Argo™
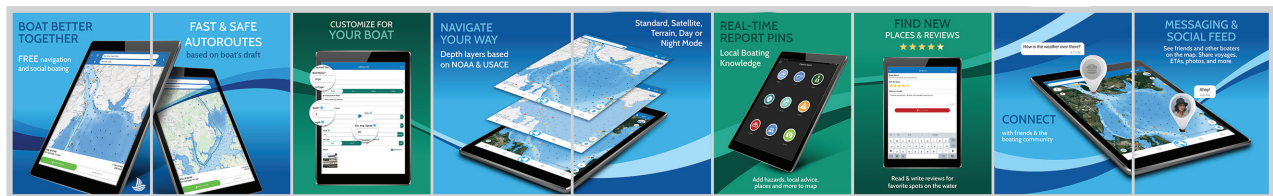
Press Kit 2023

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Argo™ Navigation / Press Kit 2023

The ultimate, user-friendly all-in-one navigation app!

Argo's Mission

Provide boaters with an easy-to-use navigation app for iOS and Android mobile devices with a wide range of features to improve boaters' experience and safety.

A born explorer, Jeff grew up boating on the Chesapeake Bay where he enjoyed discovering the bay's many inlets and coves and spending nights out on the water in his 22' Grady White. He loved doing anything outdoors – kayaking, hiking, competing in triathlons. After getting married, exploring continued as he looked for places to swim with his kids or relax at a good waterside restaurant or dock bar.

With a University of Delaware degree in Mechanical and Aerospace Engineering in hand, he went to work for his family-owned defense company and has been CEO since 2011. But he continued to dream of exploring the water around him. Although many apps existed for navigation and social sharing on land, he was consumed by the idea of creating something just for boaters to navigate and connect on the water. He wanted to be able to plan a boat trip the same way he planned a road trip–with an easy to use app on his phone. He was working with crowd sourcing in his defense company and he thought if he could harness that concept to help boaters, he could offer an easier way to find and get places on the water without relying on word of mouth.

In November 2018 he set out to develop an app with the support of an experienced development team in Baltimore, Maryland. The goal: help boaters plan their next trip, plot a safe course, get tips from other boaters and share adventures with friends. In addition to navigation, one of his priorities was making the app community-focused, allowing boaters to share information about weather conditions and potential hazards. Another priority was making the initial release free to enable easy access for those boaters who don't have expensive GPS systems.

Given his quest to explore the water and be the first to link like-minded boaters, Foulk decided to name the app Argo after the first ship to sail the seas. In Greek mythology, the Argo was constructed by the shipwright Argus with the help of Athena.

The app was released in September 2019 to immediate positive reviews. Until Argo, there had been no single app to combine marine navigation with social boating functionality. The team continues to add new features and update it based on user feedback and the app continues to grow in popularity. Today it has 300,000 downloads along east and west coasts, Great Lakes, and numerous inland lakes and rivers throughout the U.S. and Canada.

In addition to founding Argo and being an avid boater, Jeff continues as full-time CEO and volunteers with many community organizations. He and his wife have plans to upgrade to a larger boat in a few years and explore the Great Loop which he views as the ultimate adventure.

**MEET JEFF FOULK
ARGO NAVIGATION FOUNDER**

Jeff's Background

In addition to founding Argo, Jeff Foulk is Chief Executive Officer of the SURVICE Engineering Company and a 1982 graduate of the University of Delaware with a degree in Mechanical and Aerospace Engineering. He furthered his education at the Von Karman Institute for Fluid Dynamics in Belgium and received an advanced degree in Aeronautics and Aerospace in 1983.

After earning his degree, Jeff joined SURVICE, a family-owned business that his father Jim Foulk started in 1981. SURVICE supports and protects the U.S. warfighter with unparalleled survivability services (hence the name "SURVICE"). Mr. Foulk helped grow the business from his parents' basement to one that now employees over 350 employees at 12 locations across the country. "Mr. Foulk—along with SURVICE's CFO Dottie Bowser—was recognized in 2012 as one of *The Baltimore Business Journal's* CEO/CFO Dream Teams and in 2021 like his father was recognized as NMTC Visionary of the Year."

