



**THE  
SEASTEADING  
INSTITUTE**

**Business Membership**  
Available June 2024  
*Limited Availability*

REIMAGINING CIVILIZATION WITH FLOATING COMMUNITIES





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INSTITUTE



- 🍷 **Support a cause you believe in,**
- 🍷 **Build brand awareness in the industry you serve,**
- 🍷 **Reach the people who are most likely to support you!**



# Seasteader Insights

Floating City Survey May 2015 – 2022



# AUDIENCE AND REACH



seasteader Insights

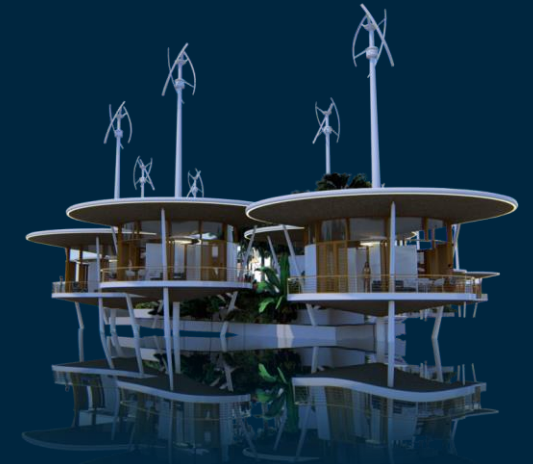
**Audience:** Seasteaders

**Reach:** 21,784

**Discretionary Income:** \$435,694,000

Audience is combined total of email list, and social media following, less 30% of total of social media for overlap.

Discretionary income based on the average yearly discretionary income for a citizen of the USA, multiplied times the total audience. Remember that discretionary income is calculated AFTER the cost of taxes, housing, food and utilities. Therefore, it would be fair to assume that if a Seasteader's only residence was a seastead, there would be more income available for the purchase of a seastead. Average per individual is \$20,000.



**DEMOGRAPHICS:** Seasteaders come from a wide range of occupations and skill sets. The majority (64%) are single, and 77% do not have children. The gender breakdown among seasteaders without kids is 80% male. In total, 23% of.

**ECONOMIC AND HOUSING:** Seasteaders span the entire economic spectrum, with 44% owning their home and 14% of these owning multiple residences. Only a small fraction participates in timeshares.

**ENTREPRENEURIAL SPIRIT:** A significant portion (77%) is interested in operating a business from the seastead.

**RESIDENCY PREFERENCES:** A majority (56%) desires a full-time residence on the seastead, while 41% see multiple reasons for belonging to a seastead. Interest in vacationing at a seastead is noted by 33% of seasteaders, and 22% consider retirement there.

**FINANCIAL & SPACE PREFERENCES:** Seasteaders span the entire economic spectrum, with 44% owning their home and 14% of these owning multiple residences. Only a small fraction participates in timeshares.

69% of seasteaders want to spend less than \$600 per sq ft. 31% want to spend more. 32% of seasteaders prefer 1 bedroom 1 bath.

# BENEFITS OF MEMBERSHIP

- **Your logo proudly displayed** on the members directory, with company description, contact information and link to your website. Logo also on the Seasteading website home page.
- **An interview** on Seasteading Today podcast.
- **Dedicated blog post** one time per year.
- **Email Newsletter** dedicated to your company one time per year.
- **Dedicated social media post**, six times per year to Seasteading Social Media (Facebook, Instagram, LinkedIn, and X-Twitter).
- **Discount** on future emails and advertising.

**JOIN NOW**  
Click Or Scan:



# Audience and Reach

Audience: Seasteaders

Total Reach: 21,784

Discretionary Income: \$435,694,000



Remainder of the presentation provides more details on demographics and benefits presented on the previous slides.



# DEMOGRAPHICS



Member Insights

Seasteaders come from a wide range of occupations and skill sets

The majority

**64%** are single,

**77%** have no children.

The gender breakdown among seasteaders without kids is **80%** male.

In total, **23%** of seasteaders have 928 children.



# Financial and Space Preferences:

Seasteaders span the entire economic spectrum, with

**44%** owning their home and

**14%** of these owning multiple residences. Only a small fraction participates in timeshares.

**69%** of seasteaders want to spend less than \$600 per sq ft.

**31%** want to spend more.

## Entrepreneurial Spirit:

**77%**

A significant portion is interested in operating a business from the seastead.

# Residency Preferences:

**56%** A majority desires a full-time residence on the seastead,

**41%** see multiple reasons for belonging to a seastead.

Interest in vacationing at a seastead is noted by **33%** of seasteaders,  
and **22%** consider retirement there.

# FINANCIAL AND SPACE PREFERENCES



Member Insights

Most **(69%)** seasteaders want to spend less than \$600/sq. ft. for their space, while **35%** want to spend under \$500/sq. ft.

A preference for 600-1200 sq. ft. was shown by 74% of seasteaders, with 32% favoring a 1 bedroom, 1 bath unit of 600 sq. ft.

# BENEFITS OF MEMBERSHIP



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Email Newsletter dedicated to your company one time per year.



Success rate for the Newsletter is 40% emails opened out of 93% delivered.



# Benefits of Membership

**6** dedicated social media posts each year to Seasteading social media.

 **16,000** Facebook followers

 **2,443** Instagram followers

 **8,968** X-Twitter followers

 **9,055** YouTube subscribers

(Podcast is published to YouTube, audio only.)

# Benefits of Membership



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One blog posts each year, 200 to 500 visitors on average.

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PODCASTS SEASTEADING IN ACTION

## Catching up with Ben Silone of ArkTide

by Carly Jackson | 2023-05-04

Season 5 of the Seasteading Today Podcast will be a little different. Our monthly Seasteading Social events have been hosted on Zoom and posted on YouTube for a couple years. Each Social features a guest speaker to talk about their work that is related to seasteading. This year, we moved those events to the TSI Discord Server and are recording them for this podcast. Unfortunately, the audio quality of these first two episodes is a little rough, but the conversations are inspiring, so I hope you'll enjoy them anyway! Future episodes will have much cleaner audio.

In January 2023, we talked with Ben Silone, CEO and Co-founder of [ArkTide](#), about the Domestead project. Why is Puerto Rico an ideal place to start a Seastead company? Why did they change the design from a single-family structure to a 100-meter dome? We take questions from the audience. Ben explains how minerals available in seawater can potentially be used in 3D printing. Ben invites seasteaders to move to Puerto Rico to help with supervising and publicizing the build of their platform. Ben's goal is to allow a group of 10 people to be able to buy a platform.

**Recent Posts**

- What's in Our Way
- Repurpose plastic community will Abrams
- Secret Seastead Death
- The race is on. I next.
- Joe Quirk on Mr the Eye podcast
- Constitution of Max Borders
- Coffee Talk XVII

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SEASTEADING IN ACTION

## SeaBrick, Better and Less Expensive than Concrete, It's Eco Restorative and Sequesters CO2

by Matthew Fiorenza | 2023-02-15

**SEABRICK**  
Opening the Ocean Frontier

Building your Seastead? Independence and freedom just got a lot less expensive...

**Recent Posts**

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- Secret Seastead Death
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SEASTEADING IN ACTION

## Off Grid Sustainable Tiny Homes, Eco Restorative and a Panoramic Ocean View!

by Matthew Fiorenza | 2022-07-26

Would you like to live in a tiny home where everywhere you looked all you could see is endless ocean? Where every day you have full view of both the majesty of the sunrise and sunset? Nothing is more beautiful, romantic, energizing and calming as the ocean.

