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Sea

True  
alent



Stars



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# Preface

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Preface

**S**eaStars recognises the truly elite chefs within the world of Yachting. In this top end industry, there are many talented Chefs.

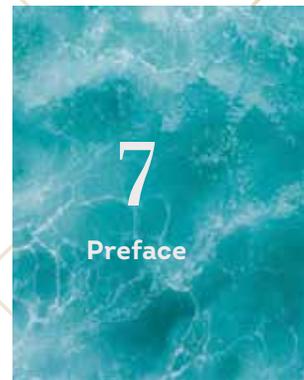
These are the ones we want to unearth and distinguish, the ones who are able to capture moments and emotions while performing their art. These unforgettable experiences are served to the Yachting real Stars, owners and guests alike, triggering joy, euphoria, tastefulness and indulgence.

In few words these elite Chefs are able to create edible masterpieces.

They trained and practiced for years and they have the obsession for perfection. They are true food artists.

**SeaStars** will finally give them an official and certified recognition for their skills and ability.

**SeaStars** has created and set the benchmark for elite Yacht Chefs.



# About Us

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About Us



# The Mission

The creation of a multi-platforms communication tool to officially recognize and enhance the Yacht Chef profession, providing a clear and defined career path to all Chefs willing to get into the industry.



# The Team

An aerial, top-down view of a rowing team in a scull on the water. The team consists of five rowers, each with their own seat and oars. The scull is long and narrow, and the water is a deep blue color. The rowers are positioned in a line, and their oars are visible as they dip into the water. The perspective is from directly above, looking down the length of the scull.

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About Us

The main strength of SeaStars is our Team.

A group of highly skilled and passionate

professionals that joined forces to achieve a common goal.



## Max Biasiol

*Managing Director*

Max has been a TV producer for 18 years in both Europe and the USA with works syndicated on more than 20 TV channels around the world. A graduate of Political Science, with a master's degree in African history, Max entered the yachting industry in 1994 for two years and in 2010 up until now.

In 2010 he ranked amongst the 10 best chefs in the yachting industry and in 2018 he developed the idea of Stars & Sharks, putting together the team which now forms the company.



## Maurizio Vettori

*Assesment Director*

Maurizio has an extensive background in employee policy and human resources. In 2010 he entered the yachting industry after attending a prestigious Italian culinary academy.

In 2014 he became one of the few chefs in the industry to earn a degree in food carving at "Siam Carving Academy" in Bangkok. He is the co-author on several Stars & Sharks publications.



## Massimiliano Merlo

*Marketing & Sales Director*

Massimiliano drives all customer facing operation for Stars & Sharks Ltd., one of the world's most innovative yachting services company.

He holds a degree in Graphic Arts and a bachelor in Economics and Business Management at the UCSC of Milan.

Since 30 years he's working in Marketing and Sales area, in his past there are several trans-national companies leaders in their market segment.

Massimiliano's main strength is empathy, he speaks six languages.

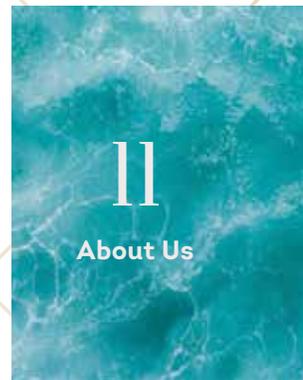


## Martina Tabak

*EMEAR PR & Marketing Specialist*

Martina was born and raised in Split. A bachelors degree in teaching, she soon embarked on her journey of discovery across the world.

Once perfected her English skills in London for one year she joined the yachting industry. There, she fully developed her natural ability to communicate and to solve problems before they occur. Left yachting she became a Quality Control Manager working in five stars hotels. Her specific working background is a great asset for PR and Marketing.





**Jeanette Andersen**  
*EMEA PR & Marketing Specialist*

Multilingual and multicultural Jeanette is a natural communicator and active listener. Jeanette is a born diplomat. She has an intricate understanding of the industry, acquired from her many years of experience in it.

A passionate traveller, Jeanette has always been driven by her thirst to learn about different peoples and cultures. Creative and organised Jeanette's background also includes event planning and management.



