

# Meet **DeepBlue**: The Next-Gen Charterparty Platform

Digital bridge between brokers, owners and charterers  
The Next-Gen Charterparty Software “The Digital Bridge between Brokers, Owners & Charterers Worldwide.”

**Vishal Shah**  
CEO

# Presentation **Agenda:** DeepBlue Overview

---

Key topics and roadmap for DeepBlue charterparty solutions

- 1** Industry Challenges – Charterparty Software in India
- 2** Industry Challenges – Charterparty Software (Global)
- 3** The Solution: DeepBlue
- 4** DeepBlue as the Bridge
- 5** Key Features – DeepBlue Charterparty Software
- 6** Additional Key Features
- 7** Digital Transformation for Stakeholders
- 8** Benefits of DeepBlue
- 9** Global Market Overview
- 10** Why Choose DeepBlue?
- 11** DeepBlue Earning Projections
- 12** Future Roadmap
- 13** DeepBlue Vessel Tracking & Intelligence Module
- 14** Revenue Models for DeepBlue Vessel Tracking
- 15** DeepBlue Indian Ocean Index (DBIOI)
- 16** Competitive Edge
- 17** Closing – DeepBlue

# Overcoming India's Charterparty Software Challenges

Key barriers to digital adoption for shipowners, brokers, and charterers



## Traditional Mindset and Paper Dependency

- Many shipowners, brokers, and charterers still rely on manual contracts
- Use of email chains and paper-based agreements is common
- Digital adoption in maritime contracts is slower compared to global markets



## Fragmented Market

- India has a mix of large global operators and smaller regional players
- Smaller brokers and owners often avoid software due to cost concerns
- Lack of awareness among regional players limits adoption



## Lack of Standardization

- Different charterers and owners use different formats
- No universal digital charterparty standard widely accepted in India
- Format differences lead to resistance to change



## Limited Digital Infrastructure

- Metro ports have strong IT setups
- Many regional ports and shipping offices lack robust connectivity
- Weak connectivity impacts real-time collaboration



## Data Security Concerns

- Owners and charterers worry about sharing sensitive contract details online
- Concerns especially high with foreign tech vendors
- Fear of cyber-attacks and compliance with Indian data protection laws



## Training and Change Management

- Many brokers and operators are not digitally trained
- Resistance to change because teams are comfortable with email, Word, and Excel workflows



## Cost and ROI Concerns

- Maritime companies, especially small and mid-size, question the value
- Subscription costs of specialized charterparty platforms raise doubts



## Regulatory and Compliance Gaps

- Indian shipping companies need assurance of legal compliance
- Concerns about compliance with Indian Contracts Act and arbitration practices
- Need alignment with DG Shipping guidelines

# Charterparty Software: Key Industry Challenges

Barriers to digital adoption across global maritime contracting

## Fragmented Industry Practices

- Charterparties are not standardized across regions, brokers, and owners; multiple forms exist
- GENCON, NYPE, BIMCO, custom forms make digital standardization difficult
- Different forms hinder a single platform approach

## Resistance to Change

- The maritime sector is conservative and relationship-driven
- Brokers and owners still prefer emails, faxes, and Word or PDF documents

## Complex Negotiation Process

- Charterparties involve long clauses and heavy legal language
- Multiple amendments create complex back-and-forth negotiations
- Many tools fail to handle these negotiations seamlessly

## Integration with Legacy Systems

- Many shipping firms use legacy ERP or custom-built systems
- Lack of smooth integration discourages adoption of new platforms

## Cybersecurity Concerns

- Sensitive contract data, financial terms, and arbitration clauses risk hacks and leaks
- Compliance with IMO cybersecurity guidelines is now mandatory

## International Legal and Compliance Differences

- Different countries have different legal acceptance of e-signatures and digital contracts
- Arbitration centers may not equally recognize digital charterparties

## Cost of Implementation

- Subscription-based charterparty software is expensive for smaller brokers and owners
- Smaller players compare cost to free tools like Word, Excel, and email

## Training and User Adoption

- Many maritime professionals are not tech-savvy
- Software with steep learning curves creates friction
- Lack of industry-wide digital literacy slows adoption

## Limited Awareness

- In many regions there is low awareness of charterparty software benefits
- Companies continue with traditional workflows

# DeepBlue: Digital Charterparty Platform for India and Beyond

Standardize, secure, and simplify chartering for SMEs and enterprises



## 1 India-focused solutions

- Paper and Manual Processes to Digital charterparty creation and e-signatures.
- Fragmented Market: Affordable, tiered pricing for SMEs and large operators.
- Lack of Standardization: Ready-to-use BIMCO and customizable templates.
- Limited Infrastructure: Cloud-based, lightweight platform accessible even with low bandwidth.