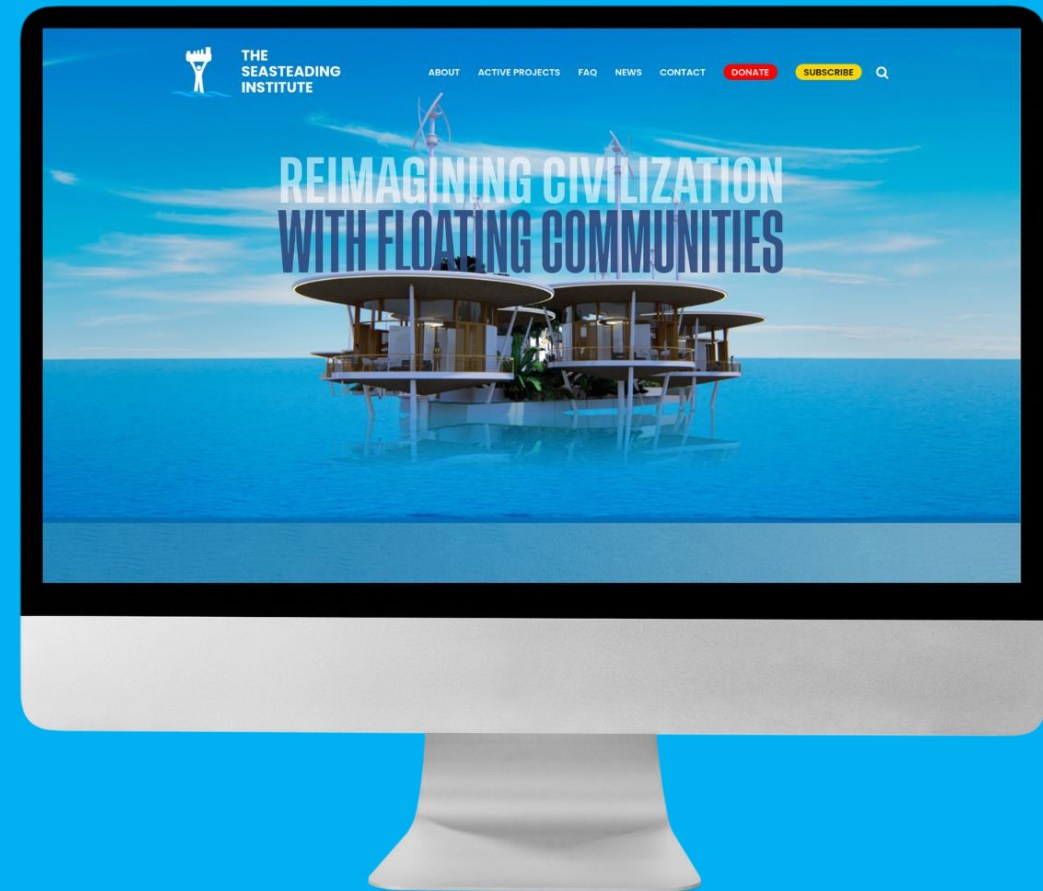
Seasteaders are a new breed of tiny home pioneers who are settling where there is no land cost and everything is better than sustainable, their homes are Eco restorative.

**Recent Posts**

- What's in Our Way?
- Repurpose plastic to build community with Pete Abrams
- Secret Seastead Ends in Death
- The race is on. Here's what's next.
- Joe Quirk on Morgan Meets the Eye podcast
- Constitution of Consent with Max Borders
- Coffee Talk XVII

# Benefits of Membership

Your logo on the home  
page of seasteading.org





# Benefits of Membership

Placement in the Business Directory on the Seasteading Institute website. Your logo, link to your website, organization summary, and contact information will be listed.

# WEBSITE ANALYTICS

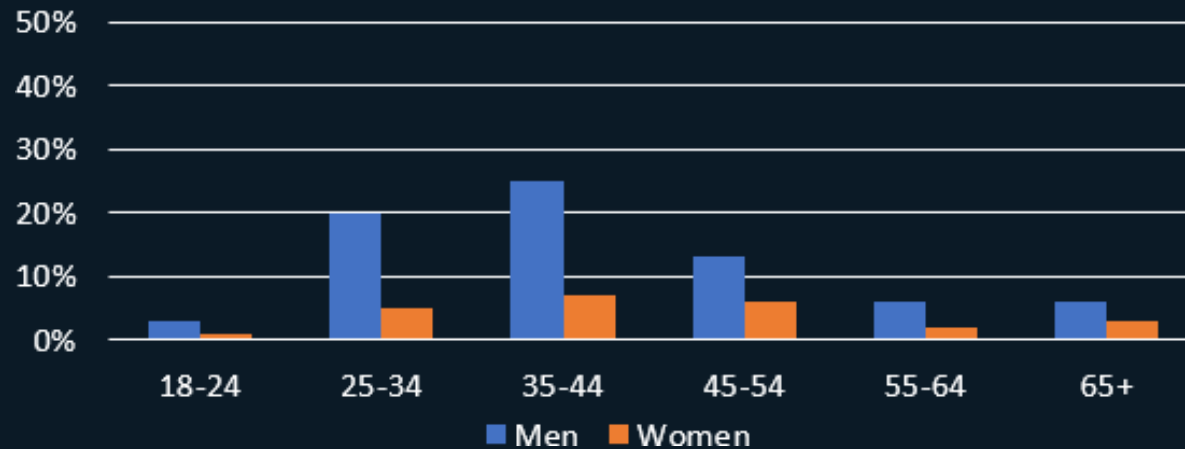
Men 78.90% | Women 21.10%



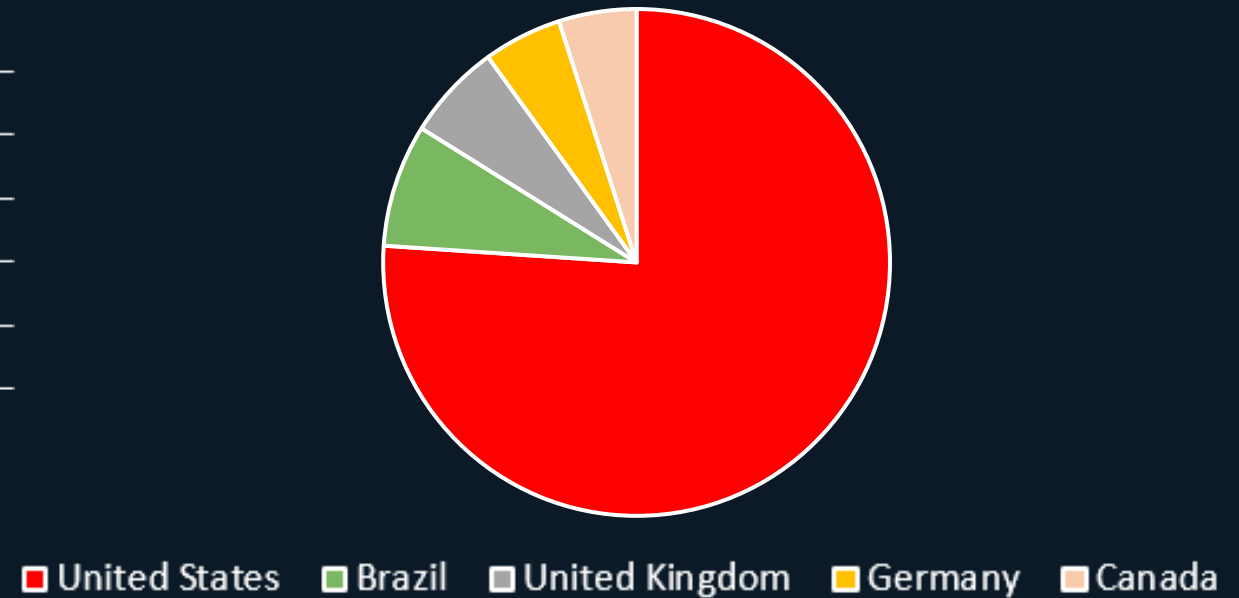
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Member Insights

