



**SAVE
THE
WAVES**
COALITION

Our Mission

Save The Waves is a global nonprofit dedicated to protecting and preserving the coastal environment, with a focus on the surf zone.

The Problem

There is a lack of data, education, engagement and prioritization of resources to confront the most pressing issues facing the world's coastlines.



The Issues



Coastal Development



Water Quality



**Climate Change &
Sea Level Rise**



Trash & Marine Debris



Coral Reef Impact



Access

The Solution

**The Endangered Wave Mobile App:
Mobilizing surfers as data points with
mobile tech**

Project Goals

- **Awareness: Educate surfing community on key issues**
- **Engagement: provide avenues to greater stewardship**
- **Data Gaps: Help agencies prioritize areas and fill gaps in data**

Background

A photograph of three men on a porch. The man on the left is wearing a white cap with 'TEAM LOGIE' and a dark blue t-shirt, holding a smartphone to take a selfie. The man in the center is wearing a dark blue long-sleeved shirt and camouflage shorts, smiling and pointing towards the camera. The man on the right is wearing sunglasses and a black t-shirt with a surfboard graphic, sitting on a chair.

- **More than 23 Million surfers worldwide**
- **Covering coastlines on 6 continents**
- **80% usage of mobile tech**
- **\$11 billion industry requiring healthy coasts**

How It Works

Endangered Waves App

1. Take photo of the threat



2. Select threat from drop-down



3. Upload to the cloud

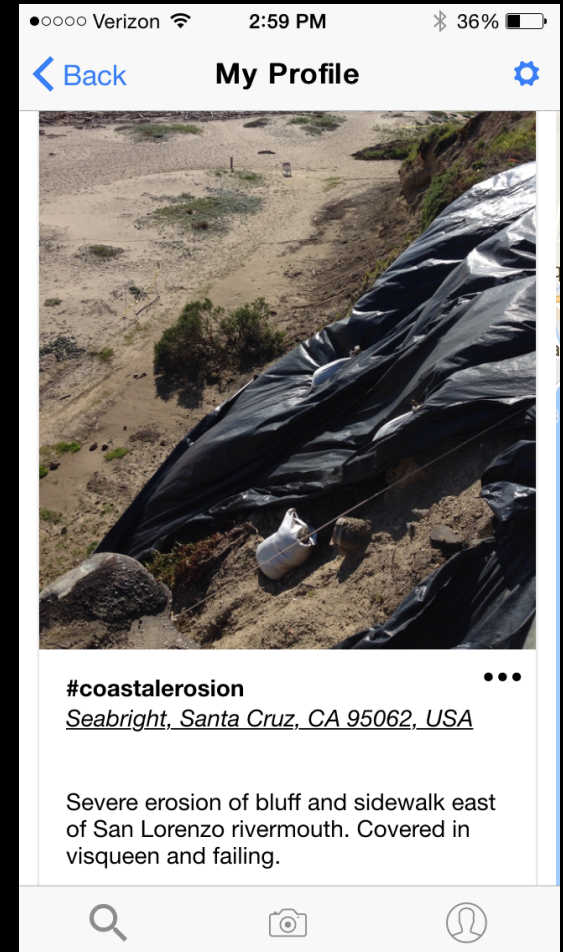
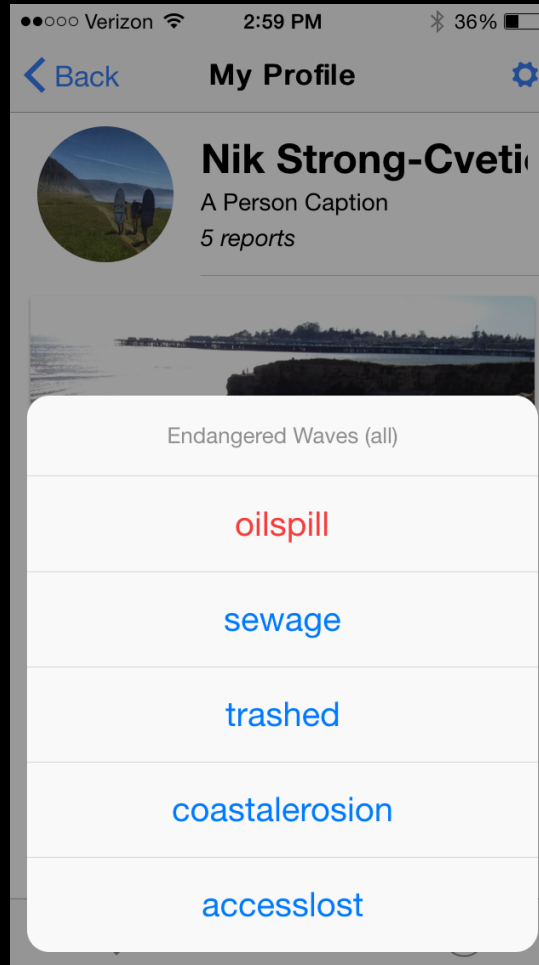
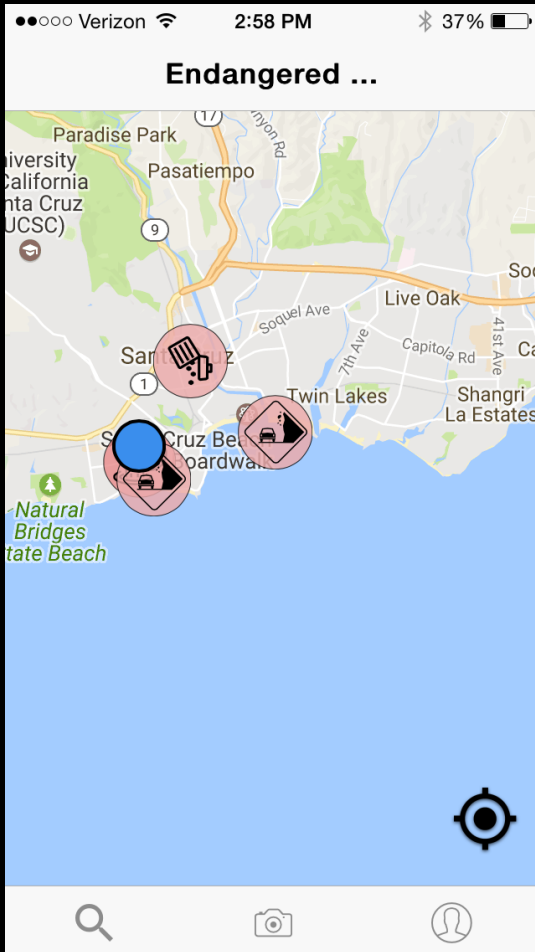


