

# Team Pro4u – Club KSSS Summary of season 2017



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# Team Pro4u

- The team have been active for 12 years with the most professional Swedish project within offshore racing
- Cooperated with and raced under the name Team Pro4u since 2014
- The "Swedish offshore sailer of the year" 2014 and 2012
- European Champions Open Class C 2017 and 2015
- European and World Champions every year since 2012 as Corinthians
- Medal in every European and World Championship since 2012
- Class winners in ÅF Offshore Race 2017 and 2013
- Swedish Champions in offshore sailing 2017 and 2013



**BLUR.se, August 2017:** "I would like to claim that this team is outstanding among Swedish big boat sailing. Nobody takes it more serious, train so methodologically or is so structured when it comes to sails, prestanda analysis or optimization"

# About the Project and the Boat

- The boat, "Malin", is a modified First 36.7 constructed by Farr Yacht Design
- Club: KSSS, the Royal Swedish Yacht Club
- Optimized for ORC International ("ORCi" or "ORC", the rule used for national, European and World offshore sailing)
- The boat is modified and improved every year
- When racing we have a crew of eight all with specialized tasks
- The project is technically in the forefront
- Sail, rig, instruments, IT, routing, weather analysis is all of highest standards from leading suppliers and partners
- Racing is primarily done according to the ORCi rule but locally in Sweden also SRS



# Project members

- Patrik Forsgren, skipper, helm, project manager, Senior Consultant Energy
- Anders Mårtensson, main trim, yogal, crew planning, COO IT
- Joakim Hoppe, bow, weather, strategy, IT, Senior Systems Architect Telecom
- Johan Tuvstedt, jib trim, boat technics, Business Senior IT
- Anders Björk, spinn trim, blogg, communications, Project Director Fintech
- Oskar Hellblom, keyboard, food responsible, Teacher mathematics/physics
- Oskar Sömermaa, mast, food responsible, Student MSc Engineering KTH
- Peter Thorwid, tactician, navigation, social activities, Concept Development Manager Machine



➤ Plus suppliers and approximately 10 active reserves

Picture from left after the double European golds 2017:

Johan Tuvstedt, Oskar Sömermaa, Joakim Hoppe, Oskar Hellblom, Anders Björk, Anders Mårtensson, Peter Thorwid och Patrik Forsgren



# Results season 2017

- 1st place Lidingö Runt SRS Class 1 och 3rd in total
- 1st place Viggan Open
- 1st place Swedish Championship ORCi Oxelösund
- 1st place Sandhamn Open ORCi
- 1st place ÅF Offshore Race ORCi och SRS Class B
- 3rd place ORC Polish Championship
- 1st place ORC European Championship (also Corinthian)
- 2nd place Kräftköret
- 2nd place Hyundai Cup
- 1st place KSSS Indian Heat Regatta
- 1st place Åland Offshore Race
- 1st place Oktoberpokalen (J/70)



We have participated in 12 sailing races with "Malin" during the year and counting all individual races we have had 53 starts. Out of these 53 races we have managed to win 38, this is 72% of all races we have started! Our average score in all sailing races is 2.3 and we have managed to reach the podium in 11 out of 12 sailing races, all but one.

# Championship results 2017-2011 (1/2)

## 2017:

- 1st place ORC European Championship Open Class C, Gdansk Polen
- 1st place ORC European Championship Corinthian Division Class C, Gdansk Polen\*
- 1st place ORC Swedish Championship, Oxelösund Sweden
- 3rd place ORC Polish Championship, Gdansk Poland

## 2016:

- 3rd place ORC World Championship Open Class C, Copenhagen Denmark
- 1st place ORC World Championship Corinthian Division Class C, Copenhagen Denmark\*
- 3rd place German Championship, Kiel Germany

## 2015:

- 1st place ORC European Championship Open Class C, Pärnu Estonia
- 1st place ORC European Championship Corinthian Division Class C, Pärnu Estonia\*
- 4th place ORC Swedish Championship, Arkösund Sweden
- 1st place ORC Estonian Championship, Pärnu Estonia

## 2014:

- 2nd place ORC World Championship Open Class C, Kiel Germany
- 1st place ORC World Championship Corinthian Division Class C, Kiel Germany\*
- 4th place ORC Swedish Championship, Sandhamn Sweden

\*Corinthian division Trophy is awarded the best non-professional (amateur) crew

# Championship results 2017-2011 (2/2)

## 2013:

- 3rd place ORC European Championship Open Class C, Sandhamn Sweden
- 1st place ORC European Championship Corinthian Division Class C, Sandhamn Sweden\*
- 1st place ORC Swedish Championship, Sandhamn Sweden

## 2012:

- 3rd place ORC World Championship Open Class C, Helsinki Finland
- 1st place ORC World Championship Corinthian Division Class C, Helsinki Finland\*
- 6th place ORC Swedish Championship, Sandhamn Sweden

## 2011:

- 4th place ORC European Championship Open Class C, Hanko Norway
- 2nd place ORC European Championship Corinthian Division Class C, Hanko Norway\*