### Age & Gender



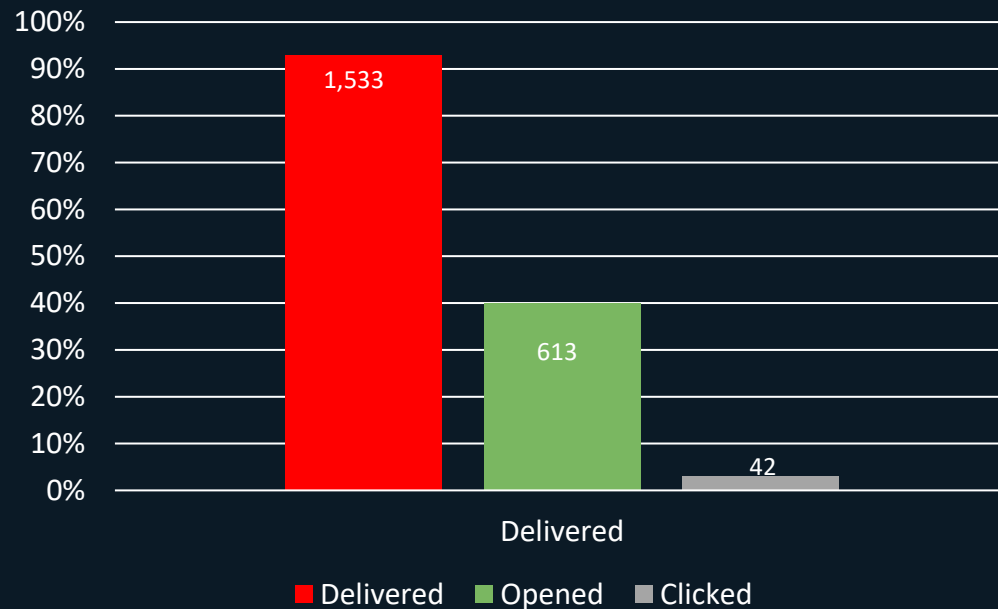
### Location



# Email Analytics

- Subj: “Events for Seasteaders in February!”
- Emails Delivered is 1,533 – 93%
- Emails Opened is 613 – 40%
- Emails Clicked is 42 – 3%

2024 Feb Events Emails




**THE SEASTEADING INSTITUTE**

Hello Matthew,  
We have two events coming up this month, our regular Coffee Talk and a Seasteading Social with Max Borders to talk about the Constitution of Consent. Register for the events below!

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**Seasteading Social on the Constitution of Consent with Max Borders**



February 10 at 10AM PST: Special guest Max Borders, author of the Underthrow on Substack, led the a contest which invited participants to draft a constitution to support human flourishing based on five pillars: Peace, Freedom, Justice, Pluralism, and Prosperity for a grand prize of \$25,000.

One of the goals was to create a competitive governance market - which is also part of TSI's mission.

Max will tell us the full story of the Constitution of Consent Contest, how entries were judged and next steps for forming a community governed by the new Constitution.

[Register for the Seasteading Social](#)

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**Next Coffee Talk Zoom on Feb. 16**



Join us for an informal conversation about seasteading over coffee or your favorite drink. Come with questions, ideas, or thoughts about how The Seasteading Institute is enabling autonomous floating communities. Development Director Carly Jackson will be there to discuss the latest on our efforts to launch seasteads and answer any questions you have. This is an open discussion where anything related to seasteading is welcome. Feel free to share your vision for life on a floating city! As this is more of a casual chat than a formal event, it will not be recorded. We hope to see you there to talk seasteading!

[RSVP NOW](#)

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[Telegram](#) [Facebook](#) [Twitter](#) [YouTube](#) [LinkedIn](#) [Instagram](#)

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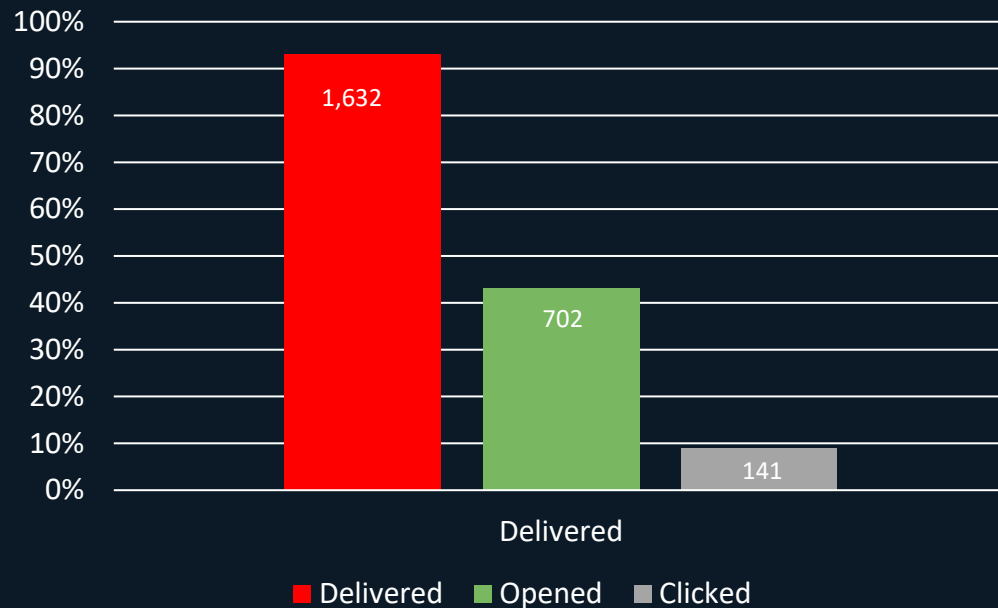
**Our Contact Information**  
The Seasteading Institute  
PO Box 7775  
San Francisco, CA 94120-7775  
8667436660  
<http://www.seasteading.org>  
[Unsubscribe](#) | [Manage email preferences](#)

## Member Insights

# Email Analytics

- Subj: “Secret Seastead Ends in Death”
- Emails Delivered is 1,632 – 93%
- Emails Opened is 702 – 43%
- Emails Clicked is 141 – 20%

## 2024 Feb Events Emails



Dear Matthew,

Samuele Landi lived in international waters for over a year. A storm ended in three deaths. What does this mean for seasteading?



The man who had been living on a secret seastead for 13 months died in a storm off the coast of Dubai along with two employees on February 2, 2024, exactly five years to the day after XLII, the first seastead, was established off the coast of Thailand.

We're still waiting for DNA analysis to confirm who is among the dead.

What does this mean for the future of seasteading?

[Read my EXCLUSIVE INSIDE ACCOUNT.](#)



Joe Quirk  
President, The Seasteading Institute

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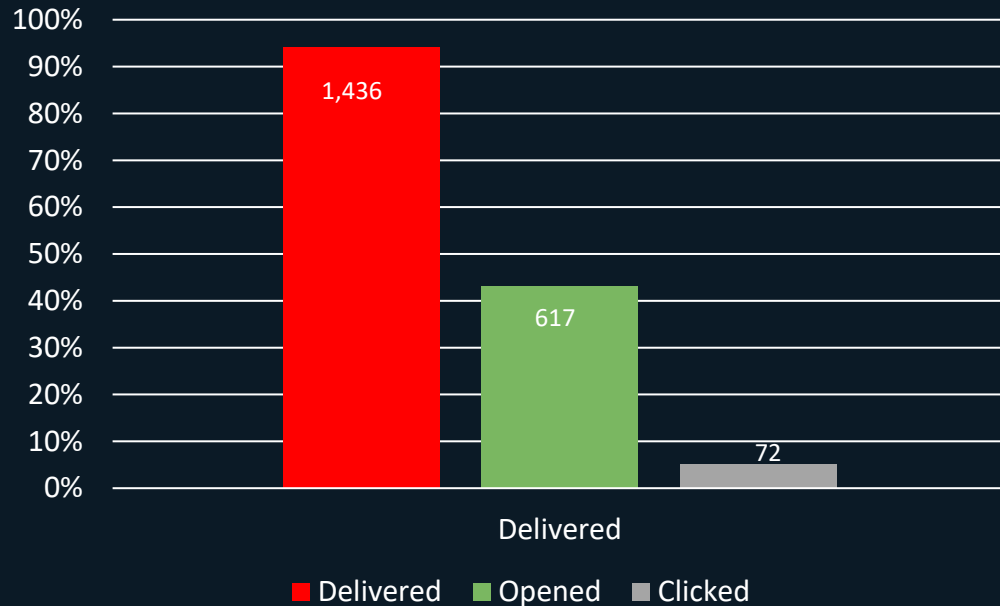
[Unsubscribe](#) | [Manage email preferences](#)

## Member Insights

# Email Analytics

- Subj: “New video & new Active Project partner!”
- Emails Delivered is 1,436 – 94%
- Emails Opened is – 617 - 43%
- Emails Clicked is 72 – 12%

## 2024 Feb Events Emails



## Member Insights



Hello Matthew,

Watch Joe Quirk explain why Seasteading is the fastest path to freedom at the Liberty in our Lifetime conference in Prague.



