

X Shore

**Hållbart ledarskap
i start-up miljö**

 | X SHORE



XS | XSHORE



Agenda

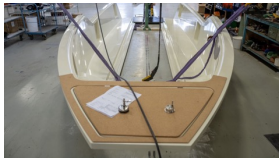
- X Shore
- Fabriken
- Strategier
- Utmaningar
- Hållbar chef



History



1996
Konrad trademarked
X Shore



2017
The first prototype
was built



2020
Launched the world's first
high-performance electric boat



2022
Launch of X Shore 1



2023
René Hansen took over as CEO

2012
X Shore began to take
shape

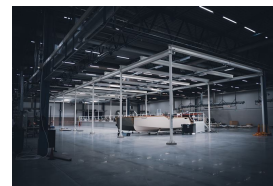
2019
Jenny Keisu took over
as CEO

2021
X Shore factory
International expansion

2023
Workboat launch

2025
Bowrider launch

X SHORE



Our pillars

Technology

X Shore is not a regular boating company.

We present the latest high-tech features that enables a smooth transition from land to sea, with all the comforts that contemporary life requires.

Sustainability

Design for a better tomorrow.

We strive to be sustainable in all our operations. From construction and design to production and materials. The same principles apply on how we want to be perceived as employer.

Design

Made to make a natural impression.

Inspired by the Swedish nature we design to blend in with our surrounding. And with the spirit of our Swedish legacy, our boats are not only aesthetic but functional.

Technology



Batteries

- 63(x2) kWh Lithium-ion battery

Range

- 50/100 Nm at lower speeds



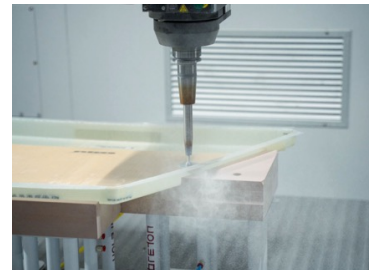
Charging

- Normal charging:
 - 20-80% 1.5 hours (22kW)
 - 4.6 hours (7.3kW)
- Fast charging:
 - 20-80% 50 min (45kW)



Electrical Motor

- High-performance
- 125 kW
- Top speed 30 knots
- Maintenance free



Pre preg hull

- Lighter and stronger
- Standardized
- Good work environment

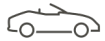
Sustainability



In Sweden, CO2 emissions from recreational boating on par with CO2 emissions from domestic flights



60-90db are generated by motorboats. >70 db is considered loud, >85 is considered harmful

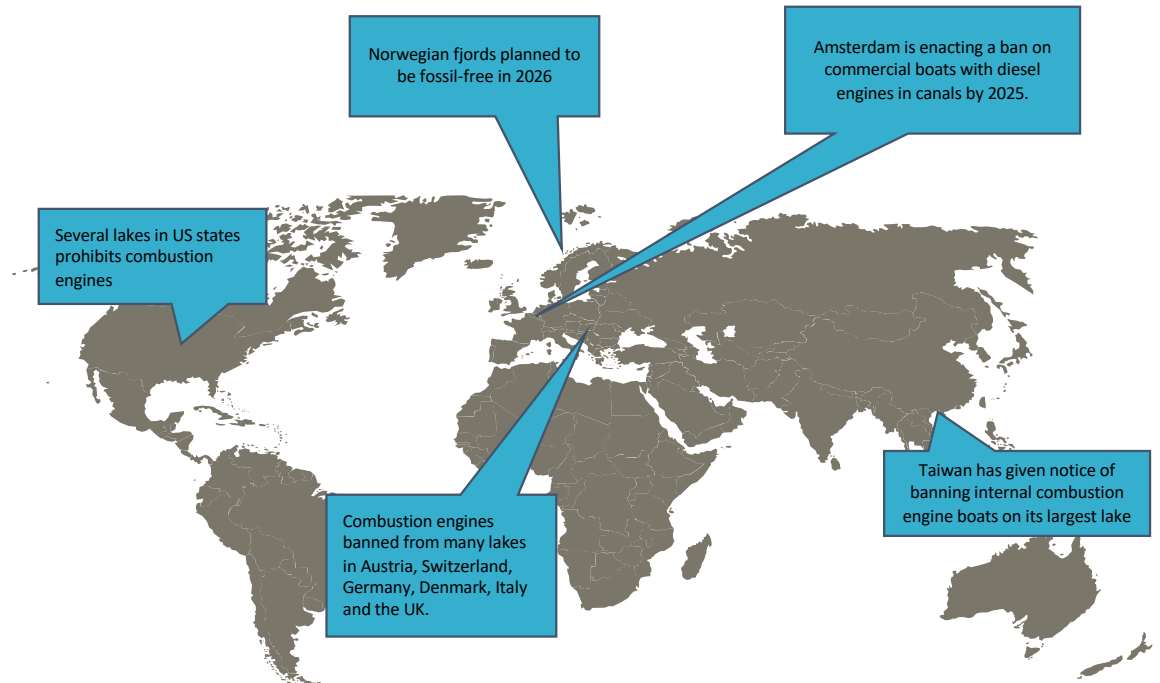


More than 4x more CO2 emissions emitted by a motorboat than by a combustion engine car



20-30% of the motorboats fuel go directly into the water

Current or planned combustion engine boat ban – examples:



Source: Arthur D. Little market report

Design


Color



Awards & nominations

Honored for the recognition





Utbildning: Civ. ing. Produktionssystem
Tidigare arbetsgivare: Scania och Saab
Roll: Head of Production X Shore
Tid på X Shore: +3 år
Anställda: från 2 till 70 st



Strategi för fabriken

- Anställ personlighet före erfarenhet
- Kommunikation
- Lösning i två steg
- Hitta gemensamt mål
- Motverka "vi och dom"



Fördelar och utmaningar som chef

Företagskultur

Frihet att välja lösning

Omväxlande

Snabb återkoppling

Ansvar att forma

Många val, få experter

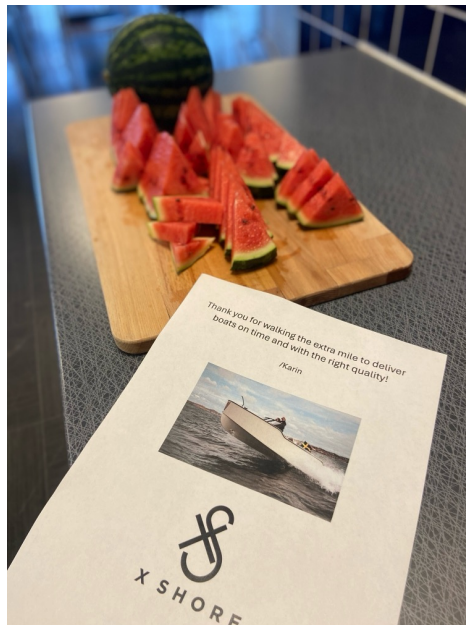
Brandkårsuttryckningar

Kräver snabba åtgärder/beslut



Engagemang

- Ge feedback
- Fira delmål
- Ha kul - teambuilding



Återhämtning

- Team - du är inte ensam
- Reflektera
- Fritid



Questions?

