

JSC Popa LT

Context

The combustion of fossil fuels releases carbon dioxide (CO₂), a major greenhouse gas (GHG), into the atmosphere, and there is strong evidence that the buildup of greenhouse gases is the primary cause of the global warming that has occurred in recent decades. Maritime transport emits around 940 million tons of CO₂ annually and is responsible for about 2.5% of global greenhouse gas (GHG) emissions.

About the Company

Startup JSC Popa LT introduced a sustainable ride-sharing solution on the water. Smart catamaran Popa Boat uses only clean energy – electricity and solar power. Popa Boat is designed to be used in the urban waters for sightseeing, transportation and leisure activities. Since 2018 JSC Popa LT is continuously developing its product and is looking for investment.

Challenge

JSC Popa LT regularly attends pitching events and meetings with the potential investors. Good visualization and layout are valuable tools when it comes to presenting any idea. For a tech-startup this is even more important as usually innovations they introduce to potential investors have no analogues, so people are really curious to see something they can touch and experience.

The Result

The input of the creative industry in the development of a catamaran dock prototype was of a great value. Visualization of the dock helps to explain how the catamaran can connect the dock and be charged. 3D printed layout of the dock ensures better understanding and experience for potential investors, clients or partners. Popa LT claims that the prototype will help in explaining their idea and vision of a high-level electric catamaran rental service with a special pier infrastructure designed particularly for Popa Boat vehicles.