**Marzia L. DiPietro**  
*NA PR & Marketing Specialist*

Marzia has a Ph.D. in Social Sciences with an extensive background in Institutional Public Relations. In her early career she taught Digital Media. She has handled the full gamut of PR services - from corporate to public affairs.

She has experienced the luxury that yachts have to offer, after being a guest on several charters over the last 10 years. Therefore her different perspective is invaluable to Stars & Sharks.



**Marco Perra**  
*Art Director*

Gifted with a "graphic designer" mind in 1999 Marco co-founded Ydea, an Italian company specializing in graphic design and 3D modelling. In 2016 he became CEO of Wavefront Explore, an American based company, focusing on graphic design and film editing.

Marco is a former European champion martial artist. Within Stars & Sharks he is the authority for everything regarding the style and design of the company.



**Fabio Crivellari**  
*Media Production Manager*

Fabio works in media since 1990 and he is very well versed in every aspect of TV production. In 2010 he cofounded O1 Mediapost, a Milan based, well known post production facility. Here he followed the production and the post productions of several famous shows such as The Apprentice, The Boss & the Chef, Ocean Girl, Lina's Air.

In the course of the years Fabio's works have been sold to several international channels. Being a true production addicted he's always on the move.



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About Us



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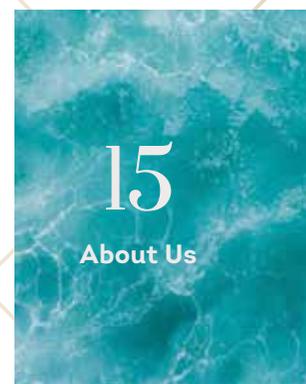
About Us

