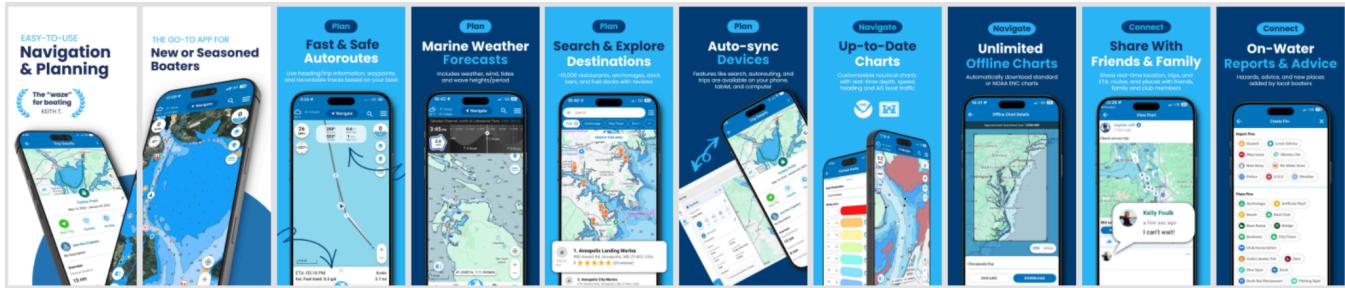




## PRESS KIT



Argo makes navigation effortless for boaters throughout the US and Canada. Plan safe routes with smart autorouting, access charts offline, track trips, check tides and currents, and share locations.



**4.9 out of 5**

6,000+ App Store Ratings

 Download on the  
App Store

 GET IT ON  
Google Play

*Free to Download & Use  
Available on phone, tablet & web*

### CONTACT

For all press and interview information:

[press@argonav.io](mailto:press@argonav.io) or Paige Foulk, Marketing Manager - [paige@argonav.io](mailto:paige@argonav.io)

# OUR STORY

## Argo Navigation founder Jeff Foulk grew up boating on the Chesapeake Bay...

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 was always wondering how to find places to go on the water without relying on word of mouth. Although many apps for navigation and social sharing on land existed, Foulk was consumed by the idea of creating something just for boaters to navigate and connect on the water.

With the support of an experienced development team, Foulk set out to create an app that would help boaters plan their next trip, plot a safe course, get tips from other boaters and share adventures with friends. Until Argo, there was no single app to combine marine navigation with social boating functionality.



## Argo™, named after the first ship to sail the seas...

The Argo app was released in September 2019 as a free boating app giving boaters the ability to route to new destinations, share local knowledge, and connect with other boaters.

Argo aims to be the first app to link like-minded boaters on their quest to explore the waters. A dedicated Argo development team is continuously updating the app with new functionality inspired by direct feedback from app users.

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.

# ARGO GROWTH

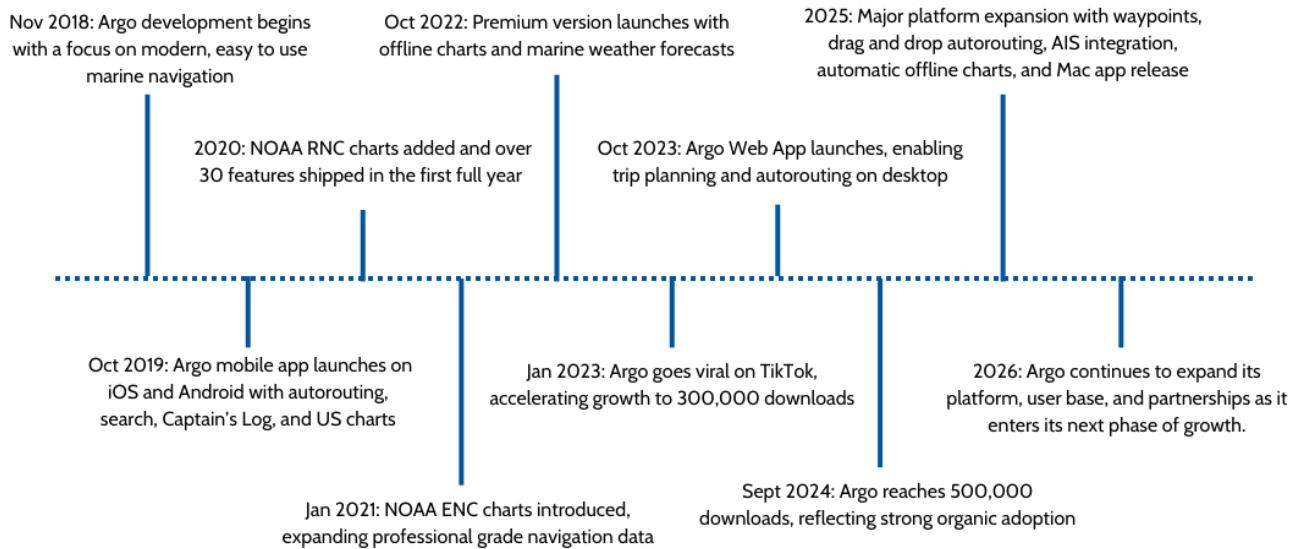
Argo™ is quickly becoming the go-to app for navigation and trip planning with a growing user base of power, sail and personal watercraft boaters of all experience levels.

