



MobiApps

SeaKey®

An Innovation Case Study



IET

The Institution of Engineering and Technology

MobiApps

Tracking, monitoring and managing remote equipment and assets using satellite and wireless communications.

SeaKey

A marine management product for monitoring and managing personal crafts in pleasure boating.

Technology

- **Satellite communications – developed, owned and US patents granted to MobiApps**
- **Product Innovation – Product defined and developed with Volvo by MobiApps, and launched in US with Volvo Penta**

Brand

- ***SeaKey* brand owned by MobiApps**
- **Product launched in US; targeted for launch in Europe & Australia in 2007**



INNOVATION : Mindset

Moving from

***...Solving problems given by
someone else.***

To

***... Finding and defining problems
that need to be solved.***



INNOVATION : Skills

Technology

...Invention
...Application
...Integration
...Replication
&
...Monetization



INNOVATION : Environment

Risk

...Capital

...Acceptance of Failures

....Runway

Market

...Size & Scope

...Adoption

...Extension