



Business Plan

September 7th 2021
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Agenda

- Executive summary
- Our mission
- What we do
- Market analysis
- SWOT analysis
- Competitors analysis
- Marketing strategy
- Financial forecast

Executive summary

Huge Market Potential

1. The marine services market size will reach a value of \$73.91 billion in 2021
2. Forecasted +4.70% compounded annual growth for the next seven years
3. Estimated marine services market to reach a value of \$101.98 billion by 2028

Solid Business Concept

1. We offer a broad range of boats and cars services in central New Hampshire
2. We ensure the best possible levels of protection, safety and cleanliness
3. We generate revenue by providing our services through a web platform

Attractive Investment Prospect

1. High growth potential, with forecasted sales of \$4.20 million in five years
2. Strong profitability, with 51.43% EBITDA / Sales and high cumulative FCF
3. Low risk investment, with a forecasted payback period of one year

We aim to run a company focused on providing customers in the lakes region of the central New Hampshire with a broad range of premium boats and cars services.

We are on a mission to support boat and car owners to keep their vessels and cars clean, well maintained, protected and safe wherever they are at convenient prices.

What we do

We aim to run a company focused on providing customers in the lakes region of the central New Hampshire with a broad range of boats and cars services, including but not limited to shrink wrap for boats, mobile detailing for boats and cars, mobile winterization for boats and much more. We already own a company operating a floating bar and restaurant on Lake Winnepesaukee with a strong social media following and want to leverage on our existing audience to obtain hundreds of thousands of views and interactions every day to nurture positive word of mouth and organic advertising. The New Hampshire lakes region is extremely busy and with not so many competitors and no more dock spaces or valets available in the region we believe our venture will be a great success, especially considering the steep growth in boat sales recently observed.

We plan to generate revenue by selling our services through a website leveraging on a calendar based booking system and requiring a 50.00% deposit on gross booked value. Moreover, our prices will be convenient and competitive. Our going rate is \$19.00 per foot per boat for shrink wrapping; \$23.00 per foot for boat detailing; \$200.00 for boat winterization services; \$180.00 for standard auto detailing; \$220.00 for premium auto detailing. Moreover, we will offer standard oil change and fluids plugs for boats starting at \$200.00 for 4 cylinder inboards and outboards, \$300.00 for 6 cylinder and \$400.00 for 8 cylinder.

The marine services market size will reach a value of more than \$73.91 billion in 2021 and is expected to grow at a CAGR of 4.70% until 2028 ¹

\$73.91 B

marine services market size in 2021

+4.70%

compounded annual growth until 2028

\$101.98 B

forecasted marine services market size
within the next seven years

The rising demand for leisure boats, luxury vessels and recreational vehicles for marine activities are some factors that are anticipated to propel the growth, revealing a **huge potential** for companies with an innovative and unique offering to capture growing shares. Some core trends include:

- Vessels and boats are principally purchased by high income individuals for personal and sport activities, owing to soaring prices associated with purchasing itself and their maintenance.
- Coatings is one of the main marine services activities and are used for protection against deterioration as well as aesthetic enhancement, protecting the hulls of ships from corrosion and foul formations.
- Similar trends are observed for services referred to land vehicles, including cars detailing and washing.

1. Source: <https://www.fortunebusinessinsights.com>

Our uniqueness comes from our capability to provide customers with a first class experience and stress-free process featuring seamless access to a broad range of premium boat and car solutions from one provider

We aim to provide a better alternative to current options by ensuring that our business customers are so happy with the results to make our platform their procurement of choice.

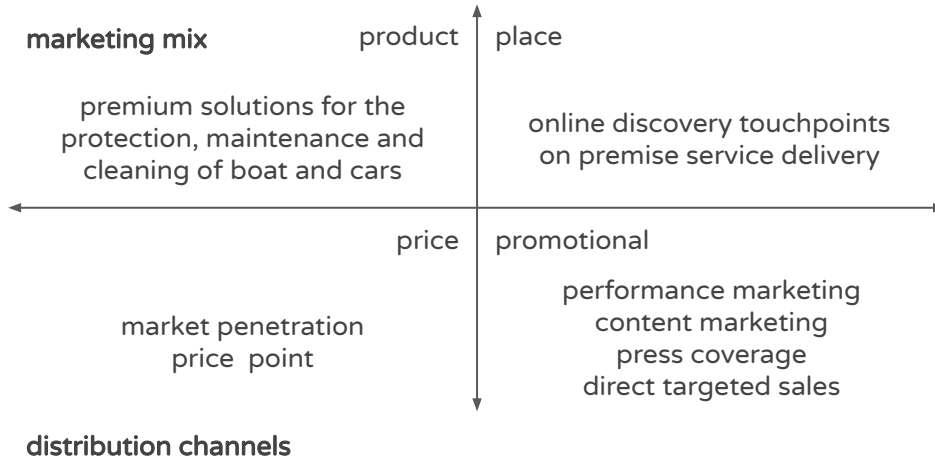
First class customer experience S We offer a wide array of services to make a better customer experience, including shrink wrapping, winterization, boat and car detailing and several regular maintenance services.	Capital intensive W Our activity is capital intensive by definition and will require consistent upfront investment to develop a state-of-the-art operation and unfold the potential of our concept.
Growing markets O Big market potential with a solid and growing demand, with the opportunity to scale our growth and provide even more services without additional heavy investments required.	Negative externalities T Externalities reducing the volume of customers, including lower spending power due to economic recessions or new similar competitors could result in a longer payback period.