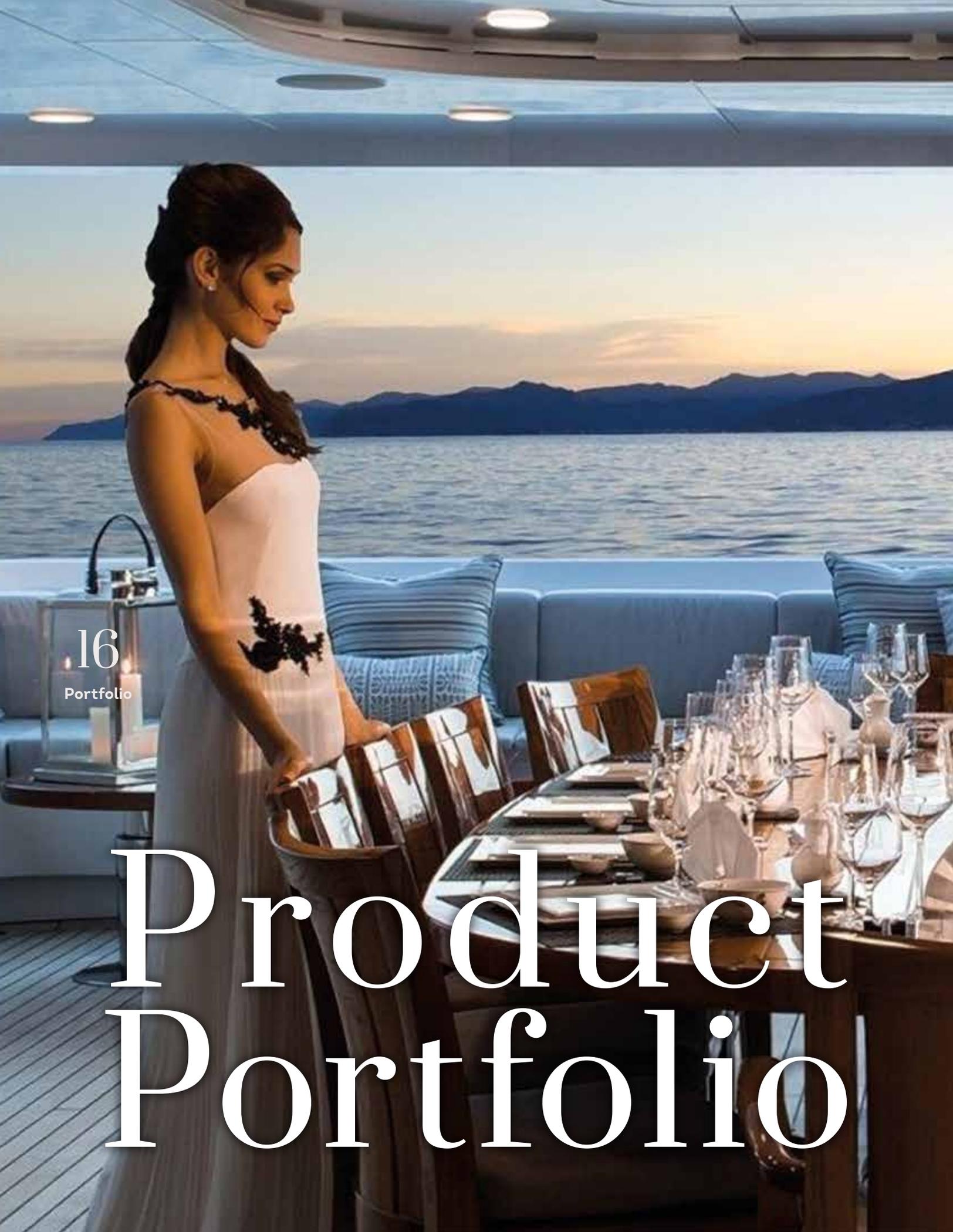
# The Strategy

Our main goal is to put together all the expertise we individually got in order to properly communicate our mission to the relevant public.

We want to create a brand awareness and its inherent advantages to boost our membership program.

We will produce as much communication as possible in every available media.





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Portfolio

# Product Portfolio

## The Membership

### ■ Basic Membership

Professional Chef, food enthusiast or simply driven by curiosity, anybody can be a member of **SeaStars**. In fact, Basic Members are not required to be Yacht Chefs or Chefs. All members will have the opportunity to interact within the **SeaStars** community and Media Hub.

Visit our website: [www.seastars.life](http://www.seastars.life) and join our community

### ■ Yacht Chef Membership

To attain the Yacht Chef Member status, subscribers will be asked to send a list of official documents related to the Yachting industry, such as an updated STCW certificate and a copy of a crewmember agreement stating the position onboard. Yacht Chef Members will have access to the **SeaStars** Levels.

In order to provide Yacht Chefs with personalized tools, **SeaStars** created a unique document displaying all data relevant to the profession. The innovative **Chef Service Record (CSR)** is individually designed to contain boat info, average number of served Guests, days on charter and sea areas cruised by the holder.

All this information is collected through the **C-Service Testimonial**, a special form that Yacht Chefs must submit to prove their onboard experience. **C-Service Testimonials** are verified by **SeaStars** operators in collaboration with official international maritime associations.

The combination of these elements allows Yacht Chefs to build a portfolio of officially recorded and verified information, extremely useful in their careers.

## The Assessments

Our assessments are designed to take a holistic approach to a chef's knowledge, skills and creativity. Through our written and oral tests they can show their mastery of the technical side of cooking. And, through our practical test they can show their abilities and ingenuity.

**SeaStars** is not a cooking school. We understand that Professional Chefs enter this industry with a wide range of skills and abilities. That is why any chef can take the assessment for any rank, provided they have the prerequisite certificates, skills and sea time.

If a Yacht Chef meets the entry requirements for an assessment, he must submit a **SAR (SeaStars Assessment Request)**. If approved, the SAR allows the Yacht Chef to apply for an assessment that, depending on the level chosen, will take place over a few days.

The **Yacht Chefs SeaStars Levels** were developed to give a structured path for the progression of a Yacht Chef's career. Each step is clearly defined and standards are high.

Becoming a SeaStarred Yacht Chef requires a great deal of commitment and hard work, but the rewards will be beyond expectations.

### ■ YC1-SeaStars

The YC-1 Sea Star is our entry-level rank, designed to give "green" Yacht Chefs a taste of what **SeaStars** can offer. Once logged in their personal profile a minimum of 30 service days and provided they have the basic documents to serve on board, they could sit for this assessment level.

### ■ **YC2-SeaStars**

To achieve this rank, along with having a minimum of 90 service days, a Yacht Chef must successfully submit a **SeaStars Assessment Request (SAR)**. Candidates for this level must be able to demonstrate a high aptitude for creating great cuisine during the assessment, which will be based on specific cuisines.

