



smru ltd collects, analyses, interprets and visualises  
marine environmental data



# Building Commercial Success

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# The concept

- Most major industrial development beyond 12 miles offshore over the next few decades
- Renewables, shipping, oil & gas, gas hydrates, sediment extraction, biomass production
- Knowledge of oceans and potential impact relatively poor
- Marine mammals are used as biological indicators within national, European and international legislation and treaties
- Managing impacts on marine mammals is a major concern of most offshore companies and regulators

# Structure



# Current business areas

- Environmental impact
- Environmental risk
- Audit and accreditation
- Instrumentation
- Marine monitoring (data)



# Customer

- Oil & gas industry (Exxon mobile, Shell, BP...)
- Military (UK Hydrographic Office, NATO, US Navy, Royal Navy, German Navy)
- Renewables (EMEC, Marine Current Turbines, BERR, npower)
- International environmental consultancy
- Scientific community



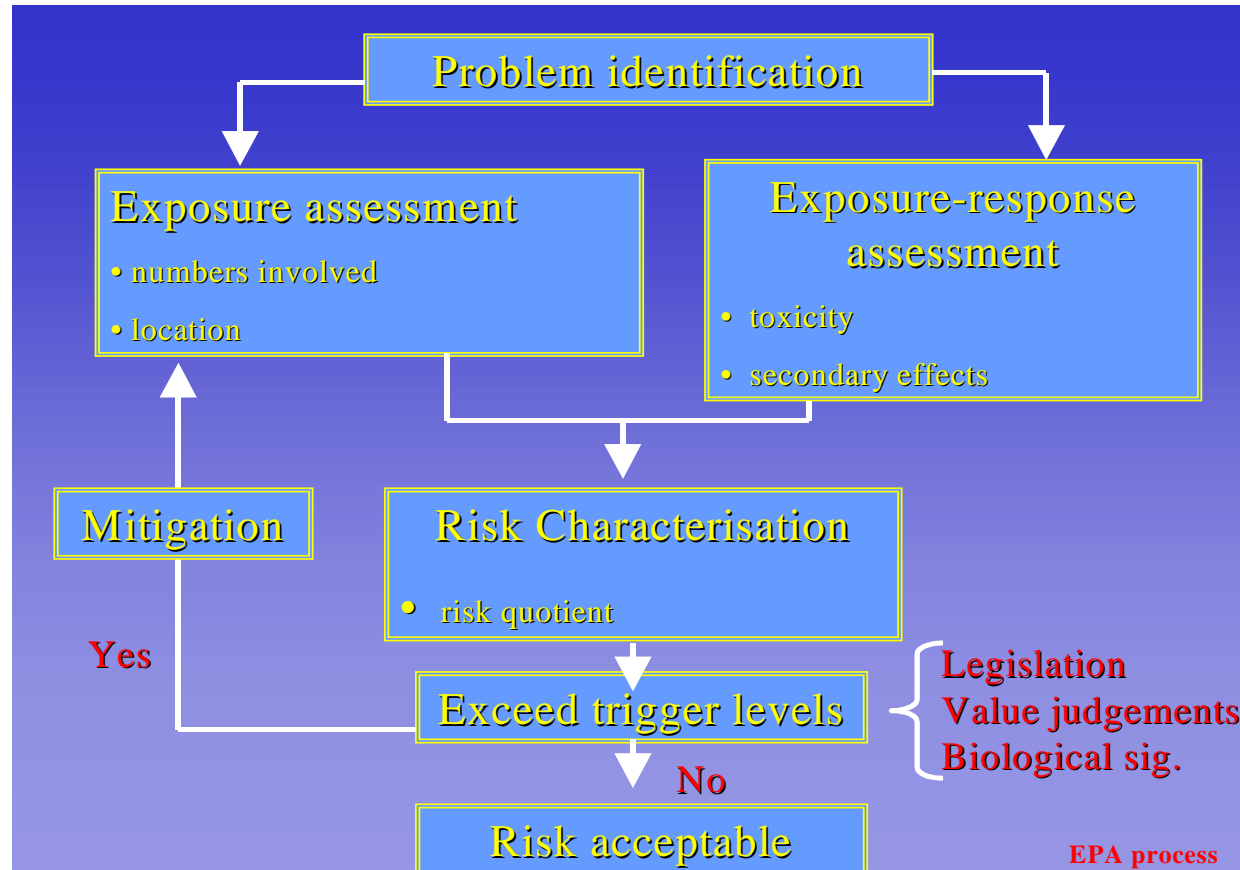
# Types of risk faced by industry

- Perceived risk – generally quantifiable using current data
- Actual risk – difficult to quantify and generally unknown
- Regulatory risk – the precautionary position taken by the regulator

