

OCEARCHTM

EDUCATE INSPIRE ENABLE

ANNUAL REPORT 2014







AS OF DECEMBER 2014
OCEARCH HAS ENABLED

20
EXPEDITIONS
FOR

62
RESEARCHERS
FROM

30
INSTITUTIONS
WORLDWIDE

VISION

Chris Fischer founded OCEARCH with a vision of building a collaborative, open-source model of unprecedented scale to combat the 100M per year unsustainable loss rate for apex predators who hold the key to the health of the ocean. OCEARCH has donated 20 expeditions to 62 researchers from 30 institutions worldwide as of December 2014, providing otherwise unattainable safe access to mature sharks representing multiple threatened species. That access is enabling a proliferation of open-source data on the movement, biology and health of sharks, filling knowledge gaps critical to protecting them at their most vulnerable locations and life stages while the world participates on their mobile device and school children engage in the classroom.



Chris Fischer

“ You’ve got exploration in the now, science in the now and education in the now. And we know everybody lives in the now, now. When people feel included, they’re inspired.”

FOUNDER'S LETTER

What began as an attempt to help a single scientist tag a single great white shark has grown immensely in scale and vision. Since 2007, OCEARCH has completed 20 expeditions around the world—from Africa to the Americas. We are exploding the knowledge of the life history of our ocean's apex predators. This is the fundamental data set required to manage our oceans toward abundance.

In 2014, Caterpillar funded expeditions in the Galapagos Islands, Chile and Brazil. In Galapagos, we partnered with the Charles Darwin Foundation and the Galapagos National Park to tag tiger, silky, blacktip, and hammer-head sharks along with yellowfin tuna, wahoo, skipjack, and rainbow runners. The goal was to study the unique ecosystem of the Darwin-Wolf Islands and its contribution to both local and industrial fisheries outside the marine reserve, as well as to examine the effectiveness of conservation efforts.

This is a natural progression of the OCEARCH vision. It shows that the model we created for our ocean's apex predators can be replicated in other areas to affect change on a larger scale.

In 2014, we launched the free OCEARCH STEM curriculum integrated into the real time tracking of the Global Shark Tracker, in partnership with Landrys. Now, students can track their favorite shark while learning the skills required to become our future resource managers and work toward a career.


With content created in partnership with Costa, OCEARCH's combined media impressions are over 7.5B. In 2014, OCEARCH continued to be a relevant topic in the news. Top news outlets and publications like MSN.com, The Huffington Post, USA Today, Yahoo! News, Mashable, CBS News, NBC News, CNN International and ABC News, helped OCEARCH generate \$70M in Earned Media Value.

Substance + Scale = Impact

This is the vision that propelled OCEARCH to enable more than 60 collaborating researchers from over 30 institutions to obtain and process previously unattainable data critical to the future of our oceans while including the world in real time. Using a philosophy of total inclusion, we've disrupted the institutional approach to research and broken down barriers. We've enabled everyone to communicate and collaborate—scientists, professional mariners, and millions of people around the world. We've created global awareness and moved the needle on policy.

At OCEARCH, we have a passion for the ocean and we hope you will continue to be part of the dedicated OCEARCH family in our efforts to Educate, Inspire and Enable. Through continued funding, data-driven research, collaboration, and real-time open-sourced education, we have the ability to affect change and ensure the future balance of our oceans.

With gratitude,



G. Chris Fischer
Founding Chairman
Expedition Leader

EXPEDITIONS & OUTREACH

“Leveraging OCEARCH’s unique capacity for working with large apex predators will enable a far better understanding of tiger shark movement and migration, in addition to identifying critical habitat areas, which are of the utmost importance for the implementation of conservation plans worldwide.”

— Dr. Fabio Hazin, Universidade Federal Rural de Pernambuco
Vice-Chair, United Nations FAO Committee on Fisheries

At the close of 2014, over 60 researchers from more than 30 institutions have collaborated with OCEARCH, with over 50 research papers completed or in process of completion. Research expeditions are conducted worldwide aboard the M/V OCEARCH, which serves as both a mother ship and at-sea laboratory. Utilizing a custom 75,000 lb. capacity hydraulic platform designed to safely lift mature sharks for access by a multi-disciplined research team, a series of 12 studies are conducted in approximately 15 minutes. Powered by five Cat engines, the M/V OCEARCH is capable of Global Circumnavigation.

For the OCEARCH Team, 2014 expeditions and outreach focused on South America. After starting the year off in the Galapagos, OCEARCH set course for Chile in April, then journeyed over 40 days to reach Recife, Brazil. Though OCEARCH’s mission is to enable local scientists to perform crucial fieldwork needed to increase the body of knowledge of the ocean’s apex predators, OCEARCH is beginning to discover the potential reach of their project, beyond sharks—and even beyond the sea.

2014, OCEARCH Expeditions

THE GALAPAGOS: In a joint expedition by OCEARCH, the Charles Darwin Foundation, Turtle Island Restoration Network, and the Galapagos National Park Directorate, sharks and other fish species were tagged with satellite transmitters. 66 individual fish across 8 different species were sampled with the goal to understand how marine reserves, with restrictions on fishing, contribute to the conservation of key species in the world’s ocean and to study the unique ecosystem of the Darwin-Wolf Islands and its contribution to both local fisheries and industrial fisheries outside the marine reserve, as well as to examine the effectiveness of conservation efforts.

HIGHLIGHT: Galapagos Long-line Ban OCEARCH generated pivotal data that supported and enabled the Galapagos National Park Directorate in its decision to order greater restrictions on an artisanal fishing practice that threatened endangered species in the Galapagos Marine Reserve.

