

# The Superyacht CEO Report

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INTRODUCING THE SUPERYACHT POWER INDEX - THE MOST INFLUENTIAL PRINCIPALS IN THE INDUSTRY





## MATTY ZADNIKAR

Prolific Belgian entrepreneur and serial yacht owner Matty Zadnikar's experience and passion for the yachting world led him to create a business that sought to make it more accessible. In 2013, Zadnikar sold his company, Z-Safety Services, and since then has been involved in a number of ventures including creating SeaNet, a smart co-ownership model for luxury yachting.

Having owned various yachts, the size of his boats has grown in tandem with his achievements in business. With his increased investment in yachts, Zadnikar became well aware of the larger annual running costs and the hassle of managing larger-sized crews, and he met many other owners who shared his frustrations of being given invoice after invoice for boat maintenance. And so the idea for SeaNet was formed, with the aim of offering the amazing lifestyle and experience of owning a yacht without the excessive costs and hassle of running one.

The simple concept enables a maximum of four co-owners to purchase a luxury Benetti yacht with SeaNet's exclusive global partnership. Co-owners can then choose varying shares of ownership of the yacht and the annual running costs are divided proportionately between them, with SeaNet offering complete yacht management.

With three confirmed owners so far, Zadnikar is investing in SeaNet himself with a 25 per cent stake in each yacht to demonstrate that it is far better to have a share in four yachts in various global locations than in one yacht in one place. As with any new concept, it will take time to establish itself and for people to understand the difference between what SeaNet is offering in comparison to other shared ownership models. However, Zadnikar is confident his investment will pay off and will not only enrich the experience of existing owners, but also attract more people to the industry.

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