

JELLYFISH

A MONTHLY UPDATE

NO. 001 — AUGUST 2026



This is the first issue of Jellyfish, a monthly update from EAS. We are a father-son team, from Adelaide, South Australia, decarbonising global freight with cargo airships. We spent many years working in stealth. This is us surfacing, and keeping fans and followers updated with the progress of the EAS project. Let's build a community.

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01 – THE MONTH

STONE & CHALK, 11 AUGUST

The EAS story – A Stone & Chalk interview!

On 11 August, Stone & Chalk published a feature on us: *The father-son battle to build a ship in the sky*. This was our (Brian and Toby) first interview, and it's very exciting to have external interest in the project – and an external voice writing the story for others to read.

It gets the shape of things right. Brian and Toby as real people, living the EAS story from the inside, and from humble beginnings – outsiders to the field, but fierce hobbyists and big nerds.

"Battle" is fair. The disagreements were real, although maybe a bit more light hearted than may be implied. Brian's relentless interest in the project, even in the face of seeming impossibility is equal parts dedication and obsession.

If there was anything we'd like to add, it's simply this: when it comes to the Sunship, and the square-cube law – it's not just big – it's the right *type* of big! The Sunship is more volume efficient than a conventional airship, at any size, even though the square-cube law acts equally upon both. VS/VE is our framework for measuring a shape's volume-efficiency, regardless of size.

"Build up your life experience and the strength of your character."

– TOBY, ON WHAT ACTUALLY MATTERS MORE THAN
LOOKING LIKE A FOUNDER

[Read the full article at stoneandchalk.com.au](https://stoneandchalk.com.au)

THE 'MIDDLE OPTION', AN EXAMPLE IN TWO NUMBERS:

A single 10ft container literally 'missed the boat' for delivery... These things happen.

\$5,000

Originally: by sea. Eight weeks. The long lead-time not an issue, but there was no replacement route for many months.

\$110,000

The only other option? By air. Two weeks... but over 20x the cost. A logistics emergency, and a reluctant customer – left dreaming of a middle freight option, which just didn't exist at the time.



02 – OUT IN THE WORLD

One hundred sessions. The crew told us ours was their favourite.

Adelaide Climate Action Week ran for seven days at the end of July – around a hundred sessions, five action areas, more than five thousand registrations across the week.

Our session was *Decarbonising Global Freight with Cargo Airships*, hosted at Stone & Chalk. Afterwards the ACAW team told us it had been their favourite event of the week. We have decided to believe them.

The reception was amazing, there were some believers afterwards – a couple almost close to tears with emotion at the scope of the EAS project, expressing real desire to invest, help, or stay updated. We concluded the session with 20 or more minutes of solid Q&A, with a few engineers having ‘a-ha’ moments and expressing their support.

COMING NEXT MONTH

The session was recorded. It is being edited, and will go up in the next month.

ADELAIDE CLIMATE ACTION WEEK

THE WEEK

EVENT	Decarbonising Global Freight with Cargo Airships
PROGRAMME	Adelaide Climate Action Week
REGISTRATIONS	5,000+



03 – INTELLECTUAL PROPERTY

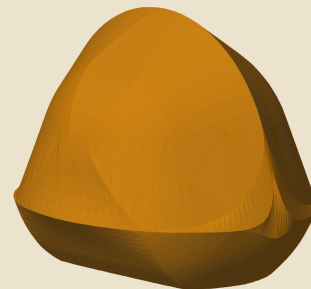
IP AUSTRALIA, 12 AUGUST

The shape, the design, the invention, the brand... the IP stack.

On 12 August, IP Australia accepted our trade mark application for **The Sunship** — number 2678458.

This means The Sunship is not only on its way to becoming an internationally registered trademark, but also an internationally registered design, AND a patented technology. Our totally unique first principles redesign means we are in an unusually strong position – the Sunship is the enabling tech of a new blue ocean air-shipping industry

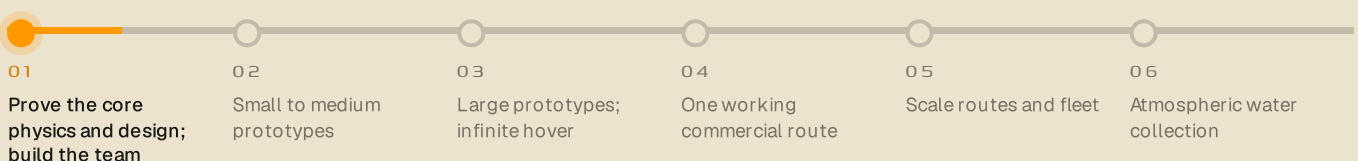
We are assembling a full-stack IP position — **trade mark, registered design and patent** — and taking each of them international by its priority date.



