

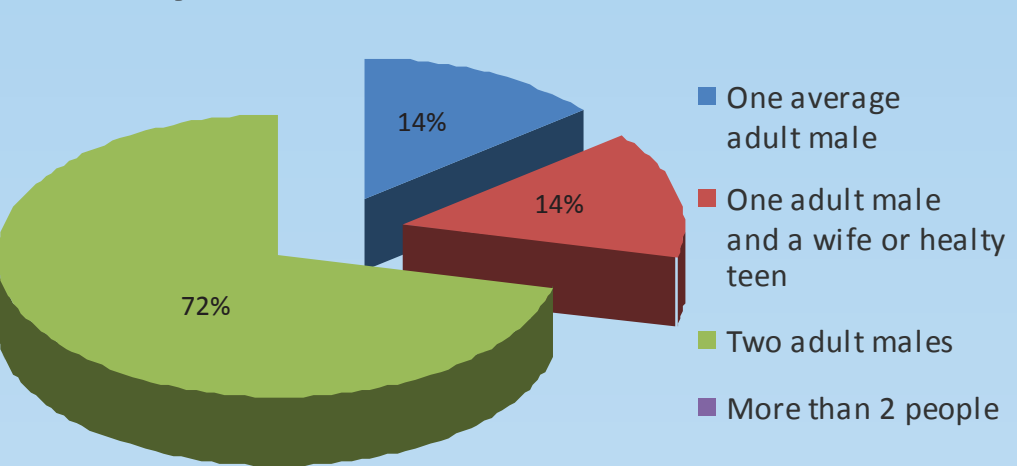
## EnPRO 352: Battery-Powered Transport for Catamaran Boats

### Cat Slippers

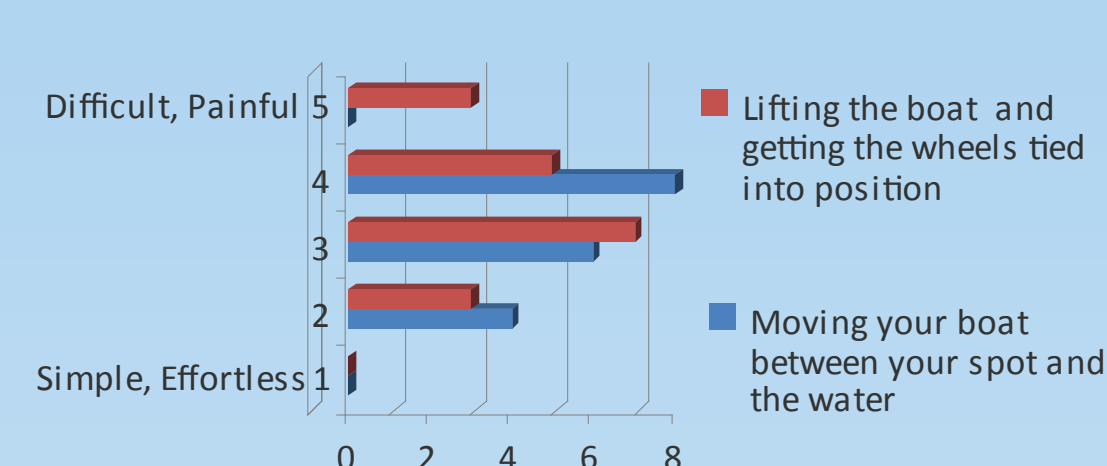
This device provides users with an easy way to pull their boats out of their designated storage spot on the beach



Generally, how many people haul your boat to the water?



