

FACT SHEET

NauticEd.org | Established 2008

NauticEd

21ST CENTURY SAILING EDUCATION

KEY LEADERSHIP

Grant Headifen, Founder

Director of Global Education

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DeVaul "De" Henderson

Director of Development

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MISSION, VISION & VALUES STATEMENT

- NauticEd Certifications and licensure satisfy American National Standards and United Nations (UNE) Boating Standards
- NauticEd was the first sailing educator to receive official American National Standards recognition
- NauticEd holds an International Sailing License and Credentials (SLC) valid for all yacht charter companies worldwide including Europe and the Seychelles

OVERVIEW

NauticEd features more than 24 online sailing courses; certification for sailors at all skill levels; feature-rich proprietary learning management systems; and a global network of sailing school and charter affiliates.

Since Grant Headifen founded NauticEd in 2008, the organization has provided more than a quarter million sailing courses to students in 124 countries. NauticEd currently supports 80,000 plus boating enthusiasts with courses, experience-building tools and charter vacations.

NauticEd is the only sailing education program recognized by the U.S. Coast Guard and the National Association of State Boating Law Administrators as having met the rigorous American National Standards. NauticEd's SLC licensing is accepted by charter companies worldwide.

MAJOR CORPORATE/PRODUCT ACHIEVEMENTS & RECOGNITION

A leader in U.S. and international sailing education, NauticEd launched in 2008 with a mission to create safer, more competent sailors. Its state-of-the-art online courses simulate real-life experiences so students can fully understand the theory of sailing before heading out for practical on-the-water training with one of NauticEd's accredited sailing schools. As a result, NauticEd is the only sailing education body recognized by the U.S. Coast Guard and NASBLA that meets stringent American National Standards. Its multimedia courses, worldwide sailing schools, sailing vacation experts, and unlimited sailing opportunities make NauticEd the home base for all things sailing.

OPERATIONS & FACILITIES

NauticEd is owned by Nautic 7 Global Resources LLC and corporately located in Silicon Hills in Austin, Texas with a team of education, programming, and development professionals located around the world.

NAUTICED KEY STATISTICS

- NauticEd has provided more than a quarter million sailing courses to students worldwide
- 24 online, interactive multimedia [courses](#)
- Students from 124 countries (80% United States, 10% Canada, rest of world 10%)
- [Schools](#) in 23 countries
- 5 Books available on Amazon:
 - [*NauticEd Navigation Rules: Rules for Prevention of Collision at Sea*](#)
 - [*Successfully Skipper a Sailboat: Modern Lessons From the Fastest-Growing Global Sailing Education and Certification Program*](#)
 - [*Maneuver and Dock Your Sailboat Under Power: High Winds, Current, Tight Marina, Backing In? No Problems!*](#)
 - [*Skippering a Small Keelboat: Skills from the Masters: Modern Lessons From the Fastest-Growing Global Sailing Education and Certification Program*](#)
 - [*Alex Learns to Sail: An educational fiction story about a young boy Alex, who learns to sail a dinghy sailboat with a surprising and witty teacher.*](#)

PROPRIETARY EDUCATIONAL TOOLS

Online coursework: NauticEd's real-time library of engaging, multimedia coursework is available with just one click of a button, making your unique sailing goals attainable and achievable. Learn in the comfort of your own home with instant access to learn theory and knowledge at your own pace. Use NauticEd's proprietary SEA TALK for questions or additional help from instructors.

Resume/Logbook: NauticEd's electronic logbook automatically feeds your sailing experience into a resume format that is easily understood by charter operators all around the world. It includes the ability to authenticate passage-making via crew-mate or GPS technology through our proprietary app, Tracklink.

NauticEd Navigator is a highly innovative, proprietary learning management system featuring a customized, goal-focused experiential learning approach known as GEL™ which applies modern technology solutions to provide sailors with immersive and personalized programs based on their sailing goals and experience.

Learning Management System Framework/integration: In order to provide a fully integrated learning experience, NauticEd developed proprietary Learning Management Systems enhanced by the latest technology for sailing education which is integral to developing competency, experience, and building a resume understood by charter operators around the world. By understanding its students' goals and experience, NauticEd enhances and customizes a student's learning process while providing unlimited support that helps a student achieve their personal goals.

Badges: NauticEd's Status and Badge technology platform recognizes and promotes those individuals who exhibit the proper and responsible boating behavior.

NAUTICED CORPORATE DIVISIONS

NauticEd is comprised of four separate operational divisions with specific areas of focus, as noted:

- **Sailing Curriculum and Courses:** NauticEd’s curriculum and courses are designed to make learning the theory and technical knowledge of sailing easy and fun. Their real-time library of immersive multimedia coursework is available with just one click of a button, making a student’s sailing goals attainable and achievable. Students benefit from easy access in the comfort of their own homes enabling them to learn theory and knowledge at a self-directed pace.
 - NauticEd interacts daily and directly with students, instructors, and collaborators in the sailing community around the world
 - NauticEd systems/courses are continuously updated based on effectiveness, latest trends and regulations, and input from students and sailing schools
- **Sailing Schools:** NauticEd’s professional and accredited sailing schools are located around the world, providing immersive training and a supportive sailing community to help students accomplish their personal goals. Certified instructors teach in a safe, controlled training environment that allows learners to be hands-on with challenging sailing situations. Instructors continually assess learners’ strengths, focusing their training to ensure that they develop the skills and knowledge to be a safe and skilled skipper or crew. The value of NauticEd’s instructors’ oversight is immeasurable. With years of experience, professional training, and a passion for student development, NauticEd’s experienced instructors are dedicated to helping students achieve their goals.
- **Sailing Vacations/Charter Company:** Whether you want to charter your own vessel, combine your on-the-water practical training and mile building with a vacation, or just hire a captain so you can sit back, relax, and soak up the sun, NauticEd’s sailing vacation experts have it covered. They share the secret spots, latest promotions, and insider tips for more than 5,000 boats in 55 destinations for the ultimate sailing vacation experiences.

PARTNERSHIPS & ALLIANCES

Worldwide Charter Alliances: Sunsail, Dream Yacht Charter, Navigare, Predict Wind, Moorings, SailTMM, BlueSail, Jeanneau, Hermes Yachting, Sun Sicily, Spartivento, Sailing Sicily, BVI Yacht Charters, MG Yachts, Ultra Sailing, Lava Charter, NCP, Orvis, Yacht and Fun, Starsail, New World Yachting, Blue Sail, Under the Heavens, Barcando, Integrel Solutions, BLE Yachting, CV Yachts, White Sails

Manufacturer Alliances: Beneteau, Lagoon

Predict Wind; World’s leading app for predicting weather

MARKETING & NATIONAL PR CONTACTS

MARKETING CONTACT

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SOCIAL MEDIA PLATFORMS

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