CHILE: OCEARCH conducted the first-of-its-kind shark expedition in Chilean waters. This was a very exploratory 20-day expedition in the most remote part of Chile, the Juan Fernandez Archipelago Islands. While tagging one Mako and six Blue sharks in Chile, we discovered a problem—there was a disturbing absence of sharks. OCEARCH engaged the local mayor and shared the data, encouraging an urgent change in policy to protect the waters from illegal, unreported, and unregulated (IUU) fishing. OCEARCH also nominated its first ambassador, who in turn created his own non-profit to enable science and education in the area.

HIGHLIGHT: OCEARCH nominated its 1st Ambassador, Rudy Ortiz Aravena.

BRAZIL: OCEARCH launched an ambitious Brazil research expedition in an effort to find answers to questions surrounding the unusually high rate of fatal shark incidents in the area of Recife. More than a dozen scientists from five institutions participated, tagging six tiger sharks. The resulting data from the expedition serves to enhance conservation planning and fisheries management in the South Atlantic, where there is often a lack of studies utilizing the advanced technologies for which OCEARCH is known.

HIGHLIGHT: Community Engagement Over 700 students were engaged in the Brazil expedition, with a few even joining the scientists during tagging operations, supporting our local efforts to enhance awareness and education around shark encounters.



THE GALAPAGOS

Collaborating Scientists

THE GALAPAGOS

Dr. Alex Hearn

TIRN

David Acuna

Pelayo Salinas

Charles Darwin Foundation

Dr. Greg Skomal

MA Division of Marine Fisheries

Heather Marshall

University of Massachusetts

Dartmouth



CHILE

CHILE

Alex Munoz

Mathias Gorny

Yacqueline Montecinos

OCEANA

Dr. Julio Lamilla

Horacio Pequeno

Universidad Austral de Chile

Dr. Enzo Acuna

Christian Veliz

Universidad Catolica del Norte

Sebastian Kraft Pontifica

Universidad Catolica de Chile



BRAZIL

BRAZIL

Dr. Fabio Hazin

Andre Alfonso

Bruno Macena

Drausio Veras

Maria Carolina Ferraz

Elizabeth Cavalcanti

Laura Benevides

Natalia Alves

Universidade Federal Rural
de Pernambuco

Ricardo Garla

Universidade Federal do
Rio Grande do Norte

Hugo Bornatowski

Natascha Wosnick

Universidade Federal do Parana

STEM LEARNING



In 2014 OCEARCH:

- Expanded its position as a leader in open source research for science and education, sharing data in near-real time for free through the Global Shark Tracker, enabling students and the public to learn alongside PhDs while following their favorite sharks.
- Witnessed over 6,000 lesson plan downloads of the OCEARCH STEM Curriculum for grades 6-8 for free on the ocearch.org website, courtesy of Landry's Inc., and their Curriculum Development Team. The curriculum is based on the Next Generation Science Standards (NGSS).
- Integrated the results of OCEARCH expeditions into the Global Shark Tracker to be used in the development of further educational material within the STEM curriculum.
- Presented OCEARCH journey and scientific content to hundreds of students in 4 different countries.
- Organized & participated in Skype sessions with thousands of students answering their questions related to the Global Shark Tracker.
- Partnered with Keepers of the Coast to produce an educational Great White Shark poster.

In 2015 OCEARCH:

- Will continue to develop curriculum adoption strategies with a focus on grass roots tactics, targeted specialists, state associations, STEM connectors and partnerships with STEM thought-leaders and like-minded organizations.
- Will outline the key benefits in outward-facing campaigns as to why STEM learning is vital to ocean conservation.
- Will work to enhance the current curriculum in an ongoing manner and continue to host interactive Skype sessions and in-person presentations to students all over the world, creating awareness and global impact.
- Will develop marketing and social media strategies to highlight STEM learning in accordance with OCEARCH.

TRACKING PINGS

What is the OCEARCH Shark Tracker?

The Global Shark Tracker allows anyone to see the movement of sharks tagged by OCEARCH and its collaborating scientists.

How does the OCEARCH Shark Tracker work?

During expedition, a satellite (SPOT) tag is placed on a shark's fin. In order to receive a location and track the shark, the fin must break the surface of the water for several seconds, allowing the tag to record a location that is automatically uploaded to the Global Shark Tracker.

In 2014:

iPhone App: 238k downloads

Android App: 44k active devices at end of year

Website Visitors: 3.9M

- The Global Shark Tracker App for Android was launched in 2014.
- Thanks to our partnership with **Xavient**, our mobile app updates include multiple social media platforms, allowing users to access and share our online content.

Real-Time, Data-Driven Education for all.

The OCEARCH Global Shark Tracker provides users with a specific shark's complete track and provides data—total miles traveled, weight, etc.—for that shark. The more we learn about the migration patterns of sharks, their breeding and birthing sites, the more protection we can provide. Obtaining this data is extremely important, as sharks are the apex predators of our oceans; they help maintain the ocean's balance.



Tracking Lydia since she was tagged on March 2, 2013.



Deborah Drace June 19, 2015

★★★★★

No Problems!

I live on Panama City Beach in Florida. A friend recommended this app. It's great to track sharks in my area. I have an inexpensive Android phone and have had no problems using the app. I hope I haven't jinxed myself! Thanks, OCEARCH.

Angela DeAmelio June 23, 2015

★★★★★

Great App!

I love this app so much! It's so cool to see the sharks ping close to the shores where I live! I hope the Tracker will soon show the shark type by clicking on the ping. If you hit the 'back' button, the app refreshes and you can keep searching the area you were just in.