This month we were happy to welcome Floating Hydrogen Ports to our [Active Projects](#). The Floating Hydrogen Ports is a modular, scalable, and sustainable green energy platform planned for Lebanon in 2025 and scaled up in 2030. It will use silent, emission-free hydrogen production to power facilities and vehicles. Learn about the project in this video:



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# Benefits of Membership

Discount on additional email and on social media posts to our audience.

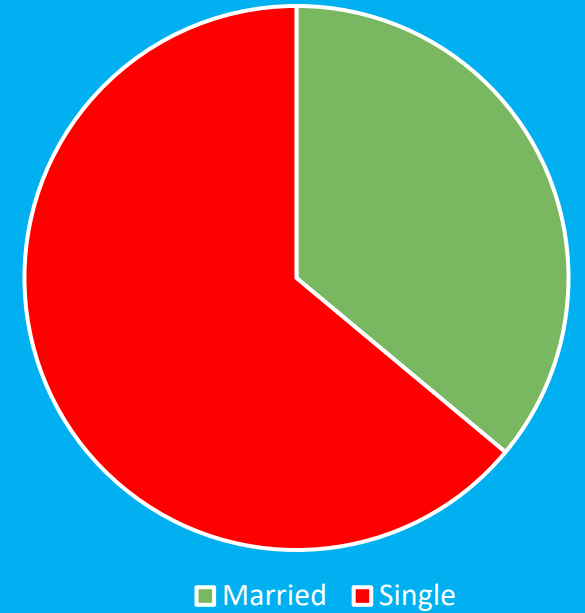
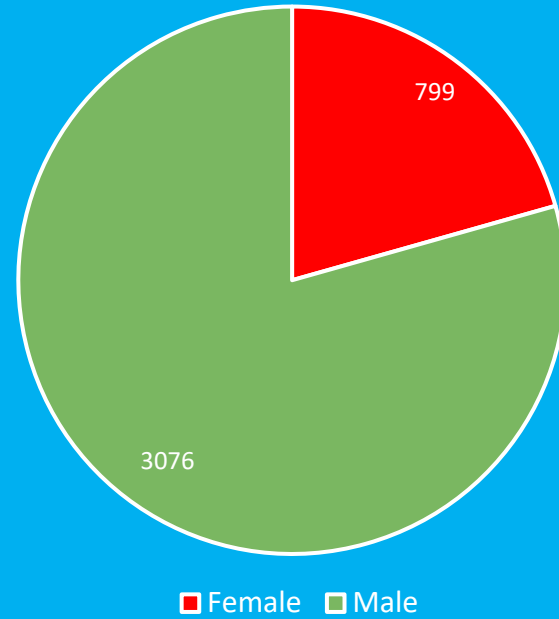




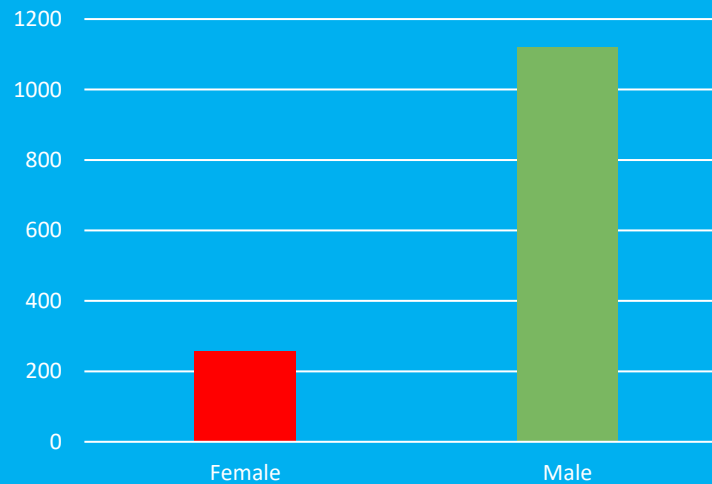
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64% of seasteaders are single while 36% are married.

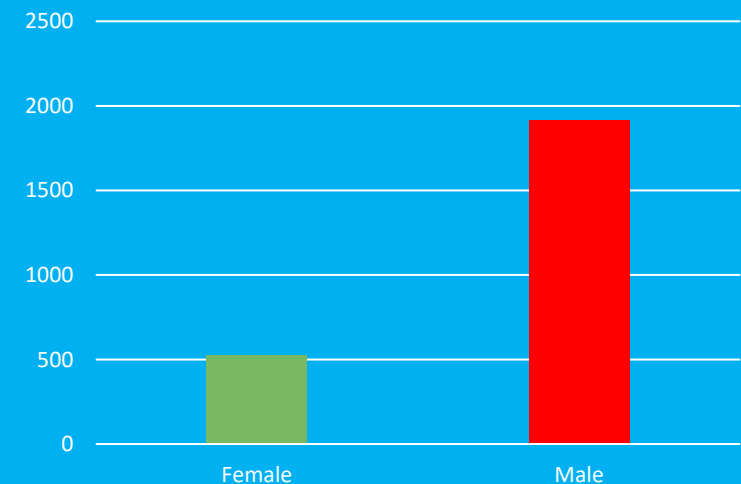
Gender Breakout for seasteaders



Total Married Seasteaders



Total Single Seasteaders







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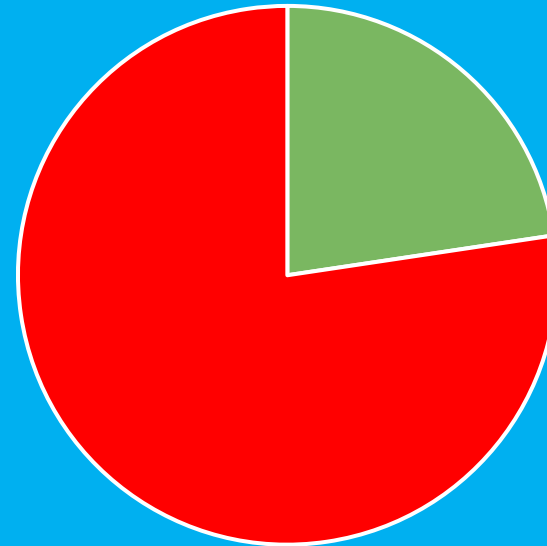
77% of  
seasteaders do  
not have children.  
seasteaders  
without kids are  
80% male.



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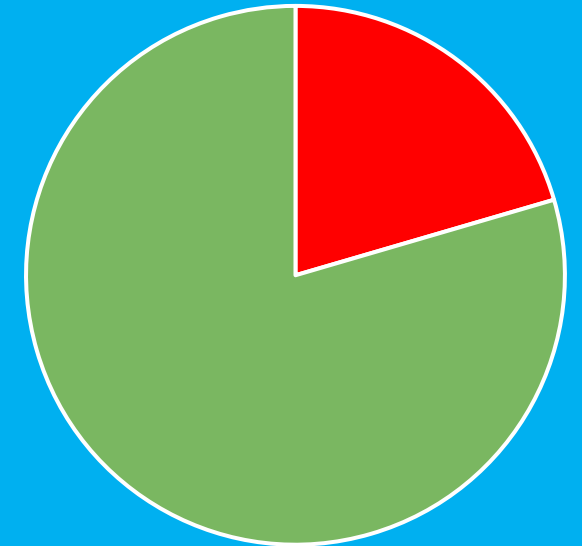
Member Insights