## User Base Growth:

Since our initial launch in September 2019, Argo has increased to over 600,000 downloads and over 300,000 boaters actively use Argo across North America.

In January 2023, Argo became a social media phenomenon when a [TikTok video](#) went viral with over 29M views resulting in a huge uptick in downloads and new customers.

Argo's continued growth is attributed to its ease of use, positive user ratings & reviews, fast & accurate autorouting and word of mouth from loyal app users.



## Awards & Accolades:

[Argo Tops the Charts - Argo #1 on Apple App Store \(above GoogleMaps\), January 18, 2023](#)

[Argo Wins MIPS Award to Expand Lake Mapping - April 25, 2023](#)

[Argo Featured as "App of the Day" on Apple App Store - June 28, 2023](#)

# APP FEATURES

## KEY FEATURES INCLUDE:

**Plan** - Plan smarter trips with powerful search, tides and weather, a desktop web app, trip history, and easy GPX exports so your routes are ready before you leave the dock.

**Navigate** - Navigate with confidence using smart autorouting, live underway updates, detailed nautical charts, offline access, and real time NMEA/AIS boat data so you always know where you are and where you are going.

**Connect** - Stay connected on the water by sharing routes, locations, and updates with friends, family, and groups, and help the boating community with real time on water reports.

Boaters can choose to download & use Argo for Free, or upgrade to a Premium version for enhanced functionality for \$39.99/year.

### PLAN

- Advanced Search
- My Trips and Pins
- Tides and Currents
- Web App
- Import/Export GPX Files

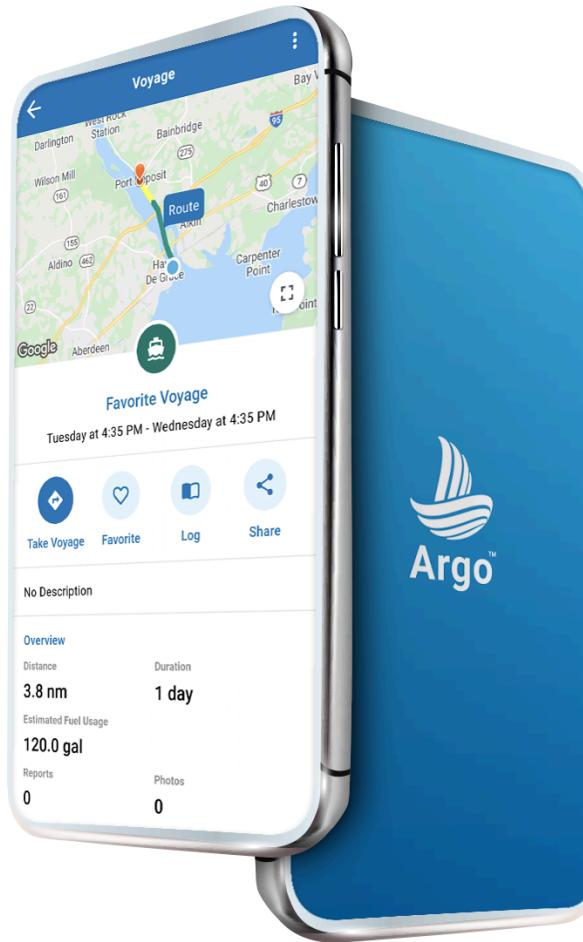
### NAVIGATE

- Autorouting
- Updates while Underway\*
- Unlimited Nautical Charts\*
- Offline Charts & Routes
- NMEA/AIS
- Record Tracks\*