IN THE NEWS

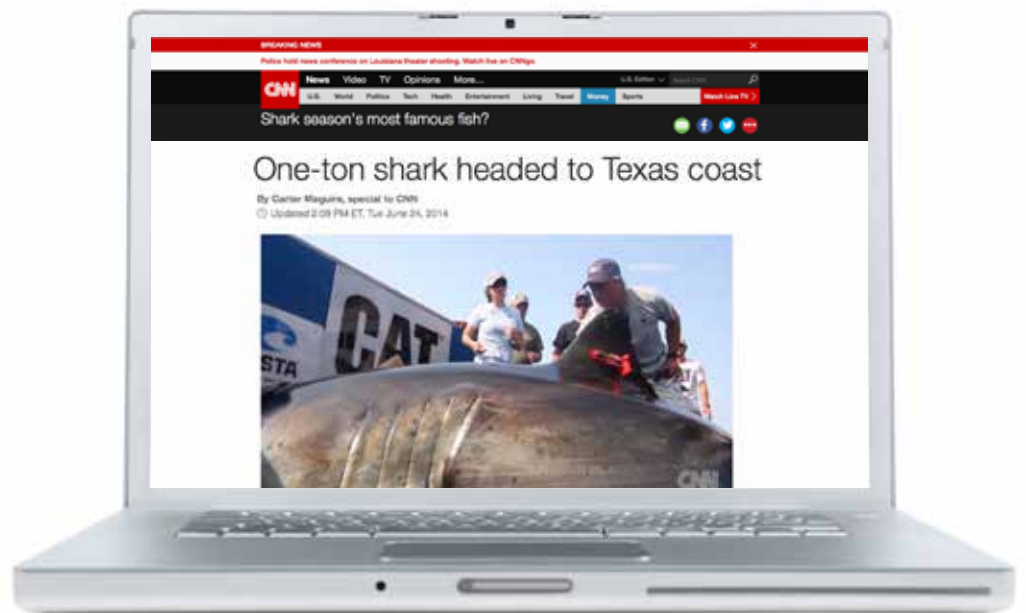
In 2014, OCEARCH was featured by a host of well-respected media outlets, helping to bring our conservation message to the public. Notables like CNN, Stephen Colbert and CBS This Morning deemed OCEARCH's inspiring, real-time stories newsworthy. Chris Fisher's interview by legendary journalist Charlie Rose served as a platform to further engage and communicate on a global scale, while shifting the tone about sharks from fear to one of curiosity. Local and regional news outlets were activated each time a shark 'pinged' or migrated to a different region. We look ahead to utilize press platforms to affect change and continue to produce relevant research and a feeling of inclusiveness to inspire the world.

2014 OCEARCH News Media

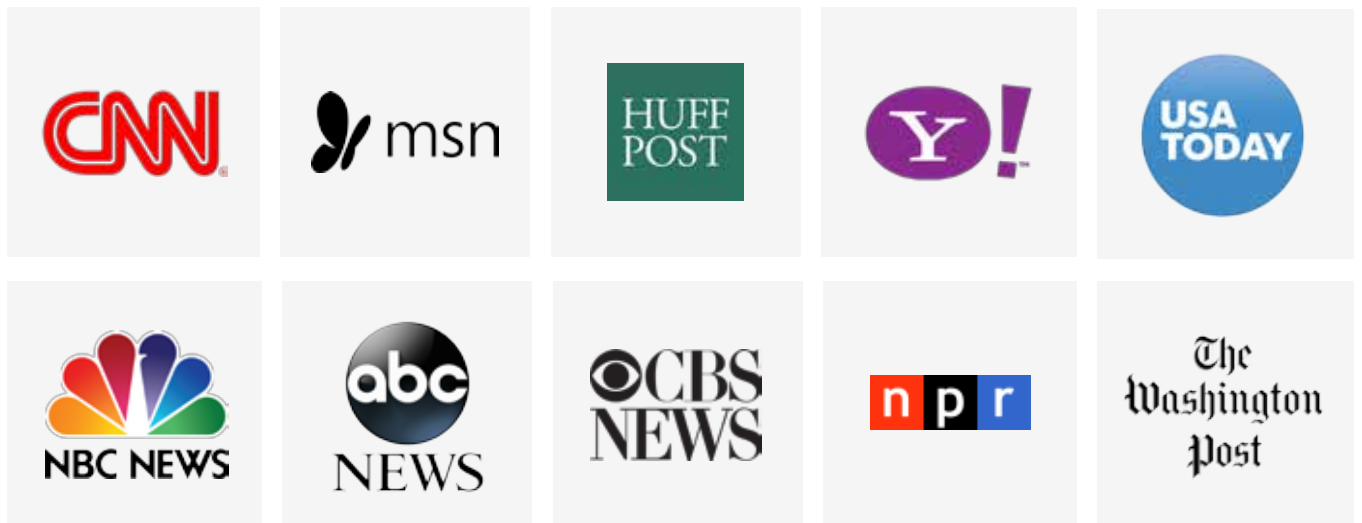
2,988
TOTAL NUMBER
OF HITS

7.5B
TOTAL NUMBER
OF IMPRESSIONS

\$70.2M
TOTAL AD VALUE



Top News Outlets/Publications




@OCEARCH

In 2014, OCEARCH saw impressive growth across all social media platforms. Our growth was measured by oneQube, whose in-depth reporting showed an overall increase in followers as well as higher levels of engagement and brand awareness.


“OCEARCH is a role model for brands harnessing social media and real-time engagement for 100% organic growth and global reach.”


