AltView INSIGHTS

INDEPENDENT ADVISORY · FREIGHT & COMMODITIES

Independent Market Intelligence for Better Strategic Decisions

An independent alternative view reveals blind spots, tests internal assumptions and counters confirmation bias. **AltView adds senior market intelligence and strategic advice to your team, with the option to set up AI-enabled research and transfer the know-how, tailored to your needs.**

WHY ALTVIEW

An independent reference point

A baseline view on macro, freight and vessel values to review and validate your team's own reports, assumptions and decisions.

Senior judgment, when you need it

Executive-level market discussion and decision support, without adding another permanent headcount.

AI-enabled research, transferred

We set up AI-enabled research workflows and transfer the know-how to your team, tailored to how you work.

FOUR SERVICE LEVELS

ALTVIEW
FOUNDERS
QUARTERLY MARKET BRIEFING

Quarterly market intelligence subscription

- Quarterly market briefing with senior management
- AltView commentary and publications
- Website content, including special analysis and presentation materials

ALTVIEW
BASIC
QUARTERLY ADVISORY

Advisory & reporting, quarterly

- **Everything in Founders**
- Quarterly Market & Strategic Outlook Report
- Senior advisory hours each quarter, including bespoke analysis

ALTVIEW
CORE
MONTHLY ADVISORY

Advisory & reporting, monthly

- **Everything in Basic**
- Monthly Executive Market Intelligence Brief and session
- Senior advisory hours each month
- Ad-hoc advisory on outlook changes and major events

ALTVIEW
PREMIUM
STRATEGIC PARTNERSHIP

Your part-time external research team

- **Everything in Core**
- Around two working days a month on your priorities
- Bespoke research and review of your reports and models
- **AI research setup & know-how transfer**
- Priority response

Flexible terms: all services, including Founders and Basic, are priced monthly and billed quarterly; an annual advance option is also available. Pricing and scope are set out in a tailored proposal.

OUR APPROACH

AltView works alongside your team as an independent advisor, not a report vendor. Our role is to challenge, validate and sharpen your own view.

- **Reference framework:** baseline macro, freight and vessel-value views to test your assumptions
- **Decision-focused:** short notes, slides, chart packs and briefings sized to the question
- **Confidential:** strict security and confidentiality of client information and materials

MARKET COVERAGE

- **Commodity fundamentals** and supply-demand analysis
- **Freight rates** and transport cost outlook
- **Global trade flows** and supply-chain risk
- **Fleet supply-demand** and vessel values
- **Geopolitical risk, sanctions** and route changes
- **Market scenarios** and key leading indicators

STRATEGIC PARTNERSHIP

AI-enabled research, built and transferred to your team

Premium works like having a senior external research analyst on your team part-time. Beyond the analysis itself, we transfer the AI-enabled research know-how we use every day, adapted to your team's needs.

- AI-based research workflows
- Research process design
- Review of reports and models
- Data and tooling selection
- In-house capability build-out
- Hands-on knowledge transfer

GETTING STARTED

01

Discovery

A short conversation on your markets, decisions and current research setup.

02

Proposal

A tailored proposal with the service level, scope and terms that fit.

03

Onboarding

We align on priorities, materials and working rhythm with your team.

04

Ongoing advisory

Regular sessions, reports and on-call support as your markets move.

AltView Insights

AltView Insights is the independent market intelligence and advisory brand of AltView Global DWC-LLC, focused on freight and commodity markets.

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AltView provides independent market intelligence and advisory services for internal business planning. The services do not constitute investment, financial, trading, legal or tax advice. AltView Insights is part of AltView Global DWC-LLC, Dubai South, UAE (Licence No. 15308).

MANAGING DIRECTOR, ALTVIEW INSIGHTS

Daejin Lee

Daejin Lee is a Dubai-based market analyst and author with nearly two decades of experience forecasting global commodity and shipping markets. He currently leads AltView Insights, an independent advisory firm helping decision-makers identify blind spots through unbiased insights and alternative perspectives.

~20 yrs
commodity & shipping forecasting

BBC · CNBC
live expert guest

Amazon #1
category bestseller author

He began his career in Korea's shipping industry, including at Hanjin Shipping, where he worked as an FFA (freight derivatives) trader and strategy manager. He later served at S&P Global Energy in Singapore as Research Director, where he built a global reputation for market analysis and played a key role in developing data-driven research tools for global commodity supply chains and freight markets.

The Maritime Standard Transportation and Climate Change Conference 2026

CNBC, Access Middle East

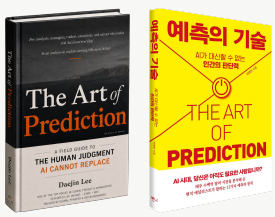
BBC News, Business Today

CAREER

- **AltView Insights, Dubai**
  Managing Director
- **Commodity trading group, Dubai**
  FertiStream, Fertmax · Global Head of Research
- **Consulting and research group, Singapore**
  IHS Markit, S&P Global Energy · Research Director
- **Shipping companies, South Korea**
  Hanjin Shipping, Daeyang Shipping, Hyundai Glovis · FFA trader and strategy manager

SELECTED SPEAKING & MEDIA

- BBC Live and CNBC Live: Strait of Hormuz crisis
- The Maritime Standard Transportation & Climate Change Conference 2026: Shipping Data & AI
- Baltic Exchange Forum, Copenhagen
- Maritime Transportation Efficiency Conference, Geneva
- Asia Pacific Maritime (APM), Singapore main stage
- Voyage Optimization Forum, Athens
- Fastmarkets Middle East Iron & Steel · SGX Commodities & Shipping Forum · Marine Money Gulf Finance Conference, Dubai
- IFA, Hong Kong · London
- CRU & Argus Fertilizer Latino Americano, Brazil · Miami
- Coaltrans Asia, Bali, Indonesia
- FIS Freight Masterclass, Dubai



AUTHOR

The Art of Prediction

A Field Guide to the Human Judgment AI Cannot Replace

Amazon Forecasting category bestseller
Translated and published in multiple languages

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