### ■ **YC3-SeaStars**

The backbone of the industry, this level is designed for who has proven not only the mastery of advanced cooking techniques, but also high ethical and professional standards. The **YC3-SeaStars** keep up to date with all the latest culinary trends, so Guests always know that they will be served with exclusive and exceptional meals. Yacht Chefs reaching this level will also have the opportunity of getting highly exposed on **SeaStars Media platform** and **TV formats**.

### ■ **YC4-SeaStars**

This **SeaStars** level is reachable only by the innovators and the pioneers, those whose years of dedication led them to the mastery of multiple cuisines. Their creative talents set the trends that the industry follows. They will get the ultimate opportunity for fame because for a YC 4-SeaStars success is the only option.

### ■ **Golden SeaStars**

**Golden SeaStars** is an honorary title reserved for a select few, to recognise their contribution to the culinary world of yachting. Throughout the course of their career they have demonstrated an extraordinary attitude towards food. Therefore, no assessment is needed because the world already knows of their unparalleled knowledge of cuisines.



The number of **Golden SeaStars** greatly varies by year.

### **The Certificate of Competence (CoC)**

Once the assessment is successfully passed the Yacht Chef will be issued a **CoC (Certificate of Competence)** stating the reached level. The **SeaStars' CoC** is the **Certificate of Competence** asserting the level reached by a Yacht Chef within the SeaStars ranking, along with other relevant professional information of the holder such as certified experience on board (**Chef Service Record or CSR**) and geographical sea areas of service. The CoC is sent to **SeaStars** Yacht Chef members every time that is updated or immediately after successfully completing an assessment. The **CoC** carries also a QR code electronically updated in real time by **SeaStars** operators.

### **Certified Reference**

All Yacht Chef Members have references properly verified by SeaStars operators. Yachting Professionals could access certified information greatly easing the hiring process.

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Portfolio





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Portfolio

# Multimedia

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Portfolio



## Publications

### Books series

**SeaStars** will be publishing a collection of books, written by Yacht Chefs containing personal anecdotes of their moments of triumph, strife and divergence. In these tales they will explain to the readers how they have experimented, grown and discovered new treasures, and how their experiences have culminated in drastically new creations, or how subtle changes can have revolutionary implications.

### Magazine

Issued four times a year, **SeaStars'** magazine "Stardom" will feature culinary trends, Star favourites, exclusive interviews and yacht events from around the world. It will also feature some of the coolest innovations on the market.

## SeaStars TV Formats

**SeaStars** has created multiple TV formats, entirely focused on Yacht

Chefs. Audience will be indulged in exotic and magical locations while watching Yacht Chefs competing for serving culinary excellence on board of some of the world's most exclusive yachts. It is through this formats that Yacht Chefs will be able to establish themselves as highly regarded authority within the culinary world.

## YouTube and Social Media

Run as a proper TV channel, **SeaStars'** YouTube channel will offer a programs grid and selected contributions from **SeaStars'** members around the world. It will be accessible to the general public by free subscription.

**SeaStars'** Social Media pages content is focused around Yacht Chefs and their creations. By uploading real contents from real yachts, it will give them another opportunity to highlight culinary excellence and yachting coupled together.



# Events

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Portfolio

## Charter Table for Charity

The **SeaStars' Charter Table for Charity** is a charity event where seats at an exclusive table are auctioned off for a cause. If you're lucky enough to be one of the elite few who get a seat at the table, you'll have the unique pleasure of dining with other like-minded Stars and being cooked for by some of the most distinguished Sea Starred Yacht Chefs, all while supporting your chosen cause.

## Yacht Show Attendance

**SeaStars** will be attending the most prestigious yacht shows around the world. The outcome of this attendance is to invite people to get involved with the brand, from having a glimpse of TV formats to experiencing the amazing opportunity of attending a Charter Table for Charity. All in all, the perfect place for Stars to meet **SeaStars**.

## SeaStars Artist of the Year

Being driven by the same innovation that drives culinary arts, artists in every field are admired and highly regarded. Every year **SeaStars** names a prominent international artist as brand-testimonial. For the year 2019, the award winning and world-renowned sculptor and painter **Anna Chromý** has been chosen as "**SeaStars Artist of the Year**". Her name and works will add a unique touch to our sponsorship packages and events.