— Peter Bordes, CEO oneQube.com

Top Posts of 2014

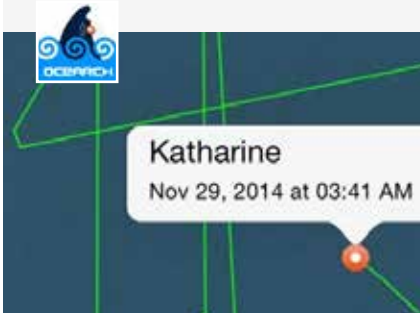
**Instagram**
New followers: 8K


2,688K likes
Today is the 2-year tagging anniversary of our girl, 16ft, 3,500lb white shark...
#MaryLee




**Facebook**
New fans: 183.5K
Impressions: 120.8M
by 55.4M users

13K likes
14ft+ 2,300lb white shark Katharine pings offshore of Sarasota, Florida!
#Katharine



**Twitter**
New followers: 20K
Retweets: 17.9K

229 clicks
Scientists track a great #WhiteShark across the Atlantic for the first time.
via @NatGeo



Top Celebrity Shark News

Mary Lee continued to bring us on her journey as she has traveled up and down the Atlantic Coast. Her movements have shocked scientists and captured the minds of people everywhere, changing the way they think about sharks. Two years later we are beginning to understand the long-range movements of the elusive Atlantic white shark and the capability of communication to include and inspire people to ensure the future balance of our oceans.

When great white shark Katharine traveled down the Florida Coast, past Key West, and into the Gulf of Mexico, she created the largest spike of growth in across our social media platforms for the year, further magnifying global reach and fan engagement.

Nothing captivates the world like a white shark. We saw significant growth across all social platforms from fans world-wide when Lydia crossed the mid-Atlantic Ridge. Each time Lydia pinged she activated an entirely new community of OCEARCH followers.

Independent Auditor's Report

The Board of Directors
OCEARCH

We have audited the accompanying financial statements of **OCEARCH** (a nonprofit organization), which comprise the statements of financial position as of December 31, 2014 and 2013, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of **OCEARCH** as of December 31, 2014 and 2013, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

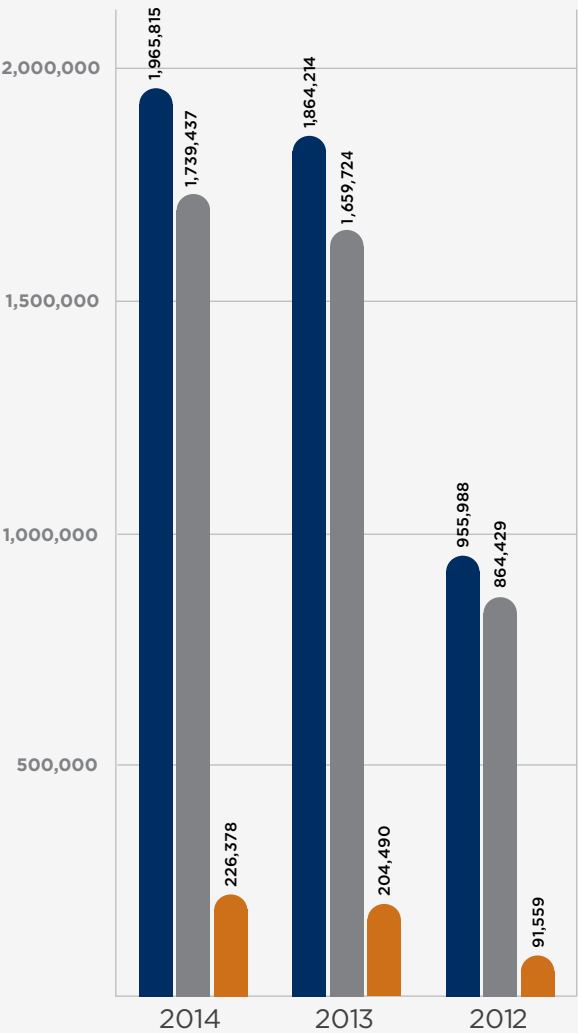
Larson & Company P.C.

Salt Lake City, Utah
June 11, 2015

FUNCTIONAL ALLOCATION

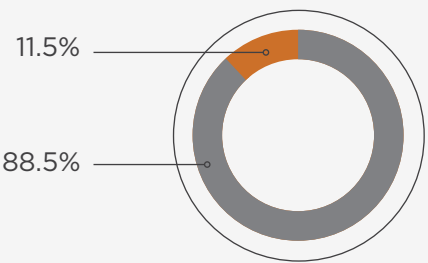
Expenses by Type

- Total Support (Contributions, In-kind, Other Income)
- Program Services (Research, Education, Awareness)
- Supporting Services (G&A, Fundraising)



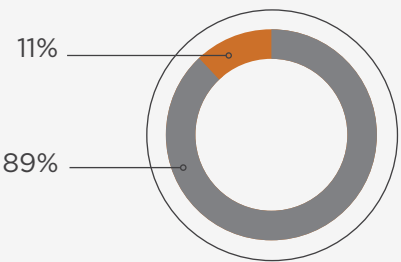
Program Services 2014

- Program Services (Research, Education, Awareness)
- Supporting Services (G&A, Fundraising)



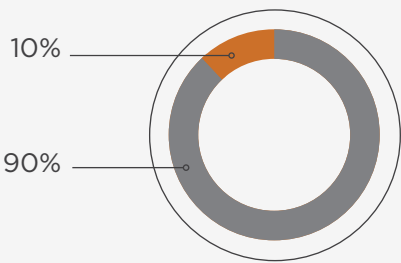
Program Services 2013

- Program Services (Research, Education, Awareness)
- Supporting Services (G&A, Fundraising)



Program Services 2012

- Program Services (Research, Education, Awareness)
- Supporting Services (G&A, Fundraising)



