Designing Future

Intellectual Property for the European Union in a World on Challenges
Croatia
Thousand Island
Thin Network

Market Innovation
or just an Innovation

- Is there innovation potential
- Is market there, or we are creating new one
- Is the market local or global
- Are we limping behind or running upfront of the state of the art
- Can we reach our vision
Sustainable Development
driven by the Innovation and Company Branding

2007

- Project idea

2010

- Partnership with University of Zagreb

2011

- iCat company has been set-up

2012

- Patent „GRP integrated solar cells“ granted

2013

- Partnership with Končar Institute
- Ministry of Economy Entrepreneurship and Crafts nominated iCat to the EU Commission as flag ship project
- iCat project has been supported by the Ministry of Sea, Transport and Infrastructure
2015
– For the City of Šibenik new model of transportation system, “Šibenik Boat Lines”, has been created
– Tender boat tCat-750 has been delivered for Grand Circle Cruise Line (Boston)

2016
– Contract signed with National park Mljet for 3 babyCat passenger ferries
– EU project “SolarCat” awarded

2017
– EU project “solarCat” awarded
– EU project “iCat international” awarded

2018
– iCat has started own production in Zagreb
– EU project “iCat shipyard” awarded
– “babyCat 1” has been delivered to the National park of Mljet

2019
– “babyCat 2 & 3” has been delivered to the National park of Mljet
babyCat
Self Sustainable Solar Powered Passenger Ferry

babyCat 2 – Antun Tonko Martić  |  Summer 2019
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Split – Pomena
- Departure: 7:30
- Arrival: 21:00
- Sailing Time: 13:30
- Distance: 75 Nm
- Speed: 5.5 knots
- Batteries SOC: 50% - 60%

babyCat 3 – Pero Sršen  |  Winter 2020
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Split – Korčula
- Departure: 7:30
- Arrival: 19:00
- Sailing Time: 11:30
- Distance: 62 Nm
- Speed: 5.5 knots
- Batteries SOC: 12%
“If I’d asked customers what they wanted, they would have told me, A faster horse!”  Henry Ford

“People don’t know what they want until you show it to them. That’s why I never rely on market research. Our task is to read things that are not yet on the page.”  Steve Jobs
iCat – Designing Future
Take Your Seat in iCat – Step in to the Future