The classic Sunship envelope.

THE MASTER PLAN

Six steps, published in our Vision//Whitepaper. We are very early in a very long journey, but are moving forwards every day.



04 — HOW WE WORK

SIX WEEKS, ENDING 27 AUGUST

Rise of the AI Solopreneur.

Toby spent August in Stone & Chalk's AI Solopreneur Accelerator — six weeks, finishing with a showcase and graduation on 27 August. The second cohort already has close to 100 registrations(!)

Three things exist now that did not in July. **Fleet Calculator V2**, rebuilt from the ground up. A **rebuilt website**. And a working understanding of how to put agents into the operating loop of the company.

For a two-person company this is very important. The constraint on EAS has never been ambition, and it has rarely been ideas. It is hands, and, now we've completed 'conceptual design' it is a million small jobs, including spreading the word, and managing day to day aspects.

EAS is a cutting edge company. We are taking a near-extinct airships industry, which has hardly changed in 200 years, into the 21st century and beyond — as an AI enabled project, with century defining goals, incorporating new technologies, based on a shape which people didn't know existed until 2006.

SHIPPED

- **Fleet Calculator V2** — rebuilt
- **electricairshipping.com** — rebuilt
- **Agent workflows** — in progress

THE PHYSICS, BRIEFLY

01 OF 12 — A SERIES

Floating is flying without wings.

A balloon, a ship, an airship, a jellyfish, a submarine — all float using buoyancy.

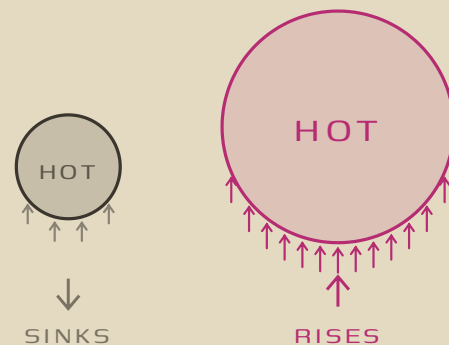
Buoyant lift is proportional to *enclosed volume*. An airship flies because the surrounding atmosphere's heavier, colder particles fall underneath the lighter, hotter particles enclosed in the envelope. The airship is being pushed upwards by millions of tiny hands.

There are no wings — and you do not need any speed to fly. In a sense, once you have it, the buoyant lift is essentially *free*. This means that propulsion energy is only used for propulsion — NOT for creating lift.

In this way, aero-statics (buoyancy) and aero-dynamics (movement) are 'decoupled'. They are two separate considerations. You can't fly a plane with no speed, but you CAN float an airship.

Buoyant lift is proportional to enclosed volume.

SAME MASS — DIFFERENT VOLUME



Identical mass in both. The one that encloses more volume displaces more air, and floats.

FROM THE FOUNDERS

Brian

CO-FOUNDER

Chalk Chills, Friday drinks... I spoke with one interesting guy from New South Wales who owns and runs a farm part-time. He said that the team who erected a geodesic type of building on his property were the slickest and most efficient group of workers that he had ever seen. It made me pine to have a group of workers like that as contractors or employees of our company one day. Geodesic type, convex construction (like the Sunship) is extremely efficient by nature. EAS may end up as a world leader in this style of construction.

Toby

CO-FOUNDER

Some things I've been chewing on and mulling over recently.... Whether AI is somehow quietly driving a wedge between Dad and I, or, maybe, creating, or contributing to, an impressive but still stressful reshuffle of our working routine, and our entire lives really. (I call Brian 'dad' irl.) Maybe it's the 'solo' aspect of the 'solopreneur' workshops I've been doing.

It feels like I am moving maybe ten thousand times faster than I did a few years ago. And even in the last few months accelerated again. Dad lived fifty years of his life before the internet even existed. He has carried the airships idea a long time, even though in a sense the world keeps moving under his feet. The real-ification of the project. Which is scary at times for sure... Combined with the ever increasing speed of tech, first computers and the internet, now AI and beyond... He does very well to keep up with it all, in many ways he's more future-oriented than many young people. It's tough to keep him up to date with my progress recently, there's so much happening at once.

Or perhaps that's all the wrong frame slightly, and this AI-fuelled acceleration is a useful natural division of labour finally arriving. Maybe both, I can't quite tell yet. It's good though.