As CEO, Jeff is responsible for the vision, management, and strategic development of the company. While SURVICE has retained the original vision upon which the company was founded—to provide the Warfighter with the safest, most survivable, and most effective equipment—they also support Homeland Security, advanced technologies, environmental, and commercial markets. Recently they opened a new Drone Research Facility at the Harford Airport in Churchville to support the development and testing of the latest in unmanned platforms. Over the years SURVICE has developed a reputation not only for advanced technologies but also a place that their employees are proud to work. Over the past decade, they have been recognized numerous times as a Top Work Place.

In 2018, Jeff began development on a mobile app and crowdsourcing solutions for the boating community; and in 2019 he formally launched Argo Navigation LLC. Later that year he released a free boating app, Argo, giving boaters the ability to route to new destinations, share local knowledge, and connect with other boaters.

> **"It's like having a first mate and the local boating community right in your pocket."**

"It's like having a first mate and the local boating community right in your pocket."

Since its release three years ago it has become quite popular particularly among new boaters with over 300,000 downloads.

Jeff is also actively involved with numerous community and philanthropic efforts supporting youth education and veteran causes.
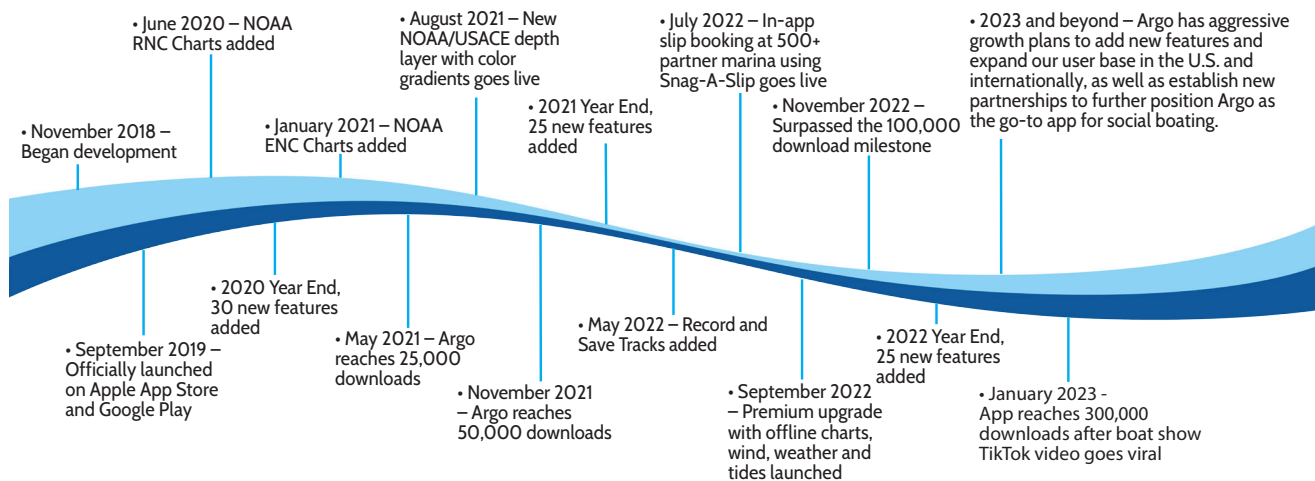
By the Numbers (January 2023)

- 300,000 downloads
- 5.0 out of 5-star rating on the App Store
- 5.0 rating on Google Play
- 20,000+ reviewers
- 1 Employee, founder Jeff Foulk
- 3 Development partners
- 4 Marine Partners including Snag-A-Slip, Dockshare, America's Boating Channel and BoatTest.com
- 830,000~ first time boat owners purchased a boat during the pandemic, making an easy-to-use navigation app even more imperative
- 108,146 voyages taken using Argo in 2022