Parents vs Nonparents



■ Members with Kids ■ Members without Kids

Seasteaders With No Kids

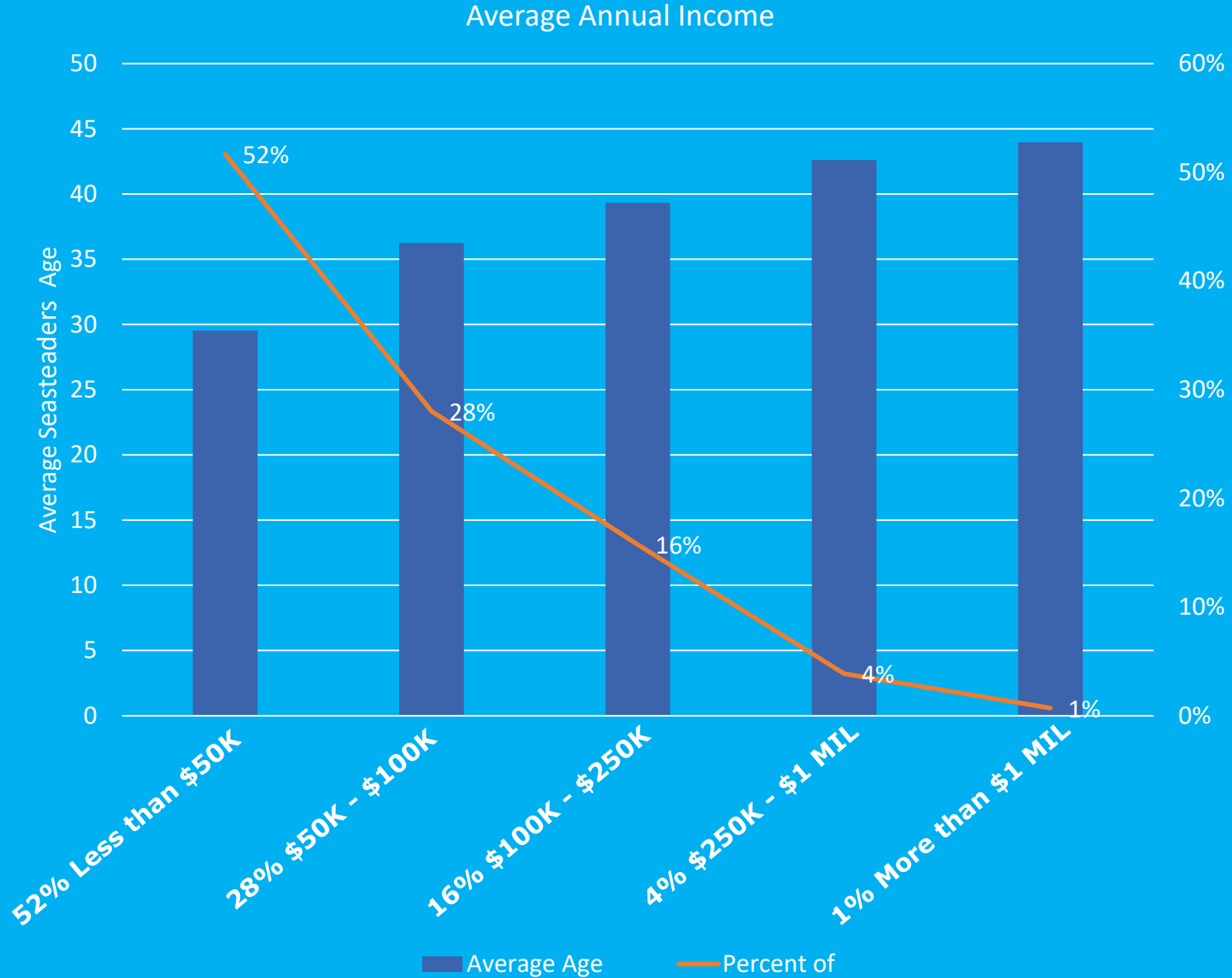


■ Female ■ Male



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Seasteaders  
represent the  
entire economic  
spectrum.



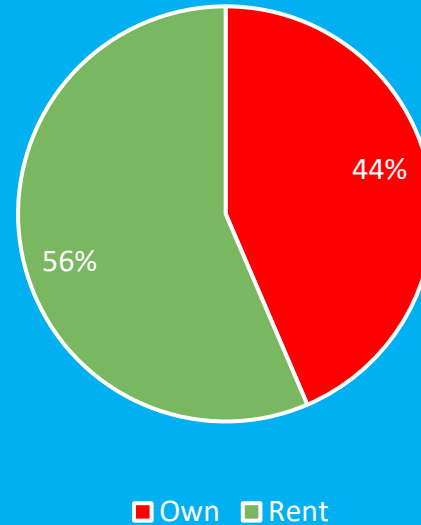


While 44% of Seasteaders own their home, 14% of those own multiple residences.

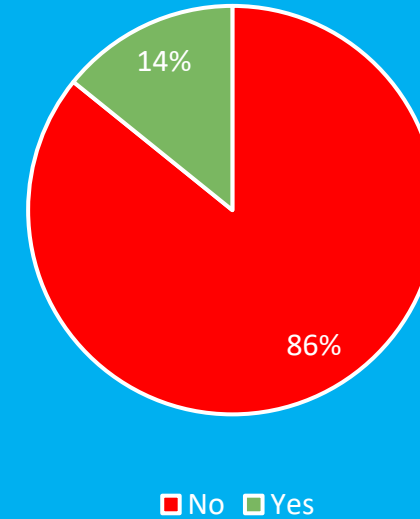
Note, owning/participating in a timeshare has had limited participation from Seasteaders.



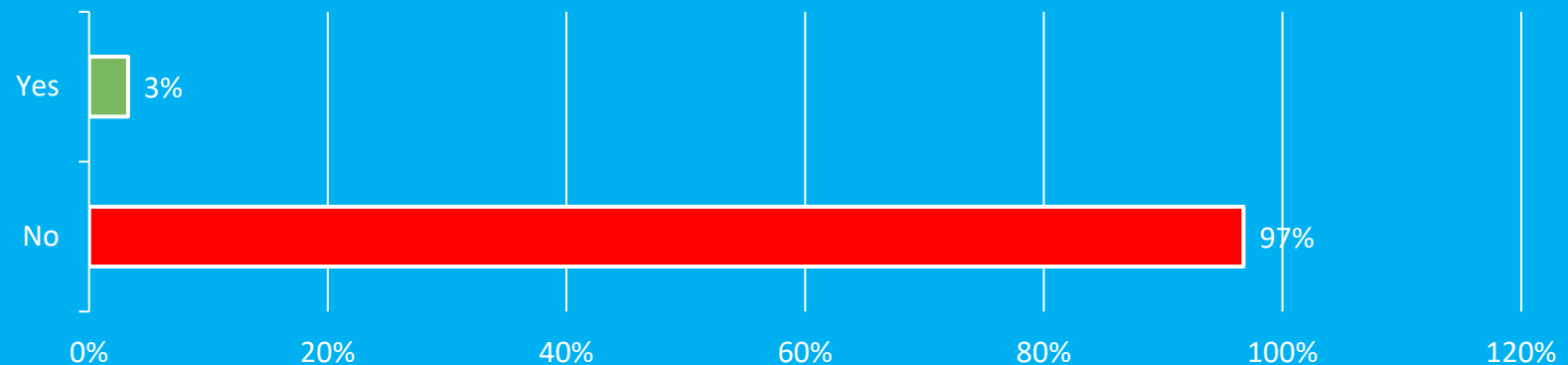
Do You Own or Rent?



Do You Own More Than One Home?



Percent of Seasteaders Who Own a Timeshare



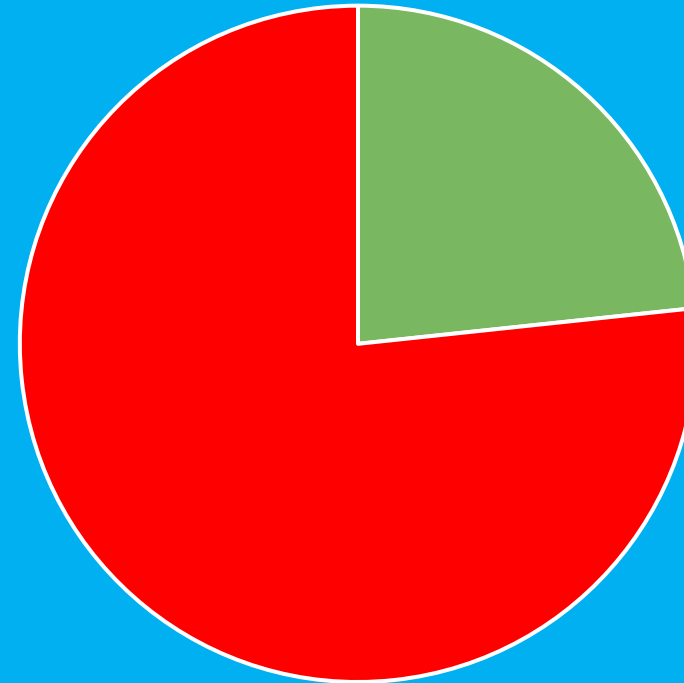


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Seasteaders are  
entrepreneurs.