\*Corinthian division Trophy is awarded the best non-professional (amateur) crew

**Dagens Industri Weekend, June 2017:** *"Team Pro4u is one of the most successful crews with several World Championships medals and great success both at home and internationally"*



# We are visible!

## Exposure in and on:

- The Boat
- Sails
- Harbour flags
- Clothes
- Blog
- Facebook
- News letters
- Newspapers
- Magazines
- Web
- Live streaming
- Video



**Sörmlands Nyheter, June 2017: "Unbeatable boat in Offshore Swedish Championship.** After eight completed races, two offshore and six inshore, the ORCi Swedish Championship in Oxelösund was finalized. Not surprisingly, Team Pro4u with skipper Patrik Forsgren, won. That boat was in the lead from start to end."

# Active communication

**Blog, Facebookpage and regular News letters:**

- **Active Blog ([swe88.wordpress.com](http://swe88.wordpress.com))** with more than 30 000 views and 10 000 visitors yearly
  - Pages with Race program, Crew, Results, Partners, News letters, Articles and Sail better
- **The Blog have had more than 120 000 views and 40 000 visitors**
- **Active Facebookpage ([Pro4uSailRacingTeam](https://www.facebook.com/Pro4uSailRacingTeam))** with increasing flow, update after our double European Championship gold medals reached more than 10 000 people
- **Six Newsletters sent yearly to subscribing participants**

**Media:**

- **Cooperation with Search Magazine ([searchmagazine.se](http://searchmagazine.se))** regarding articles on the web and in the printed magazine, reach approximately 50 000 readers
- **Active with press releases**
- **Cooperation with Solidsport ([solidsport.com](http://solidsport.com))** and goal is to live stream from most regattas in 2018
- **Large article in Dagens Industri Weekend in 2015**
- **Team Pro4u was included in an article in Dagens Industri Weekend in June 2017 as one of the favorites before ÅF Offshore race**

# Sail!

## Sailing with staff and clients

- Teambuilding; intense race like sailing a nice sunny evening or a 24-hour offshore experience with the management team?
- Join as "working crew" at transport sailing
- Race together with parts of the normal crew



**Tangosailing.nu, august 2017:** "Not surprisingly Team Pro4u with Patrik Forsgren as skipper was the best. It feels like they are in a class of their own in Sweden. Earlier this year they won the Swedish Championship and also its class on ÅF Offshore Race. Last year they took bronze at the ORCi Worlds and in 2015 they won the gold."

# Activities with Pro4u during 2017

- The consulting company Pro4u is our main sponsor since 2014, see [www.pro4u.se](http://www.pro4u.se) and [www.pro4u.se/team-pro4u](http://www.pro4u.se/team-pro4u)
- To lead large and complex change projects is Pro4u's core strength
- A number of sponsorsailing events with Pro4u's clients have been completed
- "Open boat" in Race Village Skeppsholmen prior to the start of the ÅF Offshore Race
- Trasport sailing home from Europenas in Poland
- Text and photos to the Pro4u's annual report





# Winter program

- Sailing focus training weekly with PT Cecilie
- Theory evenings with focus on different subject such as manouvers, trim, strategy, meteorology, tactics and rules
- Sail maintenance and improvements in cooperation with our partner North Sails
- Maintenance and improvements of the boat
- Detailed planning of the next season and "appraisal" discussions
- Social events, such as the traditional season ending dinner for everyone that competed with us during the season plus dinner with the core team and family



# Race program 2018

- 5-6 May, North Sails Trim event  
Stockholm
- 24-27 May, Marstrand Big Boat  
Race – ORC Swedish  
Championship
- 9-10 Jun, Sandhamn Open
- 18-23 Jun, Baltic Pre-worlds -  
Kieler Woche
- 12-20 Jul, Offshore Worlds  
Haag, Netherlands
- 1 Sep, Hyundai Cup,  
Nynäshamn
- 15-16 Sep, KSSS Indian Heat  
Regatta, Stockholm



DR IRENA ERIS ORC EUROPEAN CHAMPIONSHIP GDAŃSK 2017

***ORC Europeans in Oxelösund, Sweden  
August 2019!***

# Summary

- Team Pro4u has had a fantastic season 2017, we have had great fun and have developed and improved in several areas and the results have been good
- We continue towards new goals according to the projects objectives
- We thank everyone that has trained and competed with us, all competitors and race organizers, all partners/suppliers and our main sponsor Pro4u, [www.pro4u.se](http://www.pro4u.se)
- Also big thanks to everyone following our Blogg and Facebook page, we hope you will join us in the future also!



Team Pro4u Blogg:  
[swe88.wordpress.com](http://swe88.wordpress.com)  
Facebook:  
[Pro4uSailRacingTeam](https://www.facebook.com/Pro4uSailRacingTeam)



# Appendix

## ➤ 34 articles (mostly in Swedish) during 2017

➤ Available on the Blogg, see:

<https://swe88.wordpress.com/artiklar/>