4. Share data with our partners and prioritize actions



Next Steps

Alpha Version (Complete)



B1: Beta Version

- **Complete market study / UX survey**
- **Develop features to push to social networks**
- **Survey partners for data needs**
- **Beta test with captive STW Market**

V1: Full Version

- **Launch popular campaign**
- **Build user network with trainings**
- **Fully integrated architecture with partner databases**
- **Highlight partner solutions**
- **Create geo-specific challenges**

Our Team

Technical Advisory Team

- **Jay Hakkinen, Receiver Designs Inc.**
- **Rachel Strader, Gordon and Betty Moore Foundation**
- **Greg Jones, Director, Google VR / AR**
- **Dr. Dan Reineman, Researcher, Stanford University**
- **Matt Merrifield, CTO, Nature Conservancy**

Potential Partners

- **Magic Seaweed**
- **5 Gyres**
- **Parley for the Oceans**
- **Patagonia**
- **Google**
- **Looker**
- **Receiver Designs**

A Few of Our Ambassadors



Greg Long
Surf Ambassador



Sarah Gerhardt
Surf Ambassador



Ramon Navarro
Surf Ambassador



Kyle Theirmann
Surf Ambassador



Erik Abel
Artist Ambassador



Nikki Brooks
Artist Ambassador

Our Scale

150,000+ Supporters

3,000+ Attendees

200+ Volunteers



EW App Finances

	Annual Cost
STW Staff Time	\$100,000
App Manager	\$45,000
Beta Development	\$50,000
UX Survey	\$15,000
Full Version Development	\$85,000
Marketing Campaign	\$50,000
Legal Expenses	\$5,000
	\$300,000

- **Funding partners include SIMA, Clif Bar, Marisla Foundation**

Questions? Contact:

Nik Strong-Cvetich

Executive Director

Email: nik@savethewaves.org

Phone: 206-930-9457

Skype: nik.strong-cvetich

www.savethewaves.org



**SAVE
THE
WAVES**
COALITION

PO Box 183, 3500 Highway One, Davenport, California 95017

Phone: 831.426.6169

www.savethewaves.org