When we first got the EAS office, in 2022, I remember myself saying: I'm going to work really hard on this airships thing, but it's nice that – ultimately – it's my dad's idea, so if it doesn't work out, *no big deal* or... I'll just see how far it can go, with a really handy detachment from failure, by being one step removed. Maybe deep down we kind of knew it would work out, I think dad always did. Things have changed so much in the last few years, it's hard not to be dramatic, and say it's been a 'destiny' level of thing, because we (I) have become truly convinced (as dad always was convinced). All I can really say is: These things *want* to be built.

If you listen, the world is constantly screaming desire for the Sunship fleet to exist! And there actually *can be* a way forwards. For us, for earth. For a supply-chain circulatory system of a living planet, which is prosperous, and sustainable, in the really deep sense – environmentally, and also just futuristic as fuck. And if we get this 'transition' right, once, then we (planet + humanity) may never need to do it again. So that's my thoughts for the first issue.

Dear reader you're so early, we're still learning, but making good progress, on how to cope, with such an audacious project not just being ours, but becoming real. It's very exciting and honestly freaky on an existential level. Peace!

FROM THE ARCHIVE

Because the first several issues are catching up, here's a few things from earlier this year:

EAS joined Stone & Chalk a few months ago and gave a **Test Drive Tuesday** public presentation, one of the busiest. It was the first time the Sunship had been put in front of a general room.

In July the **Shape-Volume Scalar** paper was published in *Airship*, the journal of the Airship Association. It is the piece of maths the rest of the project stands on: it sets out VS — Toby's own number — and with it the geometric rationale for the whole Sunship design.

WHAT CAME OUT OF IT

The most useful thing was the feedback on the calculator app, enough of it, and specific enough, that it went straight into the V2 rebuild described on the previous page.

ELSEWHERE

UN decarbonisation deadline shakier than ever

IMO PRESS BRIEFING

The IMO's Net-Zero Framework — a global fuel standard plus emissions pricing, approved in April 2025, was due to be adopted last October. Instead the extraordinary session paused without voting, and reconvenes in **October 2026**. Our read: dithering, diffusion of responsibility, business as usual. To be fair, all the options on the table kind of ask stakeholders to accept a worse deal than they have now... I think people, stakeholders, companies, would change, if there was a good path to do so. Nobody hesitates for twelve months over a clear win-win.

SHOUTOUTS

Bentleys - free, useful advice through the Stone & Chalk partnership, **The whole Stone & Chalk team** - the venue, the acceleration, the introductions, and the article. **Dane McFarlane** - for writing it. **Adelaide Climate Action Week** - for having us, and for the kind words afterwards. Also, **@FrazTheWizard** - for helping massively with V1 of the fleet calculator.

WHAT IS EAS?

Electric Air Shipping is an Adelaide-based climate/deep-tech company developing The Sunship: a patent-pending, software-backed cargo airship, radically redesigned from first principles. Using electrically heated hot air rather than helium or hydrogen lifting gas, the Sunship is underpinned by a published maths and design framework (VS/VE design), to create a new zero-

emissions freight modality between container shipping and conventional air freight - the 'sustainable middle option' for international freight.

The underlying work is public, in line with the EAS belief in transparency. The pitchdeck, the Vision//Whitepaper, the Shape-Volume Scalar maths paper, and the full Sunship conceptual design. [Read and judge for yourself.](#)

THREE ASKS

We are beginning a pre-seed raise.

Slowly, but we are beginning. We have a breakthrough conceptual design which stands up, a full-stack IP position going international, and four years of unreal work, purely from the bootstraps. Perhaps we are, pound for pound, the best R&D company on earth right now. We are ready to grow.

If you are an **angel, an investor or a fund** - or if you are someone who wants to **work on this project, in some expert capacity, (or any capacity)** we would like to hear from you. We are building a movement and want early believers, people with amazing skills, and *good people*.

Get in touch:

contact@electricairshipping.com

We are starting a podcast. Why not...

Monthly-ish, conversational, and mostly an excuse to explain things properly at length.

Let us know what you'd love to ask, or hear Brian and Toby discuss! EAS or otherwise.
contact@electricairshipping.com

We are assembling the world's best advisory board.

Particularly: good people. Who have some experience, sway, or authority in fields related to: aerospace, corporate executive functioning, environmental protection, indigenous land management, fundraising, deep-tech, design, architecture, or futurism.

If that is you, or you know them, get in touch!

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THIS ISSUE

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FEED ME TO YOUR **AI** → electricairshipping.com/llms-full.txt