

ANIAN

The First Human-Powered Row of the Northwest Passage in a Single Season

An integrated expedition platform for navigation, connectivity and off-grid energy systems.

The Operational Challenge

- **High-latitude routing within a narrow seasonal window**
- **Real-time decision-making under fatigue**
- **Complex sea-ice corridors and variable weather systems**
- **Continuous progress dependent on reliable onboard navigation, connectivity and power systems**

A background image showing three women smiling in front of a snowy mountain range. The women are positioned in the foreground, and the mountains are in the background. The overall scene is bright and scenic.

Proven solo and multi-ocean operators with high-latitude offshore experience

Liz Wardley

**Solo Atlantic row record holder. Pacific Ocean row.
Professional offshore racer.**

Dawn Smith BEM

Multiple world-record ocean rower. Expedition leader and offshore skipper.

Louise Brown

Two Atlantic rows (2021, 2025). Ocean sailing experience and expedition logistics lead.

Data & Content Integration

- Live expedition tracking and route visualisation
- Post-expedition route analysis and case study
- Documentary access with brand integration
- Long-term content usage rights
- Technical debrief presentation

Intergrated Technical Partnership

- **Category exclusivity within partner system**
- **Integrated expedition systems platform**
- **Primary hull placement (controlled aesthetic)**
- **Live expedition tracking integration**
- **Route data capture and post-expedition analysis**
- **Documentary and content rights**
- **Technical debrief presentation post-expedition**



The background image shows three women in blue tank tops and black gear celebrating on a boat. They are holding up lit torches and have their arms raised in triumph. The boat's interior is visible, with names 'KAY TAVINOR' and 'KORMIE MIRSIM' and the text 'WORLD'S TOUGHER' printed on it. The scene is set on a body of water under a bright sky.

Specialist Supporting Partners

Defined non conflicting brands supporting logistics, apparel, nutrition and operational resilience.

Includes:

- **Controlled brand placement**
- **Inclusion in expedition outputs**

Technical Partners

Equipment integrated into onboard expedition systems and documented within operational Arctic conditions.

-  **Navigation Systems**
-  **Connectivity**
-  **Expedition Energy**
-  **Technical Equipment**

ANIAN

ANIAN is currently seeking integrated technical partners across navigation, connectivity and expedition energy systems.

Discussions welcomed with organisations operating at the highest level of technical performance and reliability in extreme maritime environments.

Contact

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