

## PRESS RELEASE - FOR IMMEDIATE RELEASE

Tuesday 24th February

### Superyacht Technology Show launches Startup Zone with Yachting Ventures

The Superyacht Technology Show will introduce a dedicated Startup Zone at its 2026 edition, launched in partnership with Yachting Ventures in an exciting last-minute addition to the lineup of existing exhibitors.

Now in its 6th edition and taking place at the World Trade Center Barcelona from 10-11th March 2026, the Superyacht Technology Show is widely recognised as the only global event focused exclusively on onboard technology. It will bring together more than 60 exhibitors alongside captains, technical crew, shipyards, designers and owner representatives responsible for specifying and implementing technology onboard modern superyachts.

The Superyacht Technology Conference will run alongside the show across both days, featuring 20 expert speakers. This year's programme explores design, engineering, digital intelligence and onboard experience — covering topics from AI-driven maintenance and low-emission propulsion to intelligent AV systems, alongside the exclusive launch of SailXplorer.

The newly launched Startup Zone aims to provide startups with direct access to decision makers actively seeking operational, sustainability and performance-driven solutions. The initiative reflects a growing recognition that innovation increasingly originates from young, agile startups entering the market with fresh approaches and interesting tech.

Gabbi Richardson, Founder of Yachting Ventures, commented:

*“The Superyacht Technology Show is a highly focused, niche event, with a strong presence of captains, technical crew and owner representatives - the people directly involved in specifying and purchasing technology onboard,”* said Gabbi Richardson, Founder of Yachting Ventures.

*“Alongside the larger international shows, we’re increasingly seeing real value in these more targeted gatherings, where startups can have meaningful conversations with the right decision-makers in a concentrated setting.”*

Jack Robinson, Founder & Director @ Superyacht Technology Show, said:

*“The Startup Zone reflects where our industry is heading. Innovation doesn’t only come from established players - it increasingly comes from ambitious startups challenging traditional thinking. By creating a dedicated space for them at the Superyacht Technology Show 2026, we’re ensuring fresh ideas are placed directly in front of the people who can implement them onboard.”*

**Startups participating this year**

[All Hands Yacht Management](#) is a next generation yacht operations platform built by deck officers and captains who know what actually works onboard. It brings ISM compliance, crew, maintenance, and documentation into one sleek, AI powered system with a modern, intuitive UI.

[Fetch](#) is delivering a breakthrough in clean power for maritime: wave energy generators that are small, quiet, powerful, and designed for ease of deployment. At the core is a proprietary generator technology, which unlocks an ability to provide reliable energy from swells as low as 0.15m without noise disrupting guests' peace.

[Superyacht Fitness](#) delivers fully bespoke wellness solutions for superyachts, supporting both crew performance and guest experience at the highest level. From custom-designed gyms and equipment to advanced recovery and longevity solutions, including contrast therapy, red light therapy, neuro-programming, and holistic wellbeing programmes.

[TowPro](#) provides advanced monitoring technology designed specifically for yacht tenders and jet skis. Endorsed by leading insurance companies and shipyards, TowPro continuously monitors jet skis and vessels under tow, detecting instability, drift and abnormal motion in real time.

[YachtPrep](#) is a digital platform that helps yacht owners and professionals manage maintenance, documentation, and onboard systems in one structured place. By creating a living technical record of a vessel, it improves safety, simplifies operations, and ensures yachts are always voyage-ready.

### **A more connected show experience**

Alongside the Startup Zone, the 2026 edition introduces several enhancements designed to maximise collaboration and networking opportunities, including an AI-powered event app for meeting scheduling, an optimised conference agenda featuring 20 keynote speakers, and a new "Stand is Your Stage" concept enabling exhibitors to host live demonstrations and micro-pitches.

Participation in the Industry Guest Programme (offering complimentary access to senior technical decision-makers) has also increased by 50%, supported by partnerships with leading management companies including Hill Robinson, JMS Yachting, Fraser and Burgess.

SYTS Experience Passes are available with 30% off using code SYTS30, and superyacht crew and industry buyers - including Owner's Representatives, Shipyards and Management Companies - can also apply for a complimentary Industry Guest Pass (subject to approval).

[Visitors can register to attend here.](#)

Superyacht crew and industry buyers (owner's representatives, shipyards and management companies) can also apply for a complimentary industry guest pass.

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## **Notes to Editor:**

Please [follow this link to access imagery.](#)

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## **About Yachting Ventures**

Yachting Ventures is a growth platform for leisure marine startups and scaleups, focused on founder visibility, industry access and strategic connections. Through a curated community, media and content, and activations at major international boat shows, Yachting Ventures supports founders as they scale into new markets and engage with investors, partners and customers worldwide.

## **About The Superyacht Technology Show**

The Superyacht Technology Show 2026, taking place 10–11 March 2026 at the World Trade Center Barcelona, is the only independent event exclusively dedicated to new, existing and emerging technology in the superyacht industry. More than a traditional trade show, it is a focused exhibition, conference and networking experience that brings the superyacht community together to explore the systems shaping modern yacht operations.

Designed for Captains, Chief Engineers, technical professionals, crew, Owner's Representatives and decision-makers responsible for specifying and implementing onboard technology, the Show provides direct access to specialist solution providers, expert insight and valuable industry connections — all within a highly targeted environment.