77% of  
Seasteaders want  
to operate a  
business from the  
seastead.

Would you want to operate a business from the seastead?



■ No ■ Yes



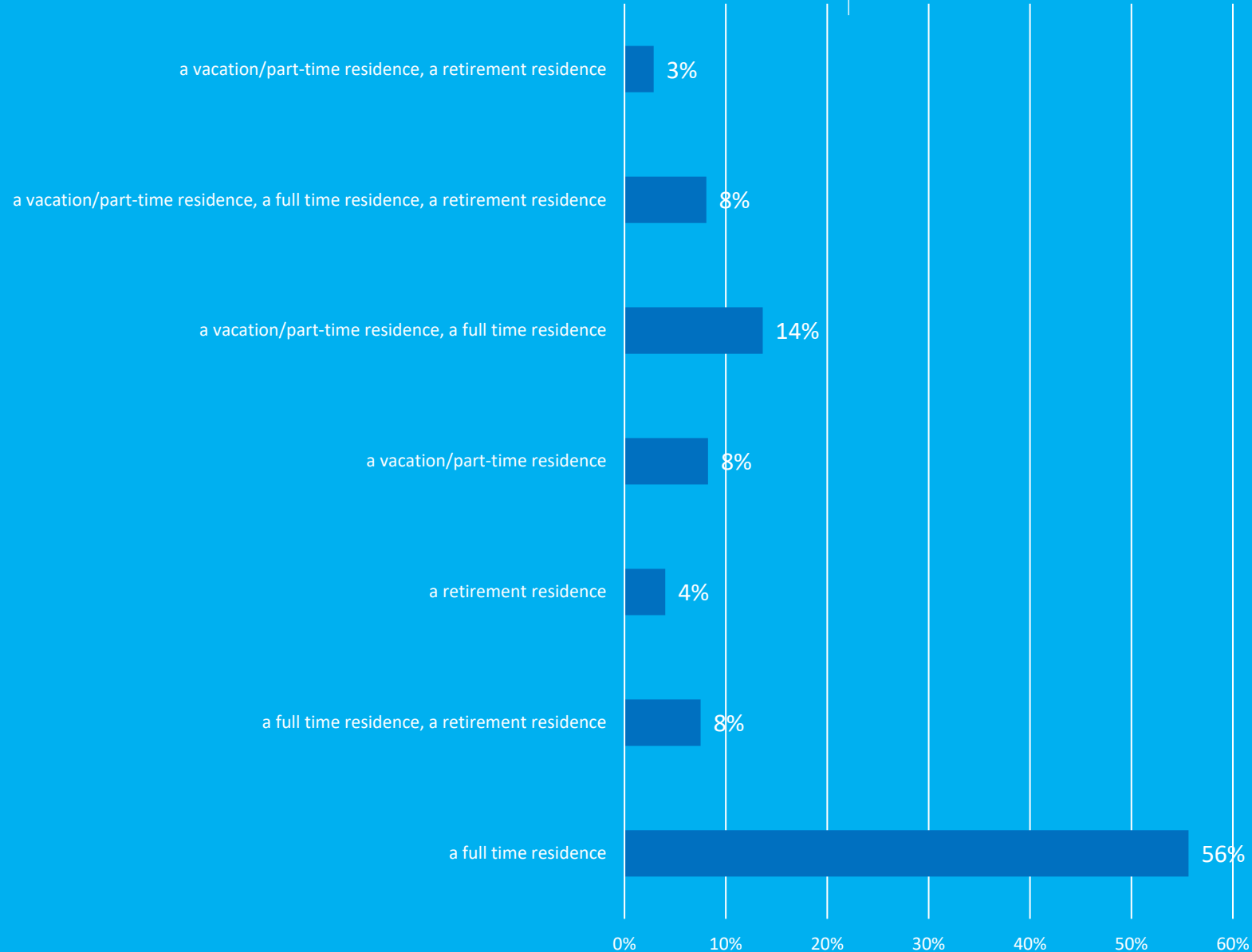
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**56%** of seasteaders want a full-time residence on a seastead, but **41%** see multiple reasons to belong to a seastead.



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## Member Insights





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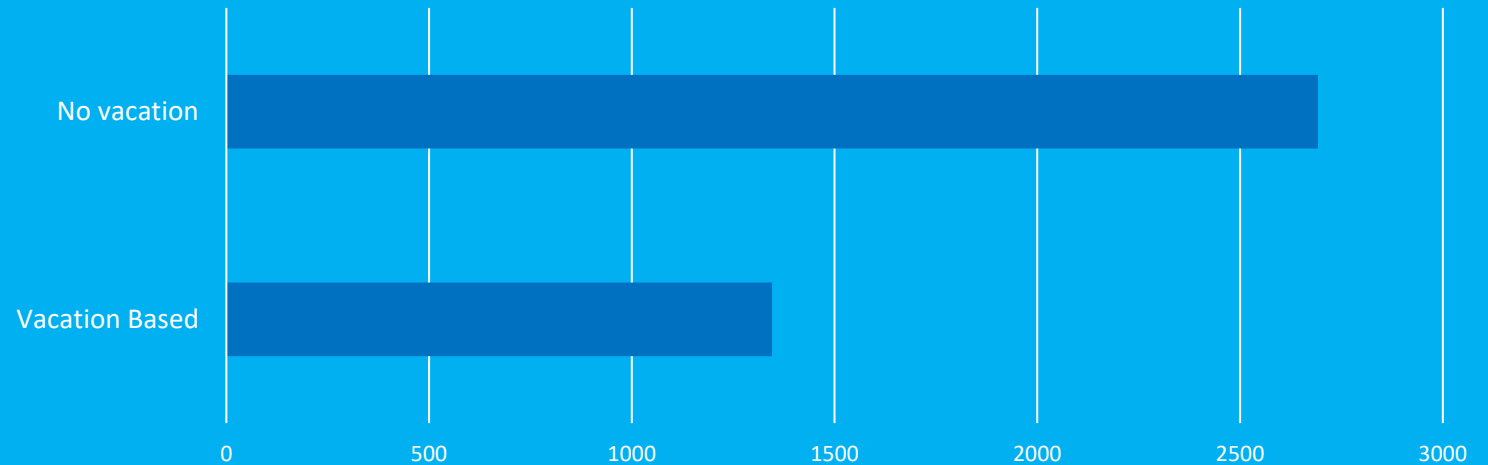
33% of  
seasteaders are  
interested in  
vacationing at a  
seastead.



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Member Insights

Number of seasteaders Who Plan to Vacation





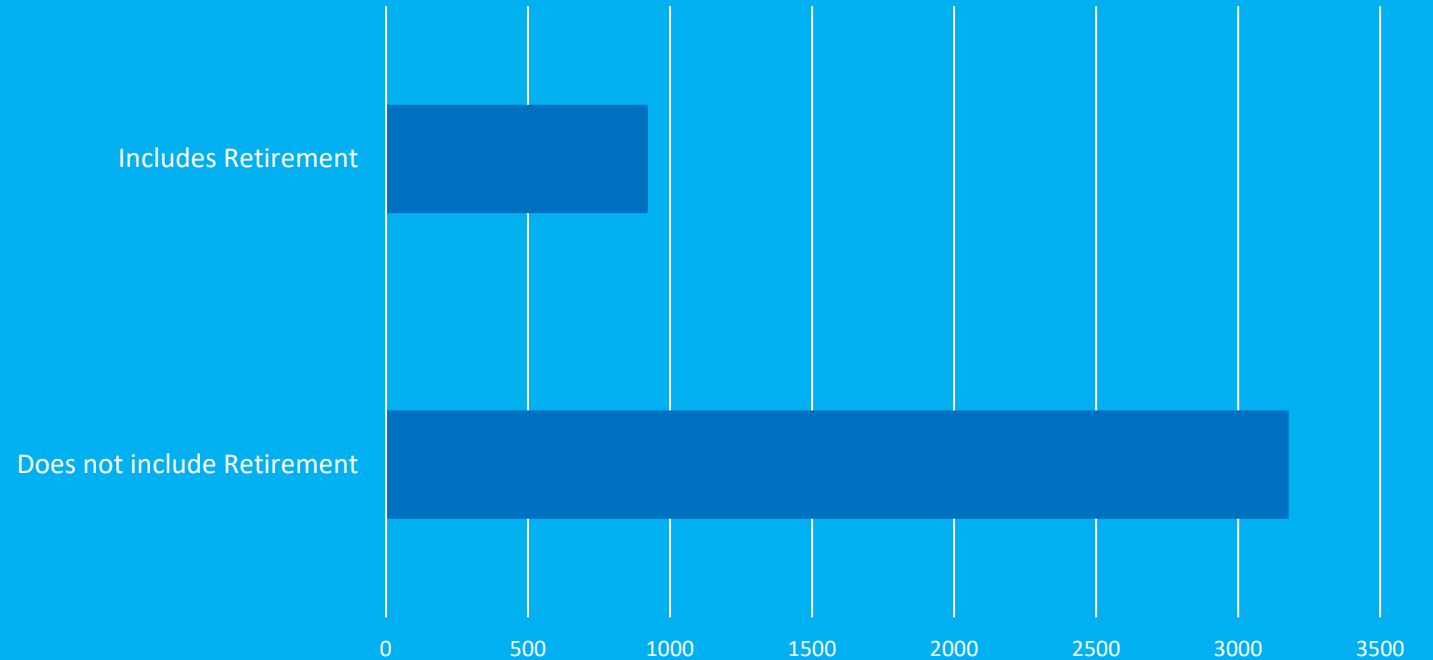
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22% of  
seasteaders  
consider retiring  
on a seastead.