There tends to be a large gap between regulatory and actual risk – objective is to narrow this gap

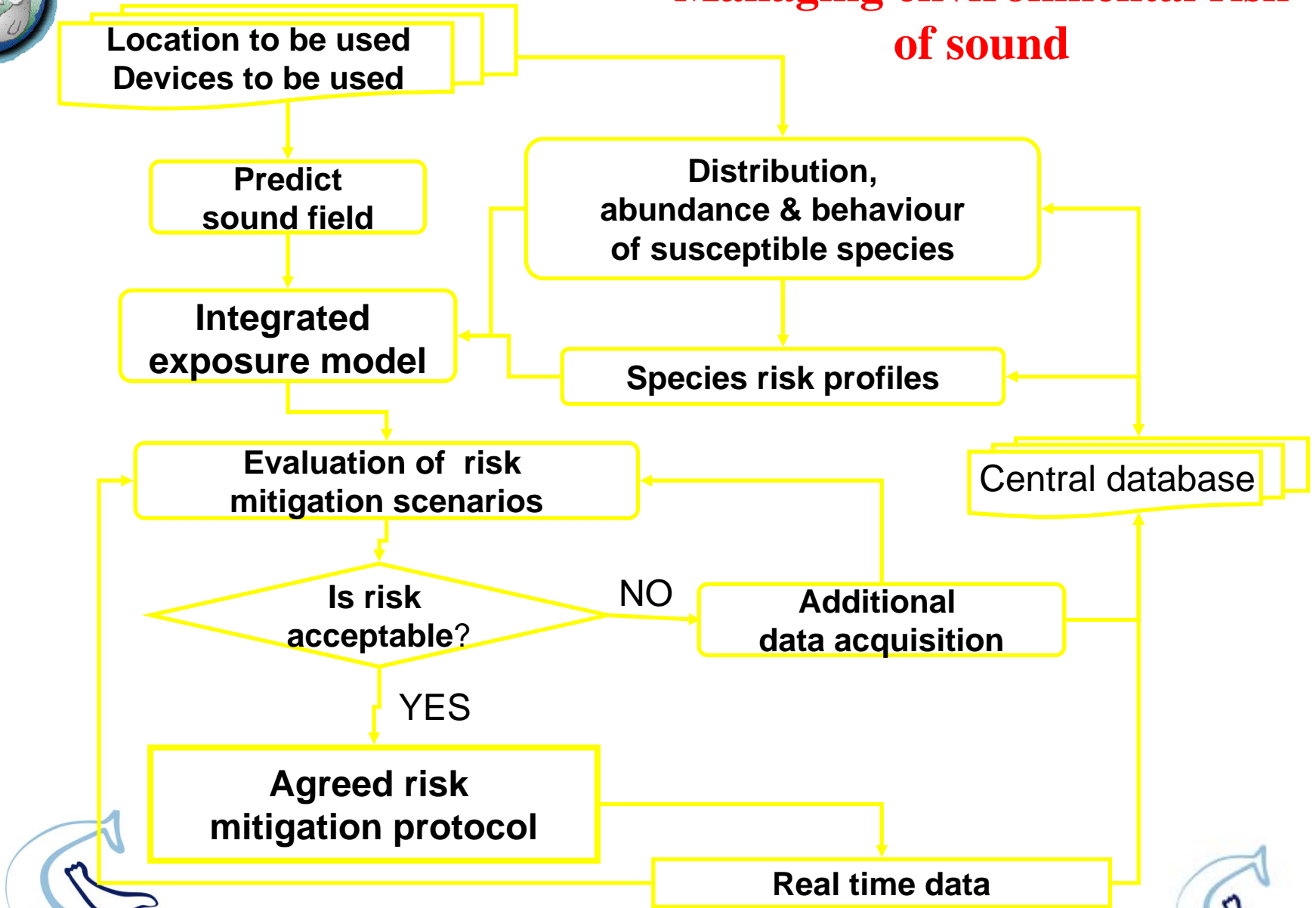