STATEMENTS OF FINANCIAL POSITION

December 31, 2014 and 2013

	2014	2013
ASSETS		
Cash and cash equivalents	\$ 19,066	\$ 6,651
Promises to give	114,402	196,448
Prepaid expenses	14,683	31,224
Other assets	3,900	-
Intangible assets	124,060	157,726
TOTAL ASSETS	\$ 276,111	\$ 392,049
LIABILITIES AND NET ASSETS		
Accounts payable and accrued liabilities	145,406	143,561
TOTAL LIABILITIES	\$ 145,406	\$ 143,561
NET ASSETS		
Unrestricted	30,705	52,040
Temporarily restricted	100,000	196,448
TOTAL NET ASSETS	\$ 130,705	\$ 248,488
TOTAL LIABILITIES AND NET ASSETS	\$ 276,111	\$ 392,049

STATEMENTS OF ACTIVITIES

December 31, 2014 and 2013

	2014			2013		
	UNRESTRICTED	TEMPORARILY REPRICED	TOTAL	UNRESTRICTED	TEMPORARILY REPRICED	TOTAL
CHANGES IN NET ASSETS						
SUPPORT, REVENUE, GAINS, AND LOSSES						
Contributions	\$ 388,162	-	\$ 388,162	\$ 158,169	\$ 296,448	\$ 454,617
In-kind contributions	1,463,097	-	1,463,097	1,601,092	-	1,601,092
Other income	14,556	3,552	18,108	4,953	-	4,953
Satisfaction of restrictions	100,000	(100,000)	-	100,000	(100,000)	-
TOTAL SUPPORT, REVENUE, GAINS, AND LOSSES	\$ 1,965,815	\$ (96,448)	\$ 1,869,367	\$ 1,864,214	\$ 196,448	\$ 2,060,662
EXPENSES						
PROGRAM SERVICES						
Research	1,471,390	-	1,471,390	1,521,529	-	1,521,529
Education and awareness	289,382	-	289,382	112,746	-	112,746
TOTAL PROGRAM SERVICES	\$ 1,760,772	-	\$ 1,760,772	\$ 1,634,275	-	\$ 1,634,275
SUPPORTING SERVICES						
General and administrative	125,241	-	125,241	117,698	-	117,698
Fundraising	101,137	-	101,137	86,792	-	86,792
TOTAL SUPPORTING SERVICES	\$ 226,378	-	\$ 226,378	\$ 204,490	-	\$ 204,490
TOTAL EXPENSES	\$ 1,987,150	-	\$ 1,987,150	\$ 1,838,765	-	\$ 1,838,765
CHANGE IN NET ASSETS	(21,335)	(96,448)	(117,783)	25,449	196,448	221,897
NET ASSETS, BEGINNING OF YEAR	196,448	196,44	248,488	26,591	-	26,591
NET ASSETS, END OF YEAR	\$ 30,705	\$ 100,000	\$ 130,705	\$ 52,040	\$ 196,448	\$ 248,488

STATEMENTS OF CASH FLOWS

For the Years Ended December 31, 2014 and 2013

	2014	2013
CASH FLOWS FROM OPERATING ACTIVITIES:		
CHANGE IN NET ASSETS	\$ (117,783)	\$ 221,897
ADJUSTMENTS TO RECONCILE CHANGE IN NET ASSETS TO NET CASH FLOWS FROM OPERATING ACTIVITIES:		
Depreciation and amortization	45,441	17,137
Amortization of discount on promises to give	(3,552)	-
DECREASE (INCREASE) IN OPERATING ASSETS:		
Accounts receivable	-	-
Promises to give	85,598	(196,448)
Prepaid expenses	16,541	(10,824)
Other assets	(3,900)	
INCREASE (DECREASE) IN OPERATING LIABILITIES:		
Accounts payable and accrued liabilities	1,845	102,382
NET CASH FLOWS FROM OPERATING ACTIVITIES	\$ 24,190	\$ 134,144
CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchase of intangible assets	(11,775)	(128,440)
NET CASH FLOWS FROM INVESTING ACTIVITIES	(11,775)	(128,440)
NET INCREASE IN CASH AND CASH EQUIVALENTS	12,415	5,704
Cash and cash equivalents, beginning of year	6,651	947
CASH AND CASH EQUIVALENTS, END OF YEAR	\$ 19,066	\$ 6,651
SUPPLEMENTAL INFORMATION:		
Cash paid for interest	-	-
Cash paid for income taxes	-	-

The accompanying notes to financial statements are an integral part of these financial statements.

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Nature of Operations OCEARCH (the “Organization”) was incorporated under the laws of the State of Louisiana as a nonprofit corporation on March 4, 2011. The mission of the Organization is to conduct, sponsor, or fund research and educate and inform the public on sustainable fisheries management, the identification, reduction and prevention of marine debris, and general missions affecting the oceans.

OCEARCH is an organization with a global reach for unprecedented research on great white sharks and other large apex predators. In a collaborative environment established by Founding Chairman and Expedition Leader Chris Fischer, OCEARCH enables leading researchers and institutions to generate previously unattainable data on the movement, biology and health of sharks to protect their future while enhancing public safety and education.

OCEARCH is a leader in open source research, sharing data in near-real time for free through the Global Shark Tracker and enabling students and the public to learn alongside PhDs. The Landry’s-developed STEM Education Curriculum, based on the Global Shark Tracker and Next Generation Science Standards (NGSS), was launched for grades 6-8 in the fall of 2013 nationwide.

