iCrewStars: the trust and hiring layer for maritime talent

Verified careers, faster hiring, ready-to-join crews.

Seed investor presentation · 2026

Seed round





Maritime hiring is fragmented, document-heavy and hard to verify

1.89M

seafarers serve 74,000+ merchant vessels

89,510

more officers needed by 2026, after a 26,240 STCW officer shortfall in 2021

The gap

Credentials, sea service and medicals still live in PDFs, email and agency databases.

Solution: Marine Expert Passport + hiring marketplace + mobilization OS



Marine Expert Passport

Portable verified career identity with six trust tiers, up to Authority verified and Ready-to-Join.



Hiring marketplace

Maritime-native search and explainable matching.



Mobilization OS

Pipeline, offers and joining readiness in one workflow.

Why now

1 Officer shortages

At management level, especially tanker and offshore.

2 Fraud and mobility

Credential fraud risk and cross-border workforce mobility.

3 New-technology skills

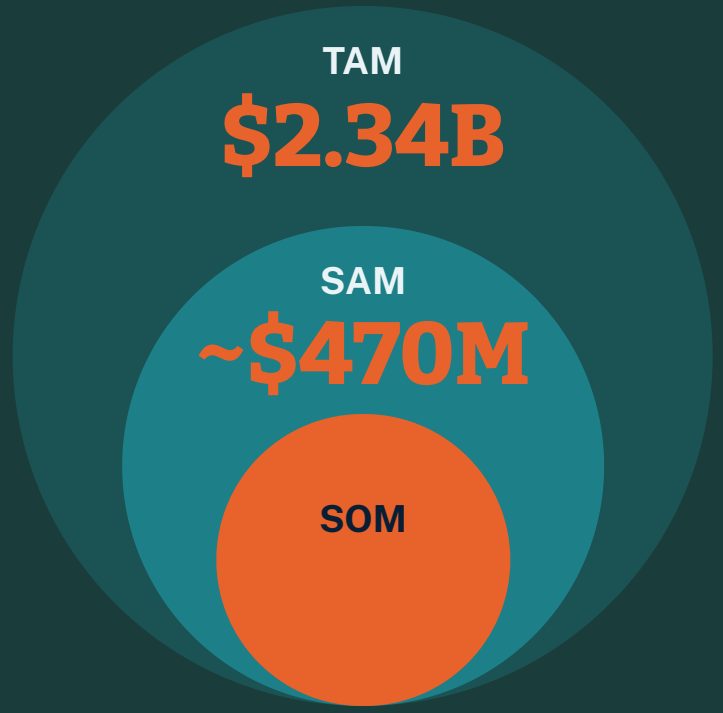
Alternative fuels, automation, cyber.

4 Connected crew ops

From manual coordination to connected workflows.



Market: TAM $2.34B, SAM ~$470M, SOM €31M by Year 5



TAM · Global market

Global crew management services, 2025; 5.2% a year to $3.33B by 2032.

SAM · Specialist hiring

~20% of TAM: senior licensed and specialist hiring — Mediterranean ship management, yachts/superyachts, LNG/LPG/tanker, offshore wind.

Illustrative estimate

SOM · Year-5 revenue

2,500 paid employer logos, ~7% of SAM.

Business model: employer-funded, free for seafarers

Starter

€249–€499

per month

Fleet

€999–€2,499

per month

Enterprise

€30k–€150k+

per year

Verification credits €10–€80 per check, plus selective success and mobilization fees and workforce intelligence.

Free for seafarers. Paid plans can never buy a verification badge.

Trust is not for sale



Part 2

Client acquisition strategy

How we land the niche, fill both sides and scale in 12 months.

Land a credibility-heavy niche, then expand

Who first

Senior licensed deck and engine officers, plus hard-to-fill specialists.

Design partners

20–50

anchor employers and crewing teams

Wedges

- Greece–Cyprus ship management
- Med yacht season
- LNG/LPG/tanker officers
- Offshore wind

Two-sided acquisition engine



Demand

Direct enterprise sales, conferences and executive roundtables, urgent-replacement product, ATS/ERP integrations.



Supply

Academy and alumni partnerships, captain and chief-engineer invite networks, CV import, referrals, QR onboarding at training centers.



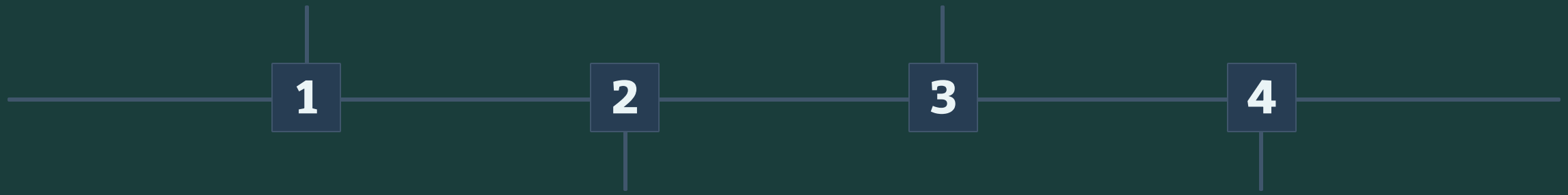
Organic

100,000+

SEO/GEO across career, certificate, salary and crew-change pages.

12-month go-to-market sequence

500–2,000 experts by month 3



Months 0–3 · Foundation

500–2,000 experts, 20 design partners, MVP.

4–6 · Liquidity

Urgent missions, referrals, case studies.

7–9 · Workflow

Pipeline, verification, offers, mobilization.

10–12 · Scale

Partner sales, SEO scale, enterprise SSO/API.