# Risk hazard assessment for marine mammals



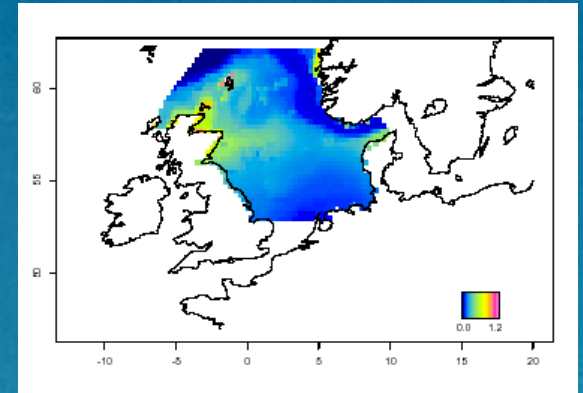
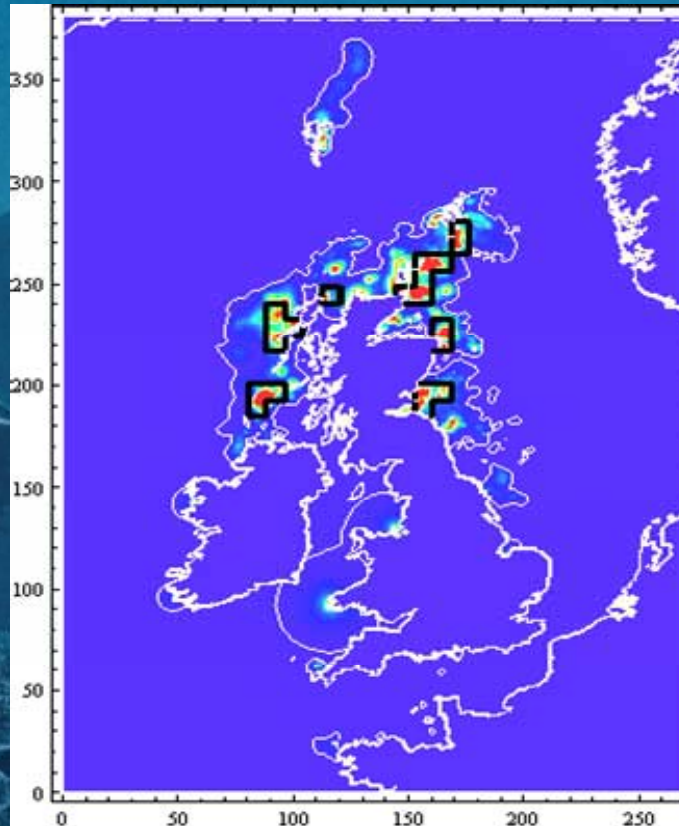