Timeline

- June 2020 – NOAA RNC Charts added
- August 2021 – New NOAA/USACE depth layer with color gradients goes live
- July 2022 – In-app slip booking at 500+ partner marina using Snag-A-Slip goes live
- 2023 and beyond – Argo has aggressive growth plans to add new features and expand our user base in the U.S. and internationally, as well as establish new partnerships to further position Argo as the go-to app for social boating.
- November 2018 – Began development
- January 2021 – NOAA ENC Charts added
- 2021 Year End, 25 new features added
- November 2022 – Surpassed the 100,000 download milestone
- 2020 Year End, 30 new features added
- May 2022 – Record and Save Tracks added
- 2022 Year End, 25 new features added
- September 2019 – Officially launched on Apple App Store and Google Play
- May 2021 – Argo reaches 25,000 downloads
- November 2021 – Argo reaches 50,000 downloads
- September 2022 – Premium upgrade with offline charts, wind, weather and tides launched
- January 2023 - App reaches 300,000 downloads after boat show TikTok video goes viral

In the News

Argo keeps making news as we grow – here are just a few of the latest stories that demonstrate how Argo is making a difference on the water.

From Newsweek
Dad Flooded With Emails After Daughter Shares App Promo Fail Clip: 'Crying' by Soo Kim on 1/16/23
A video about a dad attempting to get customers to try a new app "he's worked so hard on" has gone viral on TikTok, where it got 8.5 million views at the time of this writing. *Keep reading.*

From PropTalk
Argo Navigation Releases New Premium App Version
Argo Navigation announces the release of a new Premium app version of its popular boating app that gives free app users the ability to upgrade for expanded features like offline charts, extended weather forecasts, wind, tides and more. *Keep reading.*

From Scuttlebutt
Argo Navigation
Want a safer, easier way to navigate your boat? Looking to go somewhere new, or wondering where your friends are on the water? Argo is an easy-to-use navigation and social boating app that helps you find and route to new destinations within the U.S. and Canada, track your boat trips, see boating friends on the water and get real-time local knowledge from other boaters. *Keep reading.*
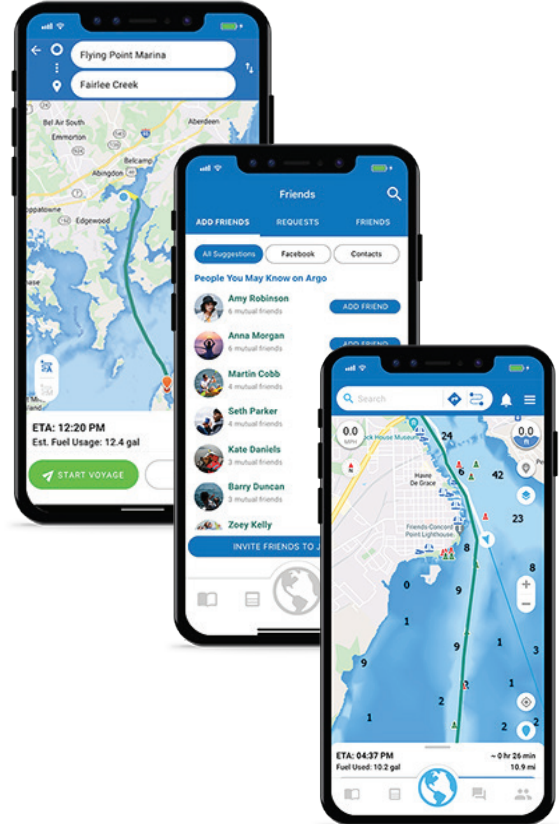
From Boat U.S.
New Electronics 2020
Every year, technology delivers improved capabilities and graphics to marine electronics. We previewed the latest for the season ahead. *Keep reading.*