Over 50 researchers from more than 20 institutions have collaborated with OCEARCH to date with over three dozen research papers in process or completed. Research expeditions are conducted worldwide aboard the M/V OCEARCH, which serves as both a mothership and at-sea laboratory. Utilizing a custom 75,000 lb. capacity hydraulic platform designed to safely lift mature sharks for access by a multi-disciplined research team; up to 12 studies are conducted in approximately 15 minutes on a live mature shark. Powered by five Cat engines, the M/V OCEARCH is capable of Global Circumnavigation.

OCEARCH expeditions generate satellite tracks and other forms of data for sharks with planned expansion to other species in the future.

Basis of Accounting The accompanying financial statements have been prepared using the accrual basis of accounting. The Organization follows the generally accepted accounting principles for non-profit organizations and reports information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. Classification of restricted net assets is determined by the nature of any donor imposed restrictions.

- Unrestricted net assets represent expendable funds available for operations which are not otherwise limited by donor restrictions.
- Temporarily restricted net assets consist of contributed funds subject to specific donor-imposed restrictions contingent upon specific performance of a future event or a specific passage of time before the Organization may spend the funds.
- Permanently restricted net assets are subject to irrevocable donor restrictions requiring that the assets be maintained in perpetuity usually for the purpose of generating investment income to fund current operations.

Use of Estimates The preparation of financial statements in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Cash and Cash Equivalents The Organization considers all cash and other highly liquid investments with original maturities of three months or less to be cash equivalents.

Accounts Receivable and Grants Receivable Accounts and grants receivable are recorded at their estimated fair value less an appropriate allowance for uncollectible amounts. Allowances are based on historical experience and management’s analysis of specific balances. An account is written off when it is determined that all collection efforts have been exhausted. There are no accounts and grants receivable as of December 31, 2014 and 2013.

Promises to Give Promises to give are recorded at their estimated fair value. Amounts due later than one year, if any, are recorded at the present value of estimated future cash flows. The Organization estimates the allowance based on analysis of specific donors, taking into consideration the age of past due pledges and an assessment of the donor's ability to pay. As of December 31, 2014 and 2013, all uncollected promises to give are expected to be collected; therefore, no allowance has been recorded. Conditional promises to give are not included as support until the conditions are substantially met. There are no conditional promises to give as of December 31, 2014 and 2013.

Property and Equipment Property and equipment is recorded on the basis of cost for items purchased or fair market value at the date of gift for donated items. If donors stipulate how long the assets must be used, the contributions are recorded as restricted support. In the absence of such stipulations, contributions of property and equipment are recorded as unrestricted support. The Organization capitalizes property and equipment with a cost over \$1,000 and an estimated useful life of two years or more. Depreciation is recorded on the straight-line method over the estimated useful lives of the assets. The Organization did not own any property and equipment as of December 31, 2014 and 2013.

Intangible Assets Intangible assets consist of a Global Shark Tracker application and other software. The Organization capitalizes the internal and external costs incurred during the application development stage to develop internal-use computer software. The Organization capitalizes expenditures related to upgrades and enhancements when such expenditures will result in additional functionality to the software. Costs incurred for routine maintenance are expensed as incurred. The Organization amortizes its software on a straight-line basis over a 4 year useful life.

Long-lived Assets The Organization assesses its long-lived assets for impairment whenever events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable. Recoverability of assets to be held and used is measured by comparison of the carrying amount of an asset to future undiscounted net cash flows expected to be generated by the asset. If such asset is considered to be impaired, the impairment loss to be recognized is measured by the amount by which the carrying amount of the asset exceeds the fair value of the asset. Any impairment is recognized as an expense. Judgments made by the Organization related to the expected useful lives of long-lived assets and the ability of the Organization to realize undiscounted net cash flows in excess of the carrying amounts of such assets are affected by factors such as the ongoing maintenance and improvements of the assets, changes in economic conditions, and changes in operating performance. The Organization did not recognize any impairment expense during the years ended December 31, 2014 and 2013.

Contributions Unconditional promises to give are recognized as contributions when received at the net present value of the amounts expected to be collected. Contributions are considered available for unrestricted use unless specifically restricted by the donor. Amounts received that are restricted for future periods or by the donor for specific purposes are reported as temporarily restricted or permanently restricted support that increases those net asset classes.

When a donor-imposed time restriction ends or purpose restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the accompanying statements of activities and changes in net assets as net assets released from restriction. Donor-restricted contributions whose restrictions are met in the same year the contribution is received are reported as unrestricted.

Income Taxes The Organization qualifies as a tax-exempt organization under Section 501(c) (3) of the Internal Revenue Code and, therefore, is not subject to federal or state income taxes in connection with its charitable activities. Accordingly, no provision has been made in the financial statements for federal or state income taxes. The Organization believes it does not have and has not recorded a liability for any uncertain tax positions. The Organization's federal tax returns for 2012 through 2013 are subject to examination by the IRS.

Donated Services and In-kind Contributions The Organization recognizes contributions of services only if the services received (a) create or enhance nonfinancial assets or (b) require specialized skills, are provided by individuals possessing those skills and would typically need to be purchased if not provided by donation.

The Organization received contributions of services related to its education and research programs, fundraising activities and general and administrative functions. These services included expedition support including services

NOTES TO THE FINANCIAL STATEMENT

For the Years Ended December 31, 2014 and 2013

provided by scientists, filming, production and use of a vessel. The Organization also received contributions of administrative services, use of office space and other professional services. These services meet the criteria above and have been recognized as contributions of services.

The fair value of these donated services as of December 31, 2014 and 2013 was \$1,471,897 and \$1,601,092, respectively, and is shown as both revenue and expense in the accompanying financial statements. Many of these services were provided by related parties (see Note 6).

