Electronic Commerce in the Seafood Industry

David Lancaster
President and Founder
WorldCatch.com

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Introduction

- Terminology
- Technology adoption
- Industry benefits
- Obstacles
- Reality check
Terminology

- Buzz
- Ecommerce
- Internet
- B2B
- B2C
- Portal
- “Space”
- Market maker
- Horizontal marketplaces
- Vertical marketplaces
- Domain expertise
- Metamediary
Early adopters
Technical Adoption

Early adopters

Mainstream adopters
Technical Adoption

- Early adopters
- Mainstream adopters
- Late stage adopters
Industry Benefits

- 24-hour access
- User Friendly
- Global
- Inexpensive
- Support services
- Facilitate communication
- Access to products
- New distribution channels
- Clearer interpretation of a marketplace
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<th>Obstacles</th>
<th>Intangibles</th>
<th>Global Scope</th>
<th>Seafood Specific</th>
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<td>• Trust</td>
<td>• Language</td>
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<td>• Security</td>
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<td>• Useful functionality</td>
<td>• Logistics solutions</td>
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<td>• Expertise</td>
<td>• Currency concerns</td>
<td>• Packaging</td>
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Reality Check

- Hype
- Business Model
  - Make sense fiscally
  - Return on investment
- Timeline
  - Industry acceptance
  - Complex business practices
  - Infrastructure
The End Result

- Enormous opportunity to help improve the industry
  - Streamlining business practices
  - Improving business efficiencies
  - Sharing information