From SpinSheet
Sailors, Have You Heard of the Argo App?
"We've found the app's ability to estimate sailing times especially useful, and I've been surprised how accurate the app has been in helping us calculate when we'll be anchoring. The routing feature is also really useful. Drawing 5 feet, we have to watch depths in some of these inlets carefully, and the Argo app has been a really nice adjunct to our chartplotter." *Keep reading*

Our Users Say it Best

From Argo website: Argo Boater Story
"My wife and I are novice boaters, still learning. Yesterday we were between Los Angeles and Catalina island when a heavy fog moved in suddenly. We lost all visibility and quickly got turned around. Luckily I had Argo Nav installed on my phone. I set a course back to our marina and the app guided us there safely. Thank you so much for this extremely useful app. Without it we may have been in bad shape."

Thomas Bruley, Sep 16, 2022, Google Play
5 Star
"I love this awesome app. I use it up and down the south Florida ICW. More than a year of use and still the best app out there! I share it with others and constantly get thanked for recommending it... Always improving and just keeps getting better, excellent and I highly recommend for on the water use, plotting trips, estimating on travel time, fuel usage and so much more."

Bill B, Nov 28, 2022, Google Play
5 Star
"Great marine mapping tool which auto routes much better than my $12,000 Garmin system. Developer is very responsive to questions and this new app just keeps getting better. I am looking forward to all the new enhancements in the works!"

Dave Dons, Review on App Store
"Best Navigation App! Argo is like Waze on the water!! This is the only app I use now and I'm in the Chesapeake Bay."

Capt. Kucera, Review on App Store
"Best new boating app! I love the intuitive auto routing function and my wife enjoys the social/community features for connecting with our other boating friends."

Mich Grep P. Review on App Store
"Accurate ETA. I used this app while taking my boat from Saugatuck to Manistee. This app worked great and was very accurate regarding water depth and travel time. Also keeps you on course."

James Robertson, November 2021, via email
"Love this app for my awesome Hobie Mirage Pedal Kayak! I've been on several 30+ mile trips using your FUN app! Passing the famous Thomas Point Lighthouse on a THIRTY MILE kayak trip in the Chesapeake Bay in my Hobie Mirage Drive (pedal) kayak, Argo Navigation kept me updated so I KNEW I had plenty of time to spare to return to homeport before sunset. I love that app!"

Kenneth Pfeiffer via email, May 2021
"We went from Deep Creek in Arnold MD to St Michael's today. Chart plotter lost signal, iPad crapped out. I used Argo on my cell phone and it took us there flawlessly. Thanks Jeff!"

Eric Brown via email, May 2021
"Having enjoyed our boat club for over two years, we started unintentionally reserving and using boats that didn't have navigation, or worse, had a write-up about the depth gauge being "off." When I asked "which way," the checkout attendant didn't know. But the employee did suggest downloading Argo, explaining the app was recommended by other members who considered it the "Waze of boating." We gave it a try for our fishing trip, and are now hooked (no pun intended)."

Thomas Collins, May 2021, via email
"Argo helped me find a good fishing spot. Was pulling into Yantz Creek for the first time. Yantz Creek is a cozy little hurricane hole on the north shore of the Severn River, before the Narrows as you're heading up river. There is a shoal on one side and a very narrow channel on the other. Pulled out my handy dandy Argo app to zoom in and see that shoal was on starboard side and channel, port. Cruised right on in, turned to starboard, found an open spot and dropped hook. Sun was beaming down and the cooler was full. Gotta love it! Thanks, Argo!"

Tom Pajevic, May 2021, via email
"I want to thank you all at Argo for the wonderful app that we use all the time on the water it is very user-friendly and growing every day. Spent a lot of money on navigational systems that seem to be more complicated ending up using your app more often. You are all onto something very great."