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Portfolio

# Road

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Roadmap



# lmap

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Roadmap



May 2018 S&S Ltd. Company Formation

January 2019 NATPE Participation

May 2019 MYBA Participation

June 2019 SeaStars.life go live!

April 2019 MIPFORMAT Participation

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Roadmap





# Milestones

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Roadmap

# Passionate Patrons and Partners

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Passionate  
Patrons and  
Partners



## Passionate Patrons

Maximus The Greatest! Grazie mille for your beautiful food!  
We are 10 pounds heavier after just a few days, haha! Everything you  
make and create is so bellissimo. You are such a lovely energy to be around,  
you have been so kind and accommodating. Thank you for making our first  
trip to Capri on Emotion a memorable one for our hearts, spirits and  
tummies!

Love and Blessings,  
Roscoe  
[Paw Print]  
[Signature]

Max,  
Muchas gracias por todo. Eres un  
incredible chef y una persona muy  
apasionada y inspiradora. Tienes un  
amigo en Chile. Un abrazo.

Max,  
Thank you so much for everything. You're  
a incredible chef and a very passionate  
person to inspiring. You have a friend in  
Chile. A hug.

Gonzalo Cortez

Dear Max

You are an extraordinary man! Great food and culture! It is a pleasure to  
spend time with you and enjoy your ride and refined food! God Bless You.

Nanashi, Karen.

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Passionate  
Patrons and  
Partners

Exceptional everything, the best vegan meals ever. All crew were wonderful  
They made this to be the trip of a lifetime. Thank you so very much!

Andy: Spirit Sea

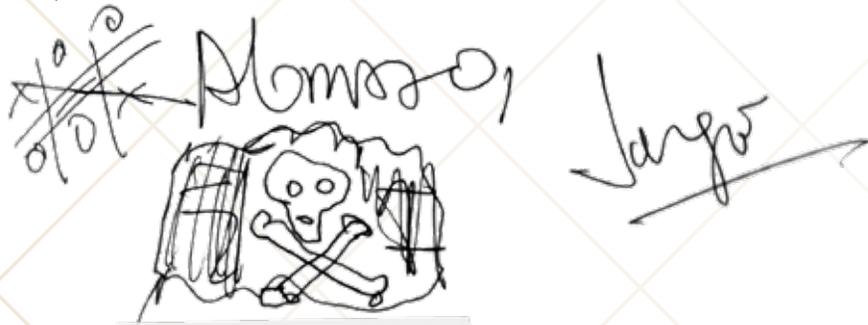
Caro Max  
Grazie mille per questi giorni dove  
abbiamo mangiato pi che bene...  
Sei sempre stato attento ai desideri  
di tutti noi e so che non era facile!!  
Bravo sei un chef fantastico e non  
vedo l'ora di iniziare i tuoi libri!!  
A prestissimo spero!  
Baci forti

Dear Max  
Thank you so much for these days where  
we ate more than good ... You've always  
been careful to the wishes of all of us and  
I know it was not easy !!  
Bravo you are a fantastic chef and I can  
not wait to start your books !!  
See you soon!  
Strong kisses

Bianca J.

Gran Max,  
Eres el Capitan Morgan de los  
pirates chefs del siglo XXI.  
Un placer conocerte a ti y a tu comida  
Mucha suerte por todo pirata. Que  
la vida te comparta en la vida

Great Max,  
You are Captain Morgan of the pirate  
chefs of the 21st century.  
A pleasure to meet you and your food  
Much love for every pirate. That the vita  
shares with you in life.



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Passionate  
Patrons and  
Partners



## Partners

### ■ Culinary Arts Universities/Academies

There are 14 Culinary Arts Universities/Academies considered the best of the world. The alumni of these great schools go on to become some of the most well know and best chefs in the world. **SeaStars** secured partnerships with most of these exceptional institutions in order to develop with them a syllabus, now part of each one of **SeaStars** assessments program.

### ■ Charity

**SeaStars** secured partnerships with several charities that focus on environmental and social responsibility. **SeaStars** is actively working on its own events, such as our **Charter Table for Charity**, to ensure we are championing the change we want to see in the world.

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Passionate  
Patrons and  
Partners

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Contacts



# Contacts

Stars & Sharks LTD.  
169 Piccadilly, 4th Floor,  
W1J 9EH - London,  
England,

Phone:  
+44 0208 1918566

Please note that we are available for meetings  
by appointment only.  
No walk-in.