Donations of property, equipment, supplies and other goods and services are recorded as support at their estimated fair market value on the date of gift. These donations are reported as unrestricted support unless the donor has restricted the donated asset to a specific purpose. Assets, goods and services donated with explicit restrictions regarding their use are reported as temporarily restricted support and reclassified to unrestricted net assets when placed in service.

Functional Allocation of Expenses The costs of programs and supporting services have been summarized on a functional basis in the statement of activities. All direct costs are charged to the applicable functional area. Indirect costs are charged to programs and supporting services based on estimates made by management, taking into account the nature of the expense and how it relates to the functional area. General and administrative costs include those expenses that are not directly identifiable with any other specific function but provide for the overall support and direction of the Organization.

Advertising Costs Advertising costs are charged to operations when incurred. The Organization did not have advertising costs for the years ended December 31, 2014 and 2013.

2. PROMISES TO GIVE

Promises to give due in more than one year are reflected at the present value of estimated future cash flows using a discount rate ranging from 0% to 1.13% and consisted of the following as of December 31, 2014 and 2013:

	2014	2013
AMOUNTS DUE IN:		
Less than one year	\$ 114,402	\$ 100,000
One to five years	-	100,000
TOTALS	\$ 114,402	\$ 200,000
Less allowance for uncollectible promises to give	-	
Less unamortized discount	-	(3,552)
PROMISES TO GIVE	\$ 114,402	\$ 196,448

One contributor has pledged \$100,000 of the promises to give as of December 31, 2014.

NOTES TO THE FINANCIAL STATEMENT

For the Years Ended December 31, 2014 and 2013

3. INTANGIBLE ASSETS

Intangible assets consisted of the following as of December 31, 2014 and 2013:

	USEFUL LIVES	2014	2013
COST			
Global Shark Tracker Application	4 years	\$ 188,505	\$ 176,730
Software	4 years	1,110	1,110
TOTAL COST		\$ 189,615	\$ 177,840
LESS ACCUMULATED AMORTIZATION		(65,555)	(20,114)
INTANGIBLE ASSETS		\$ 124,060	\$ 157,726

Amortization expense for the years ended December 31, 2014 and 2013 was \$45,441 and \$17,137, respectively. The estimated aggregate amortization expense for each of the five succeeding fiscal years is as follows:

YEARS ENDING DECEMBER 31		
2015	\$ 47,404	
2015	47,404	
2017	25,790	
2018	3,462	
2019	-	
TOTAL ESTIMATED AMORTIZATION EXPENSE	\$ 124,060	

4. NET ASSETS

Temporarily restricted net assets are available for the following purposes as of December 31, 2014 and 2013:

	2014	2013
EXPEDITION COSTS AND EDUCATIONAL PROGRAMS	\$ 100,000	\$ 100,000

5. CONCENTRATIONS

The Organization maintains cash and investments in bank and brokerage accounts which at times may exceed their federally insured limits of \$250,000 set by the Federal Deposit Insurance Corporation (FDIC). The accounts are held by banks and brokerage firms that are well established and highly regarded. The Organization has not experienced any losses in these accounts and believes it is not exposed to any significant credit risk on these balances.

During the year ended December 31, 2014, the Organization received 99% of its in-kind contributions from two related parties (see Note 6). Two donors provided 37% and 26% of contributions, respectively.

During the year ended December 31, 2013, the Organization received 96% of its in-kind contributions from two related parties (see Note 6). Three donors provided 67% and 16%, respectively.

6. RELATED PARTY TRANSACTIONS

A company owned by the Chairman of the Board ("Fischer Productions") provided administrative services, office space, and professional services valued at \$27,614 and \$198,494 to the Organization for in-kind contributions during the years ended December 31, 2014 and 2013, respectively. Fischer Productions made cash contributions of \$0 and \$74,636 to the Organization during the years ended December 31, 2014 and 2013, respectively. An employee of Fischer Productions served as the President and Treasurer of the Board for the Organization during the years ended December 31, 2014 and 2013.

A company owned by the Chairman of the Board ("Team Fisch") provided personnel and equipment, including vessels and fishing gear necessary to support expeditions and other professional services valued at \$1,425,758 and \$1,339,531 to the Organization as an in-kind contribution during the years ended December 31, 2014 and 2013, respectively. Team Fisch made cash contributions of \$142,255 and \$15,590 to the Organization during the year ended December 31, 2014 and 2013.

The Organization rents office space from a related party on a month-to-month basis. During the year ended December 31, 2014, the Organization paid \$20,015 in rent expense. During the year ended December 31, 2013, the Organization did not pay rent but the use of the office space was included as an in-kind contribution from Fischer Productions.

7. SUBSEQUENT EVENTS

Subsequent events were evaluated through June 11, 2015 which is the date the financial statements were available to be issued.

BOARD OF DIRECTORS

OCEARCH experienced a phenomenal 2014, and thanks to the loyalty of our members and the commitment of our Board, we are pleased to enter 2015 in a strong position with generous support and a clear vision of our goals. There are many reasons for the strength of OCEARCH, but the most important is the leadership and oversight of our Board of Directors. Our nine Board members are extraordinarily generous with their time, wisdom, and financial support, and they ensure that OCEARCH remains committed to our mission and guiding principles.

We value their commitment beyond measure.

Chris Fischer Founding Chairman
[/ Linkedin Bio >>](#)

Chris is the Founding Chairman and Expedition Leader for OCEARCH. Since 2007, he has led 20 global expeditions to advance science and education while unlocking the many mysteries surrounding the life history of white sharks and other giants of the ocean. He has facilitated millions of dollars in collaborative ocean research, supporting the work of over 70 scientists from more than 40 institutions. Chris' ultimate goal is to explode the body of knowledge exponentially by enabling scientists and governments around the globe to generate groundbreaking data on the ocean's apex predators in an open source environment, while advancing STEM (Science, Technology, Engineering, Math) education through a dynamic shark-based curriculum. He has a BS in Business from Indiana University with an emphasis on International Business and is a member of the Explorer's Club.

