Nav auditor and a 2nd mate.

*Highly effective in guiding the ship staff into various Interviews they face during a SIRE Rightship or Port State Inspection. They were created to bring out the human factor, not only to guide them in **what to say but also to have the correct professional attitude.***

These are effective and practical guides to tackle the PIF and Human observations under SIRE 2.0.

More 'Out of the Box' Additions

Design Thinking

For the first time in the Maritime World, using the Ideo concept of Brainstorming from Stanford University, we bring out creative problem-solving capabilities in ship and shore staff through guided workshops.



Interactive Videos

Story-driven videos with multiple ending scenarios. Highly effective to create engaging case studies. thrice as engaging as a regular flat video.



Reels for mentorship

NEW!

Over 350 Reels, each a few seconds long. While the content guides through inspection preparation in bite-size pieces, the vertical scrolling keeps viewers hooked on.



Customized AI Bot

NEW!

An AI bot that can be trained on your manuals or procedures and talks back as a super-intelligent assistant that can troubleshoot major equipment, act as a training bot or simplify your SMS Manuals.



Design thinking



Interactive video



Customized Maritime AI

Vessel Inspection Services



Customized Videos made on board

We travel with an experienced team to produce videos on board ships that improve compliance levels.



Remote/Onboard Workshops

Our experts have decades of experience in Maritime Training. Both remote and physical workshops/training is offered, covering navigational, engine, mooring and cargo-related skills.



Remote Inspections

We offer remote SIRE, AMSA, and Rightship preparations. We use a system of tracking vessels over several years and adding value to uplift their conditions.



VDR Analysis and Accident Investigation

We can enhance the Bridge Team performance through VDR Audits. The team is headed by Capt. Indraneel Chari, a Class-approved Auditor with the experience of close to 200 Navigation Audits.



Know more about VDR Services

WHY CHOOSE US?



We are synonymous with Innovative microlearning.

- *We visualize shipboard operations using videos, games, pictorial modules, etc.*
- *We aim for a measurable improvement in vessel conditions.*
- *Our products have a direct effect on vessel inspection results.*
- *We can actively help vessels prepare for regulatory changes like SIRE 2.0, Rightship, etc., without increasing the burden on the ship staff.*

Impeccable customer service

- *We go out of our way to assist our customers in achieving results through constant value additions and follow-ups. Our customers are willing to talk about the value we create.*

Reduce workload on board.

- *Our proprietary Zone-based and Time-based optimizations help the seafarer to maintain the vessel compliant in the shortest time while being more comprehensive.*

Millennial Mindset Research

- *Our research has taken us into the depths of the Young millennials and GenZ mindset. Our material is engaging, gadget-friendly and future-proof.*

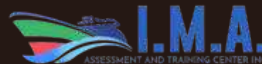
Extensive Content Research

- *Some of the best minds have worked behind our content. Senior industry experts have worked for over 2.5 years to collate expert guidance and studied thousands upon thousands of inspections to create a detailed database.*

Human factor guides

- *We offer human aspect guides using gamified scenarios.*

Valued companies that work with us



Reach Out to Us

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Download our Free PSC Guide
99 Things You Must Watch Out For!

<https://navguidesolutions.com/newsletter/>

Catch up on the latest offerings in our Newsletter!



www.navguidesolutions.com