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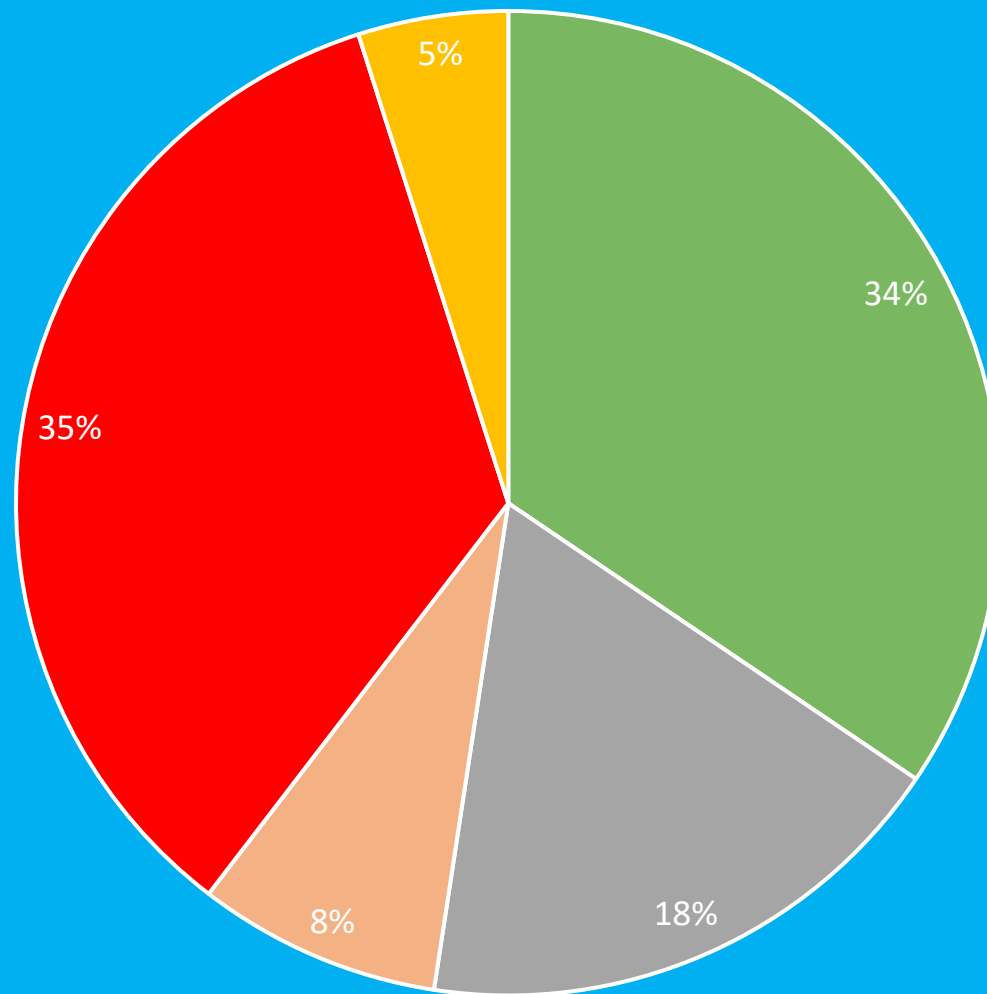


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69% of  
seasteaders  
want to spend  
less than  
\$600/sq. ft.

- \$500 to \$600 per square foot
- \$900 to \$1000 per square foot
- More than \$1000 per square foot

- \$700 to \$800 per square foot
- I cannot afford these prices







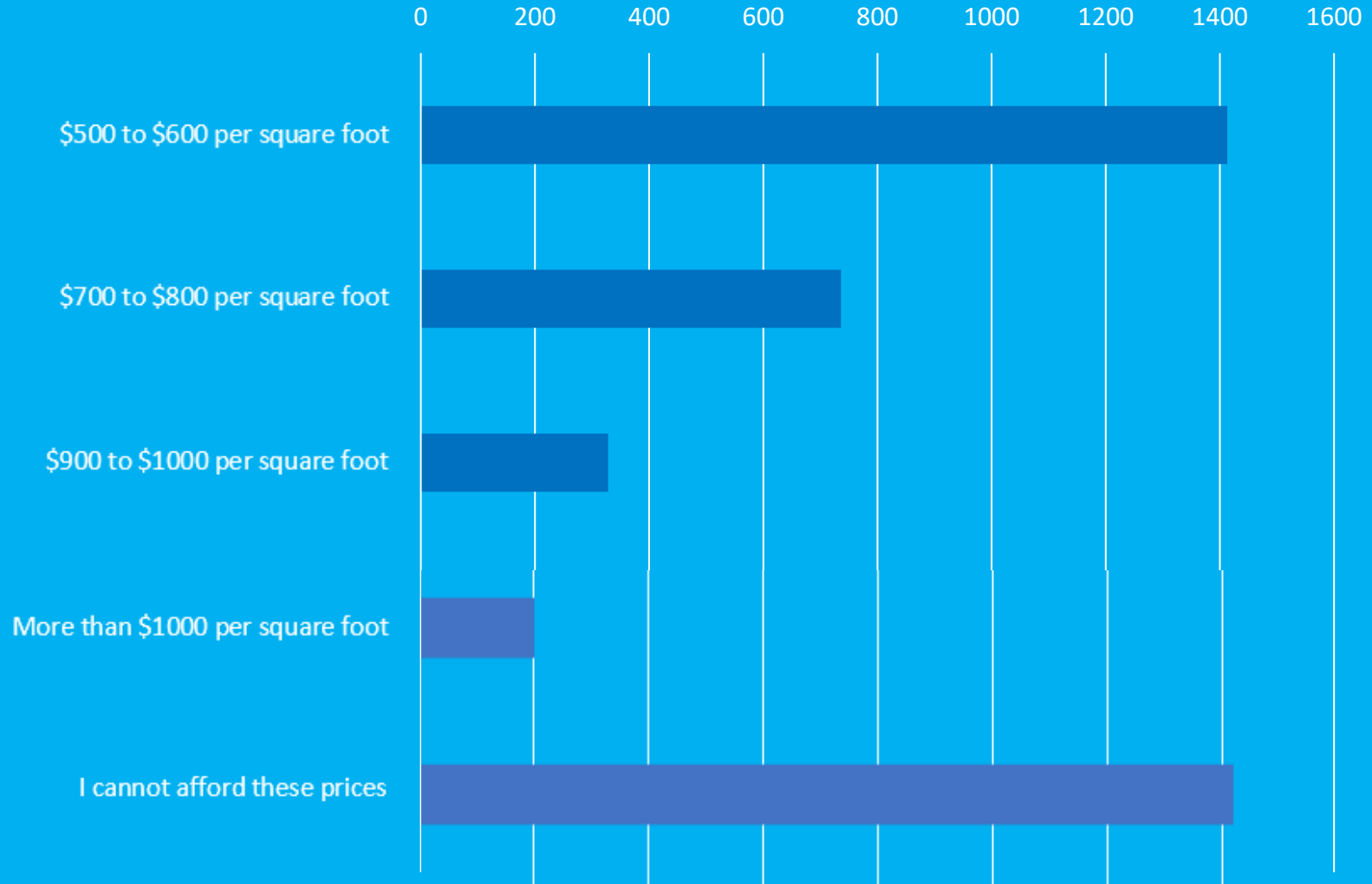
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35% of  
seasteaders want  
to spend under  
\$500/sq. ft.



