Cat Kart
This motorized device enables a single user to easily transport a catamaran from storage to the water.

Cat Slippers
This device provides users with an easy way to pull their boats out of their designated storage spot on the beach.

“Providing solutions for catamaran users to ease the transportation of their boat to and from the beach.”

Market Research

Survey Results
- General, how many people haul your boat to the water?
- Do you own or share a pair of Cat Trax?
- How many days does your boat get used during the sailing season?
- Direct Sales (kit)
  - Additional product which can be useful with or without the Cat Kart
  - Provide users with a kit which will include all the necessary materials except for the wood

Market Entry

- First summer beta testing at Wilmette Beach
- Provide free trial
- Flyers
- Website (info & sales)
- Banners at Park District
- Word of mouth

Finances

Summary of Costs
- Capital Costs
  - Cat Kart Transpoter
- Misc. Operating Costs
  - Promotional Efforts
  - Beach Operating Permit (25% of revenues)
  - Insurance Liability
  - Extra batteries
- Total Misc. Operating Costs

Projected Revenue
- Annual revenue per user
- Total Revenue (90 users)

Labor Costs
- Beach valet (total hours)
- Total Labor Costs for summer ($10/hr)

EBITDA

Competition

Benefits to Sailing Facility
- Increased user satisfaction
- Increased utilization
- Differentiation vs. competing facilities
- Additional sources of revenue

Market Entry
- Appealing, visible beach kiosk
- Offer pay per use
- Offer annual subscription