

Lessons Learned – Manta Flow

Manta Flow set out to develop and commercialise a new solution for the maritime industry. While the company ultimately did not achieve the commercial traction required to continue operations, the journey provided several valuable insights that may benefit other maritime start-ups.

The most important lesson learned is that commercialisation in the maritime sector often takes significantly longer than expected. Even with a strong product, successful pilot projects and positive market feedback, converting interest into commercial contracts can take considerably more time than in many other industries. Start-ups should therefore ensure they have sufficient time and resources to accommodate lengthy sales and decision-making processes.

Another key insight is the importance of identifying the right stakeholders within larger organisations. Accessing decision-makers can be challenging, but finding the right internal champion can accelerate progress considerably and help navigate complex corporate structures.

Although Manta Flow did not reach the commercial stage envisioned at the outset, the experience underlines both the opportunities and challenges associated with innovation in the maritime sector and highlights the importance of patience, persistence and stakeholder engagement when bringing new solutions to market.