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Member Insights





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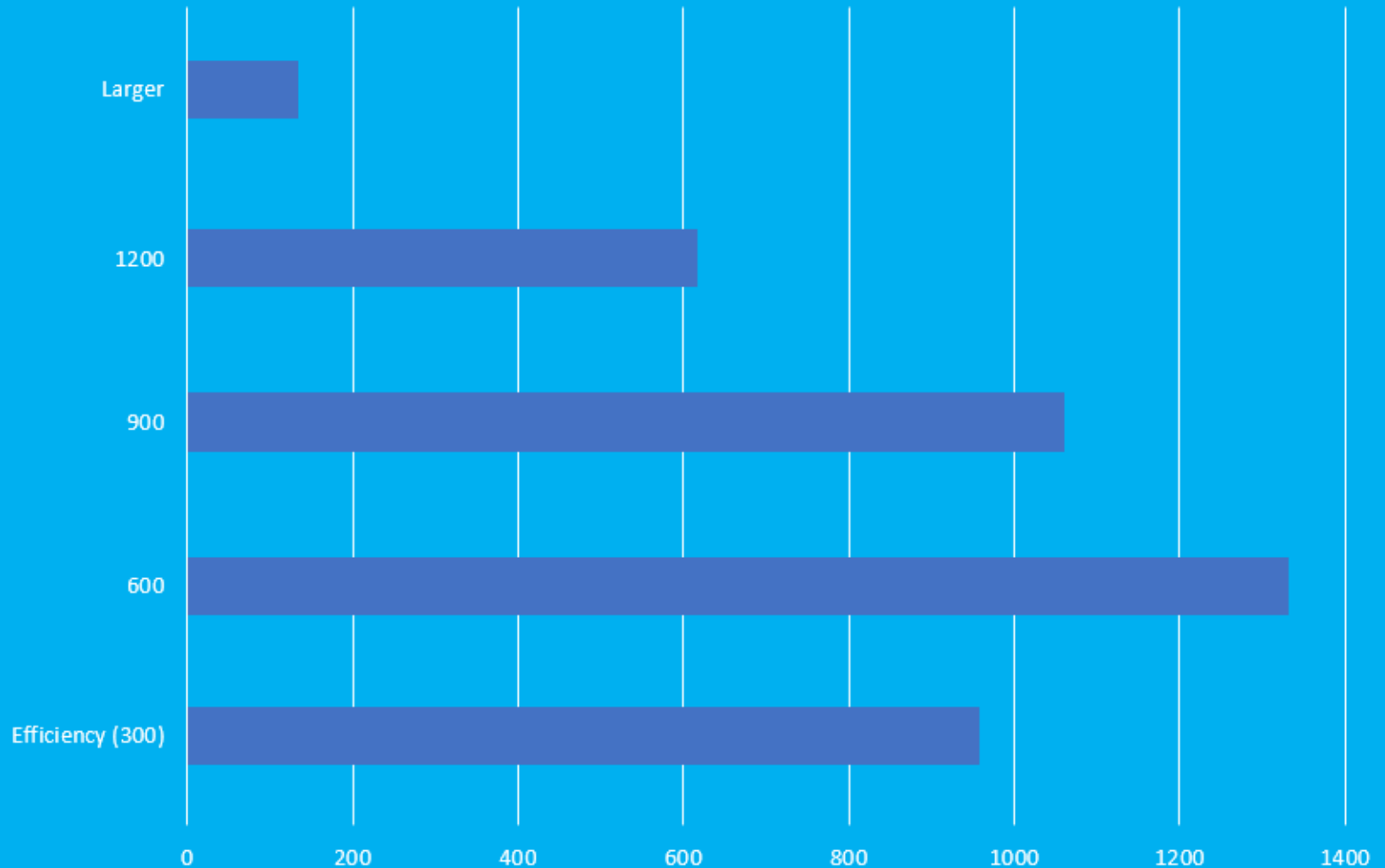
74% of  
seasteaders want  
square footage  
options between  
600-1,200 square  
feet.



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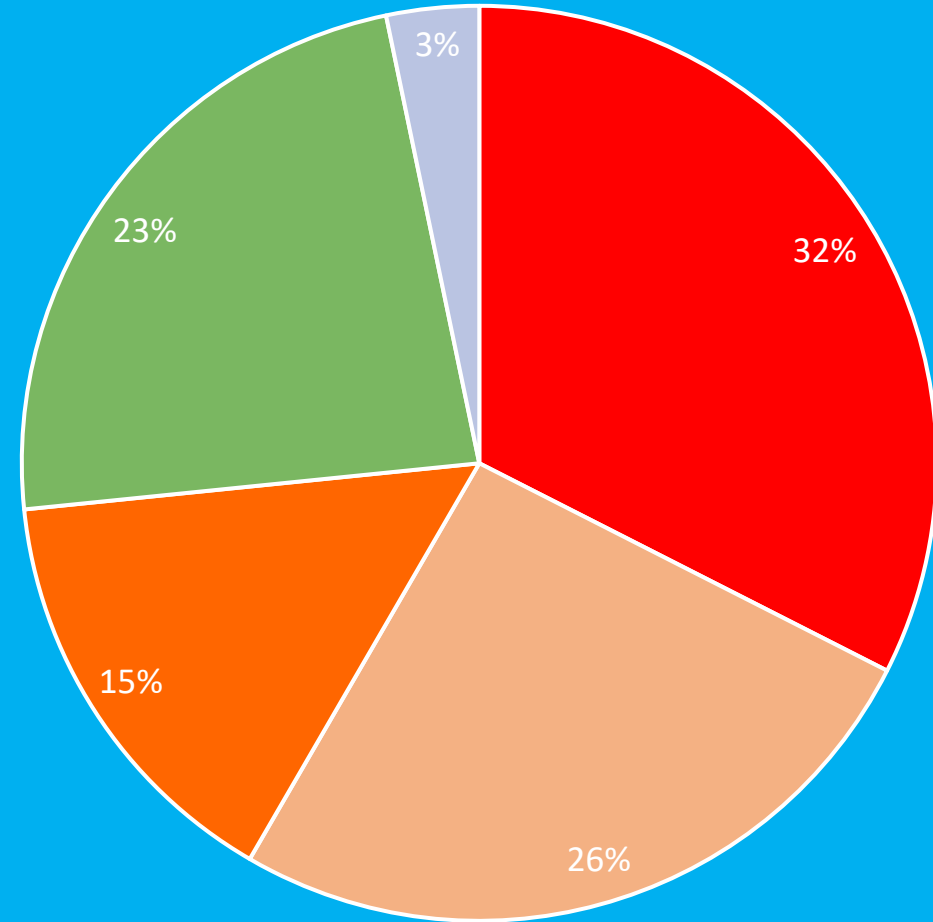
Total seasteader Preferences





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32% of  
seasteaders  
prefer a 1br-1ba,  
600 sq. ft.



- 1-br, 1-bath, kitchen, LR/DR/study area (600 square feet/60 square meters)
- 2-br, 1-bath, kitchen, LR/DR/study area (900 square feet/90 square meters)
- 3-br, 2-bath, kitchen, LR/DR area (1,200 square feet/120 square meters)
- Efficiency apartment (300 square feet/30 square meters)
- Larger



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## NOTE:

The Seasteading Survey was reviewed by our Data Analyst who used statistical analysis to determine percentages and totals based on questions answered within the survey. Some questions were answered at a larger percentage than others. In each case, the total sum of questions answered was determined to be 100% for that question, and not the total number surveyed.

Thank You.

[info@seasteading.org](mailto:info@seasteading.org) – General Inquiries

Telephone - Phone: (866) 743-6660

### **Mailing Address**

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