The marine and cars services industries are very distributed and leave room to companies with a unique offering to conquer growing shares

The marine and cars services industries are very distributed but lack strong incumbents with a value proposition beyond vertical focus on specific solutions and price convenience, leaving room for companies capable to provide a broad range of premium solutions for both cars and vessels to become a go-to solution for every vehicle owner in need.



An integrated marketing strategy leveraging a wide array of promotional and sales channels to become a leading marine and cars solutions firm



Marketing mix and distribution channels

Our business model is centered on the offering of a broad range of solutions to coat, protect, clean, winterize and maintain vessels and cars in central New Hampshire through a seamless and smooth digital booking process.

Our potential customers will be able to discover more about our services selection through online discovery touchpoints including social media, our website, and online services aggregators.

Our website will appear with priority compared to similar competitors on search engines thanks to a careful SEO (search engine optimization) work performed on the website itself and through the consistent publishing of blog articles.

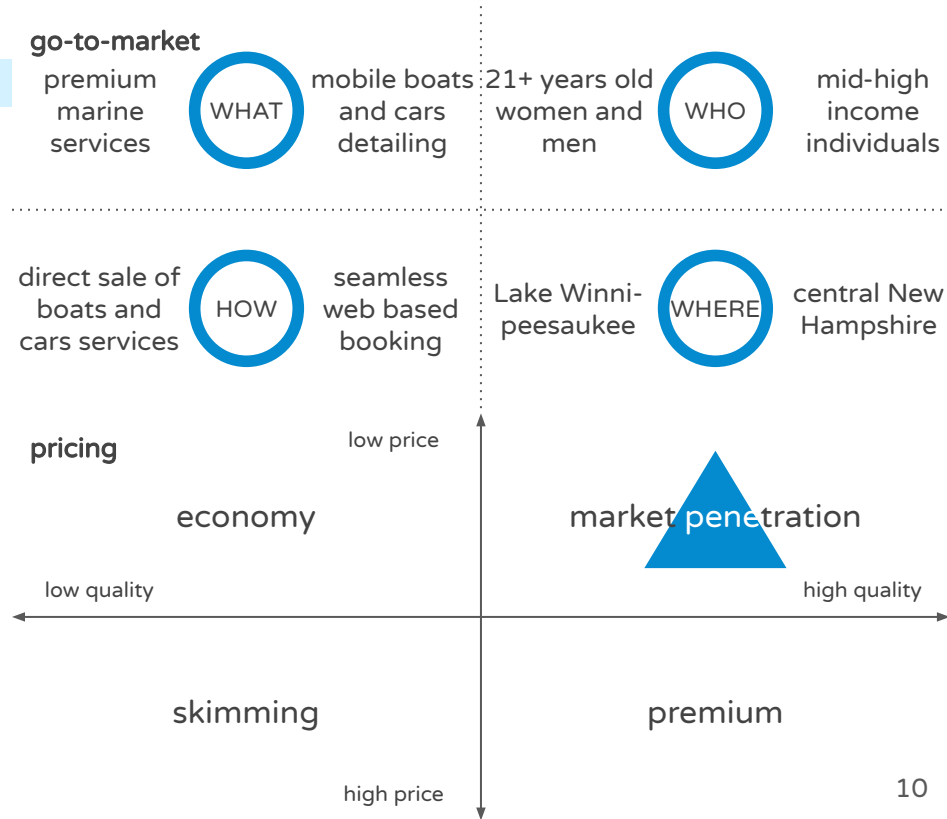
- Direct marketing, word of mouth, and referrals
- Press, magazines, blogs, interviews, newspapers
- Landing pages for SEO and conversion funnels
- Performance marketing, Google and Instagram ads
- Social network, content and influencer marketing
- Direct sales targeting boat and vessel owners

An integrated marketing strategy leveraging a wide array of promotional and sales channels to become a leading marine and cars solutions firm

Go-to-market strategy

We position ourselves as a provider of seamless services to ensure the protection, cleanliness, safety and maintenance of leisure vehicles with a focus on boats and cars, targeting our services at cars and boat owners above 21 years old with any background and an income level high enough for them to sustain the associated soaring costs.