Al Perkinson Vice Chairman
[/ Linkedin Bio >>](#)

As Vice President of Marketing for Costa Sunglasses, Al Perkinson is responsible for brand strategy and marketing communications, as well as leading the company's extensive marine conservation contribution efforts. He was recognized in 2010 by Outdoor Life magazine as one of the Top 25 Conservation Heroes. In addition, he serves as Executive Producer for Costa Films, and is the General Manager of Costa's apparel and e-commerce business. Prior to joining Costa, Al was Vice President of Account Service at Henderson Advertising, as well as Vice President Group Product Manager at Bank of America. He started his career at Ogilvy & Mather in New York City, in account management. Al earned his Masters in Fine Arts from Columbia University in New York, and his Bachelor of Arts degree in Fine Arts and Economics from St. Andrews College. He is an avid fly angler and conservationist, traveling extensively to do both.



Michael Altman

Michael Altman is the founder of Michael Altman Fine Art & Advisory Services, LLC, handling highly esteemed and valued 19th and 20th century American artists such as Frederic Edwin Church, Thomas Cole, Sanford Gifford, John Singer Sargent, Childe Hassam, Edward Hopper, Marsden Hartley, Georgia O'Keeffe, Andrew Wyeth, Willem de Kooning, Jackson Pollock and Jasper Johns. By working with important collectors to build and enhance their personal collections, Michael helps preserve the world's most historic fine art. In addition to his social responsibility in the art world, Michael has served on the board and/or supported Women for Women International, Partners in Health, and Massachusetts General Hospital. Michael's commitment to ensuring that OCEARCH's scientific data, outreach and education programs are enabling healthy marine fisheries is fueled by his passion for sharing the ocean with his family and ensuring abundant sea life for future generations.

Peter Bordes / [Linkedin Bio](#) >>

Peter is the Founder & CEO of oneQube. Prior to oneQube, he founded and was CEO & Chairman of MediaTrust PerformanceExchange. During Peter's tenure as CEO, the company was named the 9th fastest growing US Company in 2009 & 2010 by Inc. 500, and the #1 Performance Marketing Network 2009 by Revenue Performance Magazine. Peter serves on the Board of Directors and Advisory Boards of media and technology companies. He is also a founding charter member and on the Board of Directors of the PMA Performance Marketing Association as well as a member of the Pivot Conference Advisor Board. In addition, he is a member of the Thiel Foundation's 20 Under 20 Mentor Program.

Brandon Hunt

Brandon is currently a Senior Vice President at Morgan Stanley. His marine conservation experience includes serving as Chairman of the Board of the Balboa Angling Club, serving on the Conservation Committee of The Avalon Tuna Club, and two terms as Chairman of the Board of The Billfish Foundation. While serving for TBF he came to realize the incredible benefits of quality research and the importance of sharing that data with the entire scientific community.

Bill Kulczycki / [Linkedin Bio](#) >>

Bill is the Managing Partner of Mountain Khakis, a Jackson Hole, WY outdoor clothing company. Bill has more than forty years of experience in the outdoor industry including twenty-eight years as Vice President at Patagonia, four years as CEO/President of C.C. Filson of Seattle and three and a half years as Brand President of Gregory Mountain Products, a division of Black Diamond Inc. where he recently led the sale of the brand to Samsonite. While at Patagonia, Bill was involved in propelling the company to become one of the most environmentally progressive brands in the outdoor industry. He is also on the Board of the Pacific Crest Trail Association and previously the Board of Freedom to Roam. Bill is thrilled to be a part of OCEARCH, where he can share his focus on environmental issues and his passion for the outdoors.

Greg Schildwachter, Ph.D. / [watershedresults.com](#) >>

Dr. Schildwachter is a conservation consultant experienced in local, statewide, and federal issues and communities. He currently advises clients on wildlife and fisheries, land conservation, environmental economics, leadership and strategy, and private investments in conservation. He has contributed significantly to the conservation of wolves, salmon, other endangered species, private lands, and water rights—both through public policy and local agreements.

Greg worked at the White House Council on Environmental Quality advising President George W. Bush on public lands, wildlife, and agriculture issues. He has held several senior policy jobs, including Staff Director for the Senate Subcommittee of Fisheries, Wildlife, and Water. He began his career as a wildlife biologist and is thrilled to be a part of OCEARCH where he can further his passion and interest in wildlife and conservation.

Rob Strickland / [Linkedin Bio](#) >>

Rob is a technology and mobile executive who has led business transformations at T-Mobile, Dish Network, Landmark Communications and most recently Leap Wireless. He is currently a co-founder and investor of The Digital Nexus, a professional management consulting firm. While at T-Mobile USA, Rob led the effort to use service-oriented architecture to enable T-Mobile USA to revamp its customer service experience. As a consequence of this project, Rob and the T-Mobile USA IT department were honored with a CIO 100 Award in 2009.

Paul Vigano / [Website Bio](#) >>

Paul is the Managing Director of J.H. Whitney & Co., a U.S. based private equity firm. He has led the firm's investments in a number of consumer products companies including: Pure Fishing, Brooks Sports, and Igloo Coolers. He is an avid fisherman and outdoorsmen dedicated to finding ways to sustainably enjoy, enhance and protect the world's water resources. He is particularly focused on educating youth, including his own three children, through hands-on exposure and experiences to help in the long-term restoration and protection of critical marine habits and animals.



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