### CONNECT

- Share Routes and Places\*
- Real-time Location Sharing\*
- Connect with Groups\*
- On-Water Reports\*
- Destination Reviews\*

\*Indicates a feature that is part of our robust free version.





# USER REVIEWS

Our users say it best with thousands of app reviews and user feedback testimonials.



**4.9 out of 5**

6,000+ App Store Ratings

## Thomas B. - Google Review

"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. - Google Review

"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 D. - Apple App Store Review

"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 - Apple App Store Review

"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. - Apple App Store Review

"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."

## Dustin - 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."

## James R. - Email Feedback

"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 P. - Email Feedback

"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 B. - Email Feedback

"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 C. - Email Feedback

"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 P. - Email Feedback

"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."

# NEWS COVERAGE

Argo keeps making news as we grow – here are just a few of the many local, national & international news stories featuring Argo.

## 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.” [MORE](#)

## Scuttlebutt

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. [MORE](#)



## 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. [MORE](#)

## Boat U.S.

### *New Electronics 2020*

Argo is now available for socially minded mariners looking for an app that allows you to connect with other boaters, plan out your voyage, and navigate to the next destination. [MORE](#)

## Power & Motoryacht

“When I started Argo Navigation, I felt that a company could really focus on crowdsourcing in a lot of different ways,” Foulk said. “And by crowdsourcing, I mean taking advantage of boaters’ knowledge.” [MORE](#)

## Boating

“Jeff Foulk has had a crazy few months. Developer of the navigation app Argo, Foulk saw his creation go from modest success to viral sensation after daughter Megan posted a video of Dad trying to pitch the app to Chicago Boat Show attendees. That video now has an astonishing 28 million views—and Foulk’s Argo briefly ranked above heavyweights Google Maps and Waze on both app stores..” [MORE](#)

## CNN

“Jeff Foulk’s free boating navigation app, Argo, soared to the top of Apple’s navigation apps chart after his daughter’s viral TikTok video promoting it gained more than 20M views.” [MORE](#)

## 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. [MORE](#)

# MEDIA ASSETS

Argo is happy to help contribute to your story or event with visual and copy assets, interviews, speaking engagements and more.

## LOGO & GRAPHICS

Download these graphic and photo resources.

Need something specific? Let us know.

<https://www.argonav.io/mediakitdetails>

- Argo Logo
- Print ready images  
(app images, headshots & more)



## APP INFORMATION

- [Features](#)
- [Premium](#)
- [Quick Start & Tutorials](#)
- [App Overview Video](#)

## PRESS BOILERPLATE

Argo is a marine navigation app that makes navigation and trip planning effortless for everyone, from first-time boaters to seasoned cruisers. Lifelong boater Jeff Foulk launched Argo in 2019 to give boaters a simpler way to explore new areas and share local knowledge. Since then, Argo has grown into a thriving community with over 600,000 downloads across North America. Download to take advantage of Argo's full North American chart coverage, safe and efficient autorouting, offline access, 7-day marine forecasts, and more. Argo is available on Android, iOS, PC, and Mac. Find out more at [www.argonav.io](https://www.argonav.io).

## SOCIAL MEDIA

[Facebook](#) | [Instagram](#) | [TikTok](#) | [YouTube](#) | [Twitter/X](#) | [LinkedIn](#)

## CONTACTS

Argo can be your go-to resource for any questions you have about our app, boating or navigation in general. Contact us for more information.

**Press inquiries:** [press@argonav.io](mailto:press@argonav.io)  
or Paige Foulk, Marketing Manager: [paige@argonav.io](mailto:paige@argonav.io)

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