# Managing environmental risk of sound



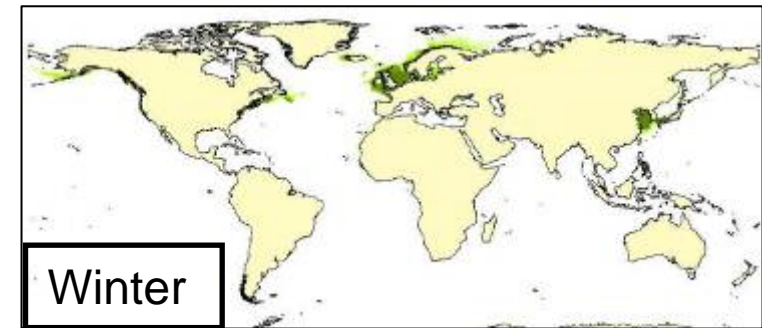
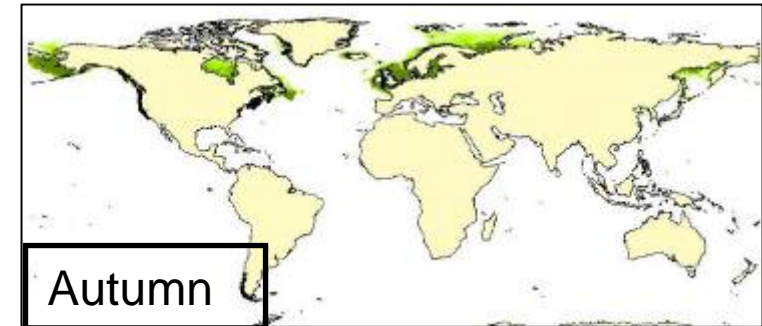
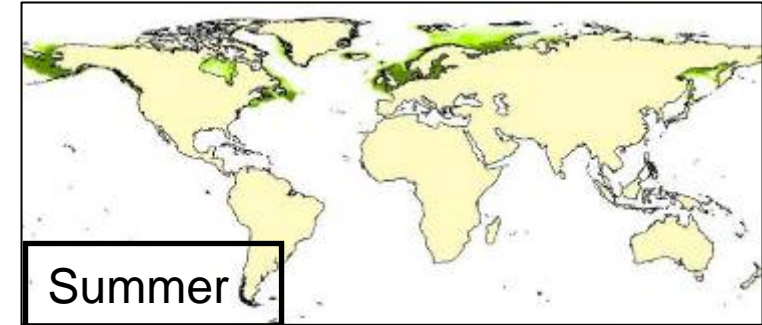
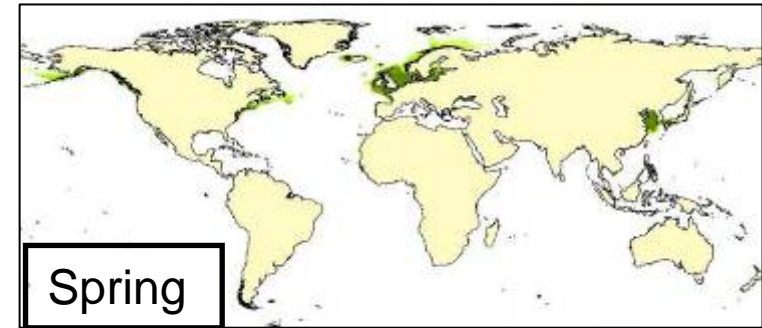
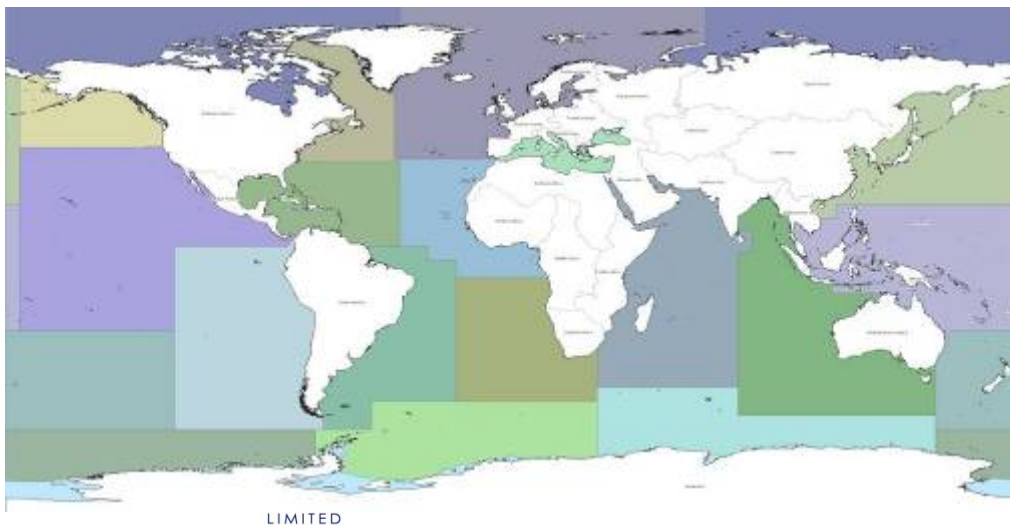
# Data collection & deliver