## 2 India legal and adoption support

- Data Security Concerns: India Data Protection Act compliance and encrypted storage.
- Training and Adoption: Simple UI, training modules, and support in India.
- Regulatory Gaps: Contracts aligned with the Indian Contracts Act and arbitration practices.



## 3 Global solutions

- Fragmented Practices: Supports multiple CP forms (GENCON, NYPE, BIMCO, custom).
- Resistance to Change: Intuitive, user-friendly workflows that mirror existing practices.
- Complex Negotiations: Real-time multi-party collaboration and clause-level redlining.
- Legacy System Integration: APIs for ERP, CRM, and email integration.



## 4 Global compliance and adoption

- Cybersecurity Risks: IMO-compliant security and global GDPR standards.
- Legal Recognition: E-signature compliance across multiple jurisdictions.
- High Costs: Flexible subscription model for enterprise and SME.
- User Adoption: Training resources and multilingual support.

# DeepBlue as the **Bridge**

One platform that adapts locally while meeting global best practices

India Focus

**VS**

Global Focus

# Streamline Charterparties with **DeepBlue**

End-to-end drafting, collaboration, compliance, and security



## 1 Core Features

- Smart Charterparty Drafting: Pre-loaded with BIMCO forms, GENCON, NYPE, and customizable templates with automated clause insertion and compliance checks.
- Real-Time Collaboration: Brokers, owners, and charterers work on a single live document with clause-by-clause negotiation and instant updates.
- Clause Library and Compliance: Standard and custom clause repository with legal validation against international maritime laws and the Indian Contract Act, and compliance with arbitration practices.
- Digital Signatures and Security: Legally recognized e-signature integration with end-to-end encryption, GDPR and IMO cybersecurity compliance.



## 2 Supporting Capabilities

- Version Control and Audit Trail: Complete history of edits and approvals for transparency in dispute resolution.
- Document Management: Secure cloud storage with search and retrieval; export to Word, PDF, or XML for easy sharing.
- Integration Capabilities: APIs for connecting with ERP, CRM, and email systems; calendar and reminder integration for deadlines.
- User-Friendly Dashboard: Track live negotiations, pending approvals, and signed contracts with analytics on charterparty cycle time and performance.



## 3 Accessibility and Future Readiness

- Accessibility and Mobility: Cloud-based, accessible via desktop, tablet, or mobile, and works in low-bandwidth port environments.
- Future-Ready Enhancements: AI-powered clause suggestions, blockchain-based contract validation, and predictive analytics for risk and performance.

# DeepBlue: The Digital Bridge for Brokers, Owners and Charterers

Streamline offers, negotiations, compliance and signing across the global market

## For Brokers: Draft offers quickly using standard templates



- Draft offers quickly using standard templates (GENCON, NYPE, BIMCO)
- Manage negotiations with clause-level edits and transparent version tracking
- Save time by avoiding endless email and document exchanges

## For Owners (Shipowners/Operators): Real-time structured offers and oversight



- Receive structured offers and counter-offers in real-time
- Track negotiations across multiple brokers and charterers from one dashboard
- Ensure compliance of legal and commercial terms before final approval

## For Charterers: Consolidated review, transparent negotiation and instant signing



- Review proposed charterparties in a single consolidated platform
- Negotiate terms transparently with all changes tracked
- Sign digitally and receive final agreements instantly

## Global Bridge Outcomes: Transparency, efficiency, trust, standardization, accessibility



- Transparency: All parties see the same live document, avoiding disputes.
- Efficiency: Charterparties completed in hours instead of days.
- Trust: Secure platform with full audit trail builds confidence between global partners.
- Standardization: Supports international CP forms while allowing custom clauses.

