

Summary of the BEAGLE CRUISE SHIP Project

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- **MISSION**

Our mission is to invest in a hybrid-energy boat with financial partners, turn it into a unique luxury cruise product focused on ecology and sell the concept to an existing cruise company through a management contract.

- **VISION**

Our innovative cruise concept will promote developing the Galapagos economy while protecting its environment. Our business is about "(r)evolution" since we also expect to change the cruise business, convincing the industry that biodiversity can be sustainable profitable. By using a hybrid-energy boat, we will also contribute to a greater awareness on alternative energy since the solar aspects of the boat will be an attraction in itself.

What are our main goals and how do we consider achieving them?

Viability: work closely with international investors and organisations for financial and communication support

Profitability: get direct profit from our concept by signing a management contract with an existing and more experienced cruise line. Their management skills will ensure the durability of the concept.

Responsibility: promote local economy and employment, with each employee trained and sensitized to the conservation of their living environment.

Excellence: provide superior services and extensive onboard activities in order to attract a wealthy, educated clientele; support educational excellence through an international student contest to provide "scholarships" to students from Ecuador to cruise on our boat, thus sustaining the future of the Galapagos with both Ecuadorian and international students.

Innovation: be the emblem of alternative energy and tourism by using technology as an important tool to promote the necessary evolution of human minds in an entertaining and educative manner (cruise package blogs, by-products, pricing strategies supportive of environmental/social causes).

- **VALUES**

We value responsible and sustainable management. We believe in our employees' and guests' ability to understand our concept, to contribute to the development of the local economy during their stay in the Galapagos, and to promote more respectful tourism activity. Our success depends on our ability to transmit these values and expand the triple bottom line to younger generations.

- **MISCELLANEOUS**

Since some cruise boats operating in the Galapagos already bear the name « Beagle Cruise », « Darwin » and « Galapagos », we have decided to change the name of our project to fit to the market.

We are proud to announce that the company will be named "Darwin Adventures", and the boat in itself "Lonesome George", in reference to the last giant tortoise still alive in the Galapagos, called Lonesome George. This tortoise is extremely symbolic since it comes directly from the past – he is more than 200 years old - and is the closest link to Darwin's period. Our goal is to create an indelible link in our clients' minds between our enterprise with the uniqueness of this animal and its importance for evolution.