- Instruments
- Survey



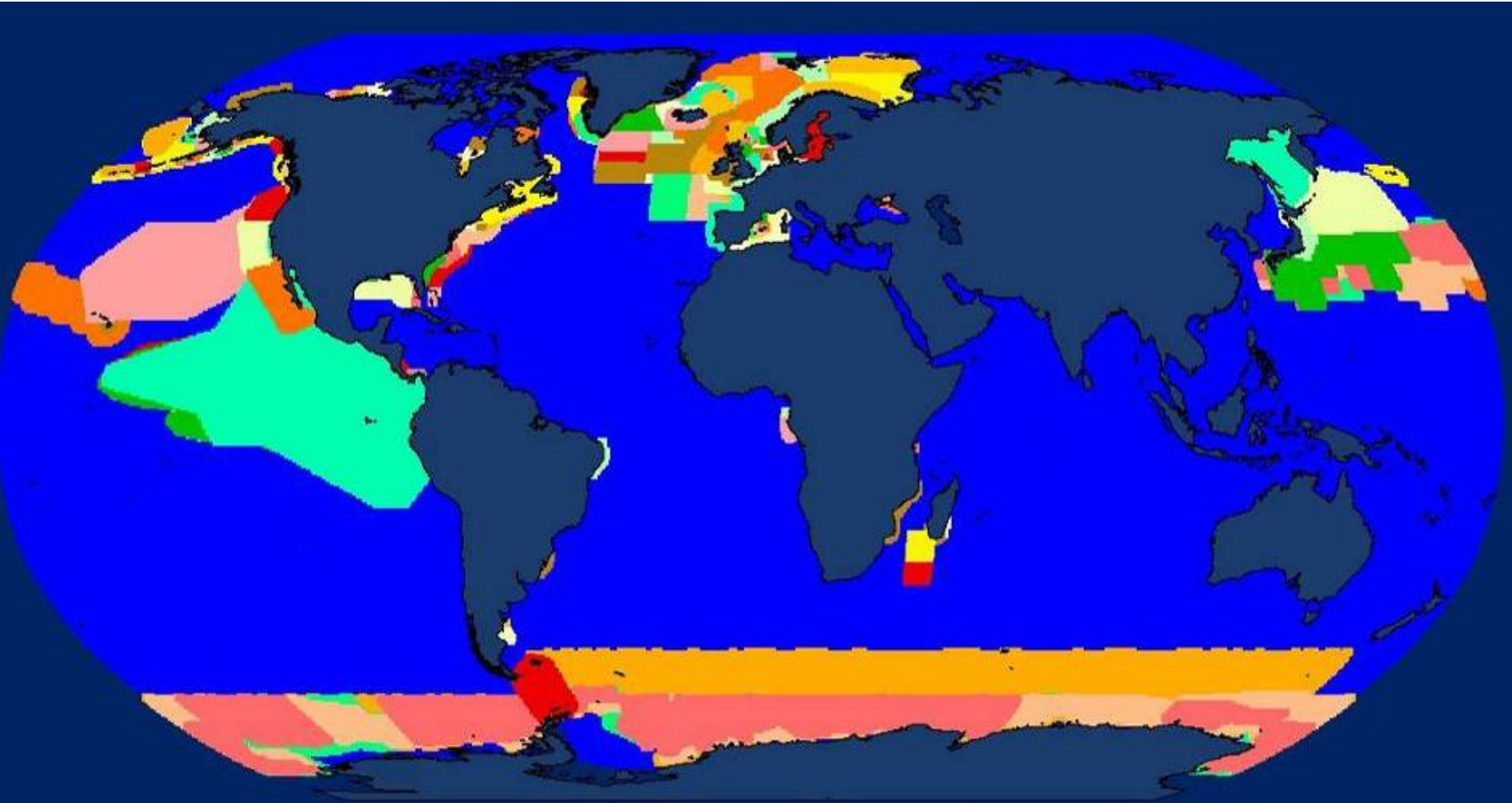
# New product - *MarMaps*

- Delivery/availability of relevant data
- Web-based access to data
- Available to policy and commercial customers



# Marmaps Abundance Database: Survey coverage

> 315 digitized surveys (1978 – 2006)



# Conclusion

- PSRE funding - £381k
- Pre-PSRE project ~£200k
- Turnover in Year 1 ~ £600k
- Projected turnover in Year 2 ~£1.6 million
- Projected turnover by Year 5-10 ~£5 million

