Windward is a maritime data and analytics company that provides real-time shipment analysis, with a platform that offers a transparent view on vessel movements around the world for government and security purposes. Founded in 2010, it has raised $15.8 million in funding.

Windward would like to expand into the Finance sector, offering more timely and accurate oil flow data than what is available to the markets today. Our team evaluated potential customers, existing competitors, and product development strategies. We concluded that hedge funds, research analysts, and commodity traders were an ideal beachhead market for Windward, since they would derive the most value from the data and can help Windward become the accepted consensus for oil flow data.

Methodology
Primary Research: Interviewed 6 professors, 3 trading professionals, 2 competitors
Secondary Research: 1,000+ report results on Thomson One

Findings
Finance industry uses import data
Different players have different WTP
Predictive power matters

Project Overview

Market Focus: Futures Traders

Executive Summary