FAQs

Q. Is Argo really free?
A. Yes, Argo is FREE to download and FREE to use! Boaters that choose to upgrade to the Premium version get all our FREE features plus offline charts, extended weather, wind, tides and more.

Q. What devices can I use with the app?
A. Argo is compatible with both Apple iOS and Android phones, and works on iPad or Android tablet devices.

Q. Do I need to register when I download the app?
A. You do not need to register to download the app, however we recommend you sign in and set up your Argo Profile with your boat details to take full advantage of our app features and for safer navigation.

Q. Is it easy to upgrade to Premium?
Yes, just tap the icon, found in the top right corner of Argo's Home Screen, and choose Unlock Premium Features.

Q. How does social boating work?
A. Argo's social features let you connect with friends on the water without having to tell the entire world where you are like traditional social apps do. You can sync with your Facebook friends and phone contacts so you control who sees where you are. Plus:

• Search for Friends – find boaters you may know on Argo with new search capabilities by affiliation (marina or boat club) or with our friend suggestions for people you may know on Argo
• See Friends on the Water – see where other Argo users are on the water (with privacy settings)
• Message – send other boaters an Ahoy, or message friends to meet-up
• Social Feed – share voyages, photos and other updates to friends with Argo's social feed

Q. Where can I find more Argo Peeps?
A. Once you register on our app, you can join our Facebook Group, Argo Boating Community, to extend your boating circle and connect with more Argo app users. Get app tips, learn about new app features, share boating stories and more.

Q. What does the local boating knowledge include?
A. Information you won't find anywhere else, such as:
• Real-Time Reports – our crowdsourced local reports from other boaters help you navigate safely with report pins placed around you for hazards in the water, map issues and more.
• Place Details – see details for places like fuel, amenities, transient dock info and how to contact. Add places (public or private) that may be missing.
• Local Reviews – see reviews and photos from other boaters for local points of interest on or near water

As seen in Marinalife Magazine

ARGO APP FEATURES

FREE VERSION

- Up-to-date Nautical Charts
- Chart Customization
- Auto and Manual Routing
- Thousands of Points of Interest
- Crowdsourced Updates & Reviews
- Captain's Log
- Personal Waypoints, Routes and Tracks
- See & Connect with Other Boaters
- Share Waypoints, Routes and Tracks
- Share Experiences

PREMIUM VERSION

- **All features from FREE version**
- Offline Charts & Routes
- 7-day Weather / Wind / Tides

COMING IN 2023

- Custom Depth Shading
- Captain's Log Reports
- Import/Export GPX Routes & Points
- AIS
- Autoroute Editing/Waypoints
- Multiple Vessels
- Wind/Current Overlay
- And more!

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email: jeff@argonav.io • web: www.argonav.io

Press Resources

Argo is happy to help you craft a story with visual and copy assets. Please feel free to use these graphic and photo resources.

Our press boilerplate

About Argo
Argo is a free navigation and social boating app created by boaters, for boaters. Launched in 2019 in the Chesapeake Bay, it now offers boaters throughout the U.S., Canada and Caribbean a safer, easier, less costly way to navigate. It incorporates unlimited NOAA/USACE charts, auto and manual routing, robust Captain's Log, and social features to connect with friends and club members on the water. Argo is available for free on phone or tablet from the App Store or Google Play, and a premium version with expanded features is available for purchase. More information can be found at www.argonav.io.

Find us on Social: Media

https://www.facebook.com/ArgoNavigation

https://www.instagram.com/argonavigation

https://twitter.com/argonavigation

https://www.youtube.com/channel/UCKH1GCgHPPOx_lKGUQUOZVg

https://www.tiktok.com/@argonavigation

https://www.linkedin.com/company/argo-navigation

Contact: press@argonav.io

If you are a member of the press and can't find something you need, Argo can be your go-to resource for any questions you have about our app, boating or navigation in general. We are particularly expert in Chesapeake Bay social boating. Reporters

Additional contact:
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