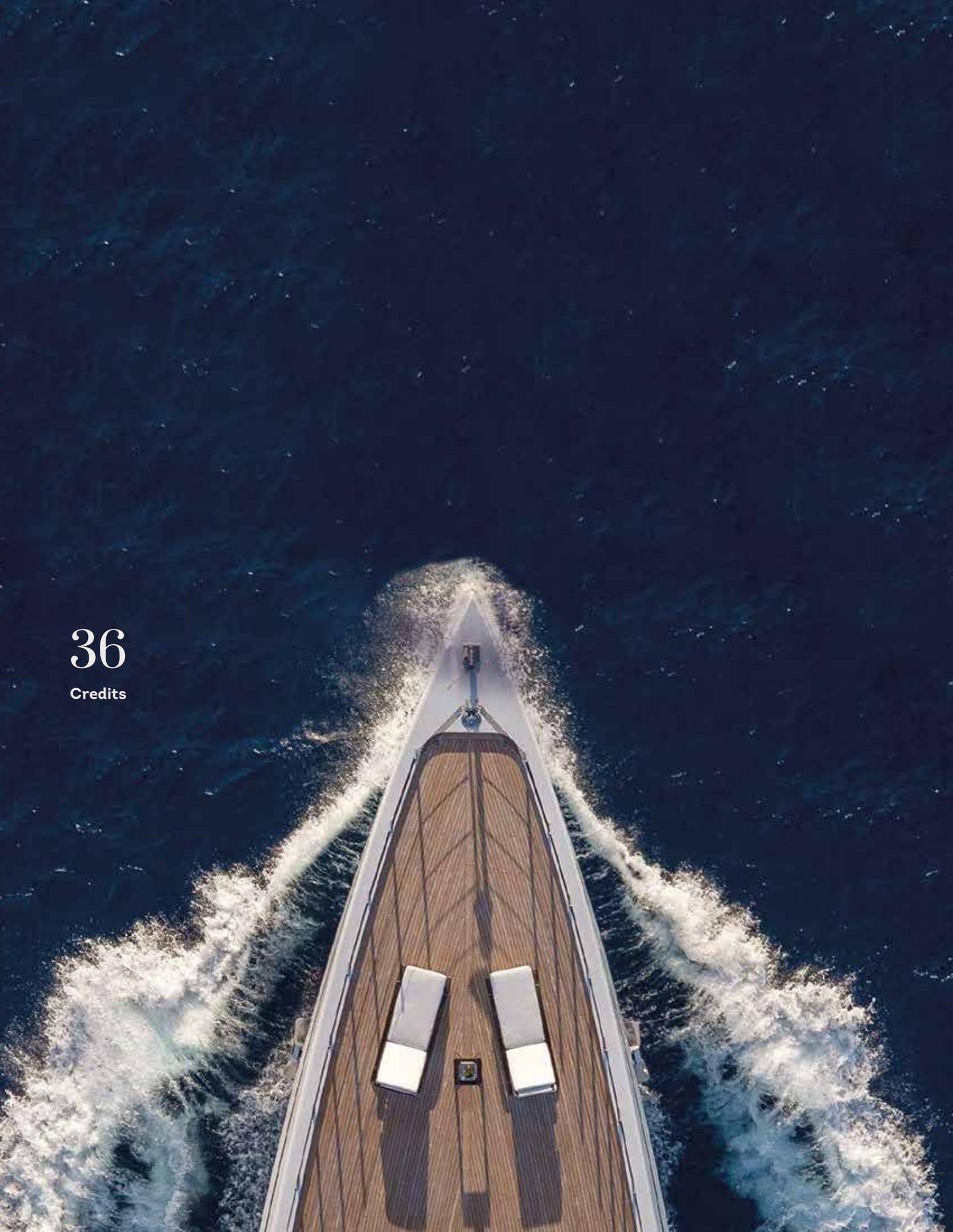
Feel free to contact us on:  
*Members support*  
support@starsandsharks.com  
*General inquiries*  
info@starsandsharks.com

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Contacts

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Credits



# Credits

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Credits



# Resolute Attitude for Excellence



Sea Stars

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[www.linkedin.com/seastars](https://www.linkedin.com/seastars)

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