# Why Choose **DeepBlue** for Charterparty Workflows

Streamline drafting, negotiation, and compliance across global teams

**Speed and Efficiency:**  
Draft, negotiate, and finalize charterparties in hours, not days; automated templates reduce repetitive work.

**Transparency and Trust:**  
All parties work on one live document; full audit trail and version history build accountability.

**Accuracy and Compliance:** Reduce errors with clause library and compliance checks; ensure alignment with international maritime laws and arbitration

**Security and Reliability:**  
End-to-end encryption protects sensitive data; legally recognized digital signatures ensure enforceability.

**Cost Savings:** Lower administrative overheads such as emails, printing, and courier costs; avoid disputes and delays, reducing legal costs.

**Global Accessibility:**  
Cloud-based platform accessible anywhere—ports, offices, and vessels—and works across time zones for global negotiations.




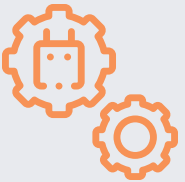
**Better Collaboration:**  
Real-time edits and negotiations across multiple stakeholders with a central hub for brokers, owners, and charterers.

**Insights and Analytics:**  
Track contract turnaround time and use performance dashboards for decision-making.

**Scalable and Future-Ready:** Flexible for SMEs and large operators with a roadmap including AI and blockchain enhancements.

# Charterparty Software Options for Maritime Stakeholders

Comparing strengths and limitations of major global solutions

-  **BIMCO SmartCon: Legal standard, backed by BIMCO**
  - Strength: strong credibility and standard forms
  - Limitation: expensive, not SME-friendly, steep learning curve
-  **Chinsay – Intelligent Contract Platform (ICP): Global digital workflows**
  - Strength: contract standardization and automation
  - Limitation: best for large corporates and costly with complex onboarding
-  **Axis Marine: Freight trading and analytics with CP modules**
  - Strength: strong data integration for tanker and bulk markets
  - Limitation: CP handling is secondary and focus is more on trading data
-  **Veson / Q88 / ShipNext: Large maritime ERP and operations platforms**
  - Strength: integration with voyage management and trading
  - Limitation: overkill for smaller brokers, high cost, and complex setup

# Why DeepBlue?

Core benefits tailored for charterparty users

**1 Dedicated Charterparty Focus: Built purely for CP agreements, not as an add-on.**

Purpose-built for charterparty workflows and documents.



**2 Affordable and Accessible: Tiered pricing for SMEs, brokers, and global operators.**

Flexible pricing to fit different organization sizes.



**3 User-Friendly: Intuitive workflows designed for non-technical users.**

Easy onboarding and simple navigation.



**4 India plus Global Compliance: Covers Indian Contracts Act, BIMCO, and global arbitration standards.**

Built-in compliance for regional and international rules.



**5 Lightweight Cloud Platform: Works seamlessly even in low-bandwidth ports.**

Optimized for intermittent or slow connections.



**6 Secure and Compliant: End-to-end encryption, GDPR, and IMO cybersecurity standards.**

Enterprise-grade security and regulatory compliance.



**7 Future Integrations: AI clause suggestions, blockchain-based validation, and smart analytics.**

Roadmap includes advanced automation and validation tools.





**Per User License: Per user license fees charged to owners, charterers, and broker companies for using the software.**

License fees billed per user to owners, charterers, and broker companies.

1



**Per Trade Signoff Fees: Fees charged per trade signoff completed between owners, charterers, and brokers.**

Transaction fees applied each time a trade signoff is completed.

2

## DeepBlue **Earning** Projections

Revenue sources from user licenses and trade signoff fees

# Future **Roadmap** for Maritime Contracts

Emerging features to boost validation, insights, and compliance



AI-powered clause suggestions.



Blockchain-based contract validation.



Integration with maritime compliance databases.



Analytics and insights on charterparty performance.



Generating a marine index.

# DeepBlue Vessel Tracking and Intelligence Module

Real-time vessel visibility, port context, and cargo-ready insights

## **Live Vessel Positioning**

Pull real-time AIS and IHS data to show current vessel location.

## **Berth Availability**

Integration with port call data to check next berth schedule.