We generate revenues by offering our solutions at market penetration price points, ensuring that the superior quality of our services will not represent a barrier to purchase for anyone. We advertise our solutions through a broad range of channels, and upon successful growth we will look into further expanding our services offering as well as our territorial footprint.



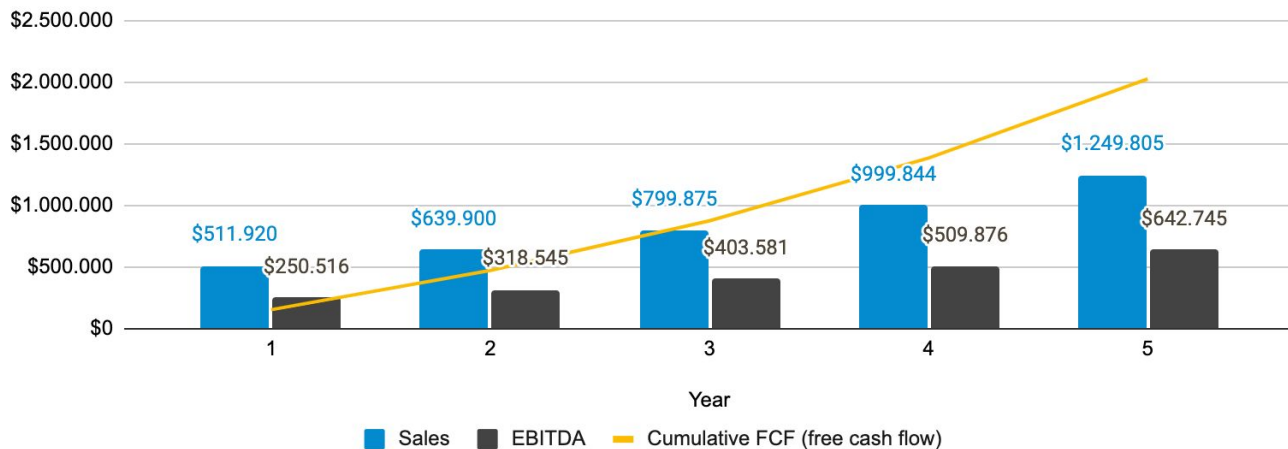
We need \$100,000 of funding to finance our first year of commercial operations, including professional services, staff salaries, net working capital, general expenses, and marketing costs for customer acquisition

With an estimated gross margin of 65.50%, we will be able to break even during our first year of activity, and reinvest accrued profits to potentially scale-up our operations at a regional level and beyond without any additional capital injection required.

5 Years Forecast

- Sales: \$4.20 million
- Growth: 20.00% YoY
- EBITDA / Sales: 51.43%
- ROI: x20.10
- Payback period: 1 year

Masters Marine and Auto - 5 Years Sales and EBITDA Forecast



Profit and loss statement

Year	1	2	3	4	5
Sales	\$511.920	\$639.900	\$799.875	\$999.844	\$1.249.805
Revenue from boat services	\$439.920	\$549.900	\$687.375	\$859.219	\$1.074.023
Revenue from cars services	\$72.000	\$90.000	\$112.500	\$140.625	\$175.781
<i># of customers per day</i>	2	3	3	4	5
Cost of sales	\$176.612	\$220.766	\$275.957	\$344.946	\$431.183
Cost of purchasing inventory and supplies	\$115.182	\$143.978	\$179.972	\$224.965	\$281.206
Cost of fuel and utilities	\$51.192	\$63.990	\$79.988	\$99.984	\$124.980
Cost of payment processing fees	\$10.238	\$12.798	\$15.998	\$19.997	\$24.996
Gross margin	\$335.308	\$419.135	\$523.918	\$654.898	\$818.622
<i>Gross margin / Sales</i>	65,50%	65,50%	65,50%	65,50%	65,50%
Office rent and utilities	\$0	\$0	\$0	\$0	\$0
Staff salaries	\$21.600	\$21.600	\$21.600	\$21.600	\$21.600
Advertising and marketing	\$12.000	\$15.000	\$18.750	\$23.438	\$29.297
Professional services	\$12.798	\$15.998	\$19.997	\$24.996	\$31.245
General and administrative	\$38.394	\$47.993	\$59.991	\$74.988	\$93.735
EBITDA	\$250.516	\$318.545	\$403.581	\$509.876	\$642.745
<i>EBITDA / Sales</i>	48,94%	49,78%	50,46%	51,00%	51,43%
Sales growth year on year	-%	25,00%	25,00%	25,00%	25,00%
Cumulative FCF (free cash flow)	\$154.365	\$472.909	\$876.490	\$1.386.365	\$2.029.110
Total need for fund	\$96.151				
ROI	20,10				



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