COCA: payback under 12 months in every segment

Illustrative targets

Segment	Annual contract value	Target CAC	Payback (months)	LTV:CAC target
Starter	€4.5k	€1.5k	~6	4x+
Fleet	€20k	€8k	~7	4x+
Enterprise	€60k	€30k	~9	3x+
Verified expert profile	**Free**	**under €15**	**n/a**	**n/a**

To be validated by pricing tests and pipeline data.

Gross margin, Year 1

68%

Lowest-cost channels: expert referrals, academy partnerships, SEO content. Enterprise sales carries the highest CAC.



Moat: a verified maritime professional graph

Knowledge graph

Roles, vessels, certificates, ports

Reusable verification

Compounds with every hire

Hiring-outcome data

Improves candidate matching

Systems integrations

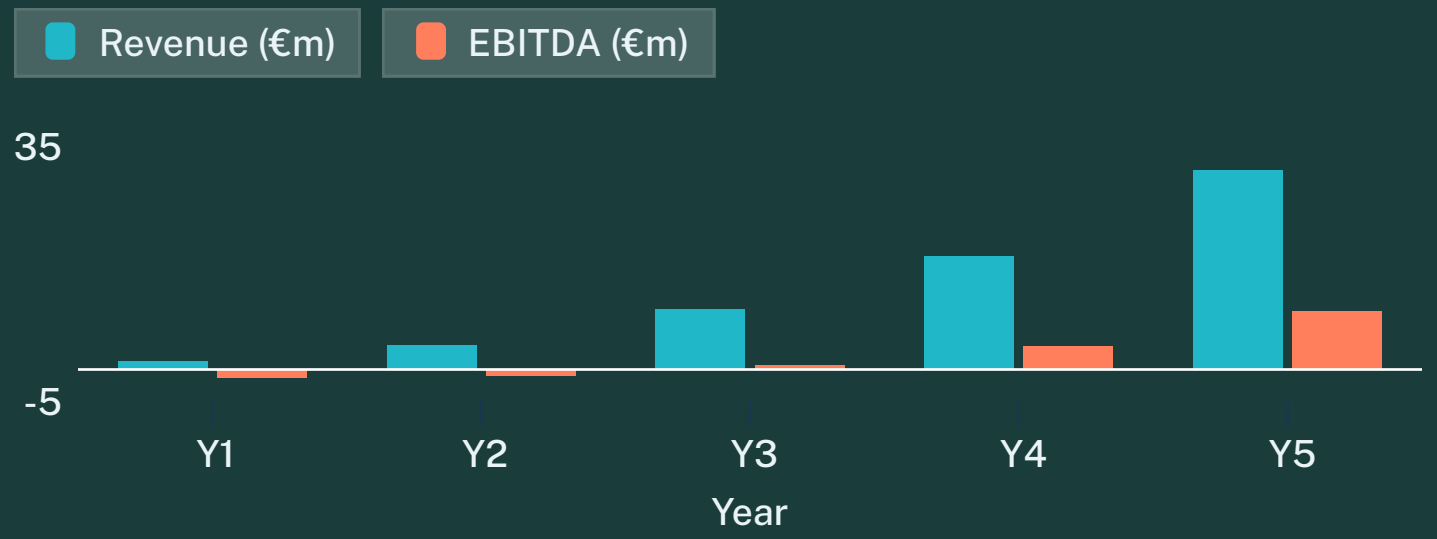
Crewing ERP, ATS and authorities

Competitive landscape

Player type	What they offer	Gap
Crew management software (e.g. Martide)	Database, documents, crew planning	No verified marketplace
Maritime recruiting platforms (e.g. Crewlinker)	Filtered crew search	No verification provenance
Manning agencies and generic job boards	Placement and listings	Manual, unverified
iCrewStars	Verification provenance + marketplace + mobilization	All in one layer

One layer, end to end

Path to EBITDA-positive in Year 3



€m	Y1	Y2	Y3	Y4	Y5
Revenue	1.34	3.83	9.5	17.8	31.2
EBITDA	-1.29	-0.95	0.72	3.68	9.16

Illustrative base case (€m).

Y3 EBITDA

+€0.72M

EBITDA turns positive in Year 3.

€1.34M to €31.2M in five years

Paid employer logos 150 to 2,500; gross margin 68% to 80%.

Traction milestones we will report

1 Verified Ready-to-Join experts

2 Qualified employer demand

3 Time to qualified shortlist

4 Verification reuse rate and repeat hires

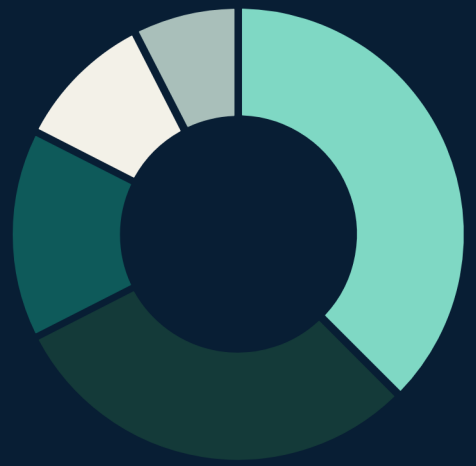
5 Employer net revenue retention

Raising €3.5M seed for 24 months of runway

€3.5M

Covers Year 1–2 operating losses of €2.24M plus a buffer, to break-even in Year 3.

Raise size and split are a proposal for the founders to confirm. Illustrative split.



Use of funds · illustrative

- Product and engineering **35–40%**
- Sales and customer success **~30%**
- Expert community **~15%**
- Data and AI **~10%**
- Trust, legal and security **~5–10%**

Join us in building the trust layer of the marine economy

icrewstars.com

[Founder name, email]

€3.5M seed open