## **Load / Cargo Availability**

Show which vessels are ballast versus laden so brokers and charterers can identify available tonnage.

## **ETA/ETD Forecasting**

Predict arrival and departure times with delays flagged for weather and congestion.

## **User Benefits**

- Brokers: Instantly see which vessels are available nearby for fixing.
- Owners: Monitor fleet performance, port calls, and idle time.
- Charterers: Quickly identify available vessels for their cargo requirements.
- Traders/Financiers: Use vessel data for supply chain and risk assessment.

## **Value Add**

DeepBlue adds a visual, contextual layer on top of raw IHS/Clarksons feeds, overlaying vessel position with charterparty negotiation status, smart filters to match cargo needs, and links to DeepBlue CP workflow to directly initiate negotiations.

# Monetizing DeepBlue: Vessel **Revenue Models**

Practical streams to capture value from vessel intelligence

## Subscription

**Premium Subscription: Vessel intelligence dashboard integrated with CP management offered as a premium service.**

---

## Developer / Integration

**Custom APIs: Provide APIs to feed vessel intelligence into clients' ERP and logistics systems.**

---

## Reports and Insights

**Regional Analytics Reports: Sell vessel availability trends reports for the Indian Ocean, Arabian Sea, and Bay of Bengal.**

---



# DeepBlue **Indian Ocean** Index (DBIOI)

Benchmarking vessel traffic, freight rates and chartering activity

## DBIOI Concept



A benchmark index tracking vessel traffic, freight rates, and chartering activity across key Indian Ocean trade routes, similar to Argus and Platts for commodities.

## Why It Matters



Indian Ocean activity is under-represented in existing indices, and the region connects strategic trade lanes handling bulk, oil, and container flows.

## Data Sources



Aggregated and anonymized charterparty data from the platform, AIS vessel tracking for real-time positions, port call data from regional ports, and freight rate movements based on executed contracts.

## Revenue Model



Subscription-based access for traders, brokers, shipowners, analysts, and banks, plus custom reports and analytics and potential partnerships with financial markets.

# DeepBlue **Indian Ocean** Index (DBIOI)

Regional, real-time index driven by charterparty and AIS data

Regional Focus: Concentration on the Indian Ocean, Bay of Bengal, and Arabian Sea provides a first-mover advantage in South Asia and the Middle East.



Technology-Driven: Real-time, cloud-based index powered by DeepBlue's charterparty and AIS data.

# Closing: **DeepBlue** Delivers

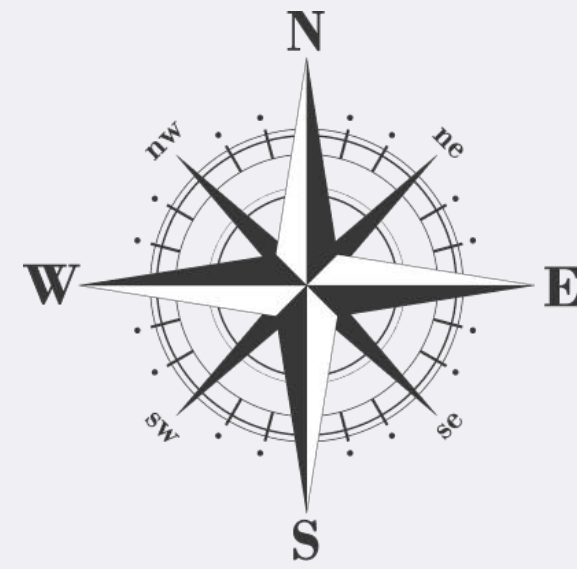
---

Transform charterparty workflows with speed

DeepBlue: Transforming Charterparty Management. The Bridge between Brokers, Owners and Charterers—Faster, Smarter, Transparent, and Secure.



**THANK  
YOU**



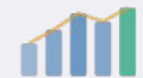
MARITIME INTELLIGENCE

**DeepBlue**  
Global

VESSEL TRACKING & INTELLIGENCE

CHARTER PARTY • COMMODITY INDEX

Intelligence-driven maritime decisions



Thank You for Your **Time**



+91-987-979-9459



vishal@deepblueglobal.in



www.deepblueglobal.in