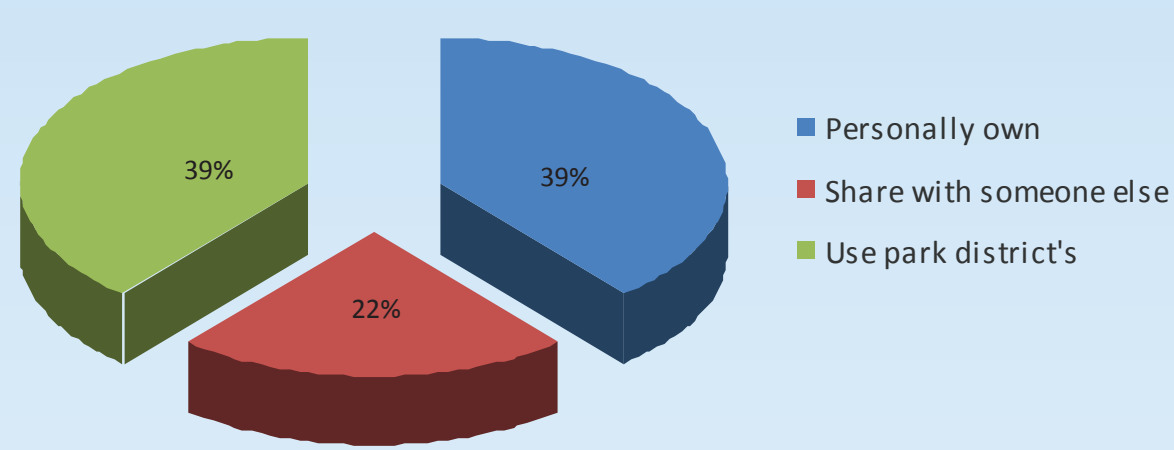
Rate your experience with the following:



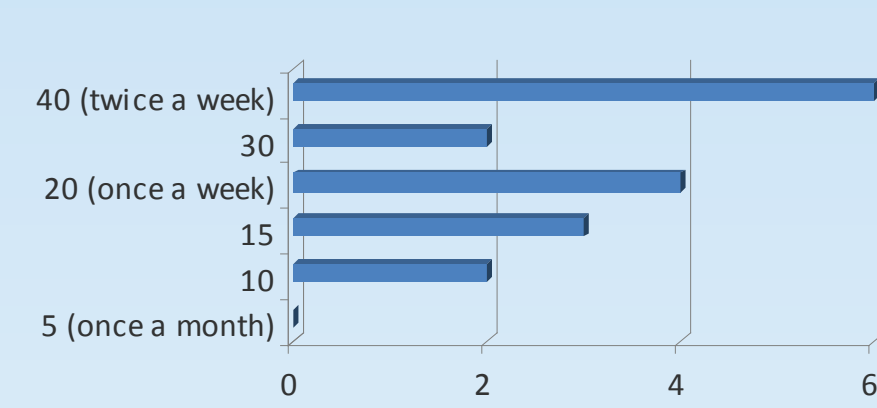
Direct Sales (kit)

- 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

Do you own or share a pair of Cat Trax?



How many days does your boat get used during the sailing season?



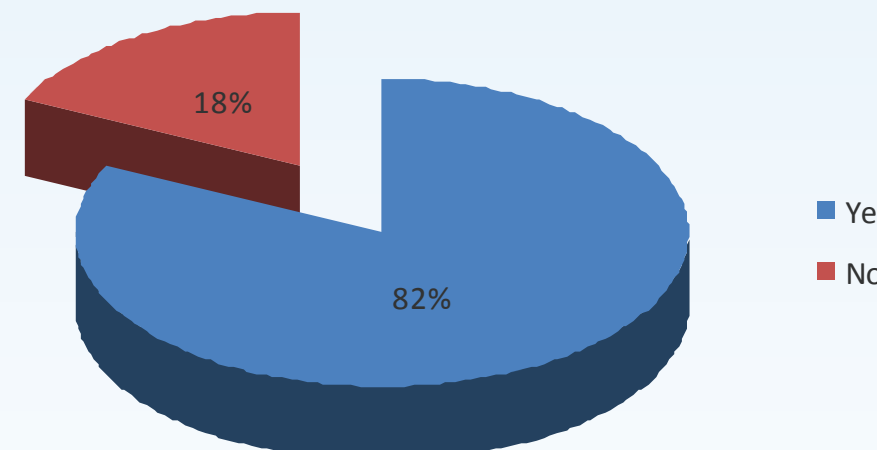
Market Entry

- Cat Slippers are mandatory for Valet Service
- Offer assembly and installation of Cat Slippers through Beach Valet Service
- Sell kits to specialty shops
- Sell kits to individual users

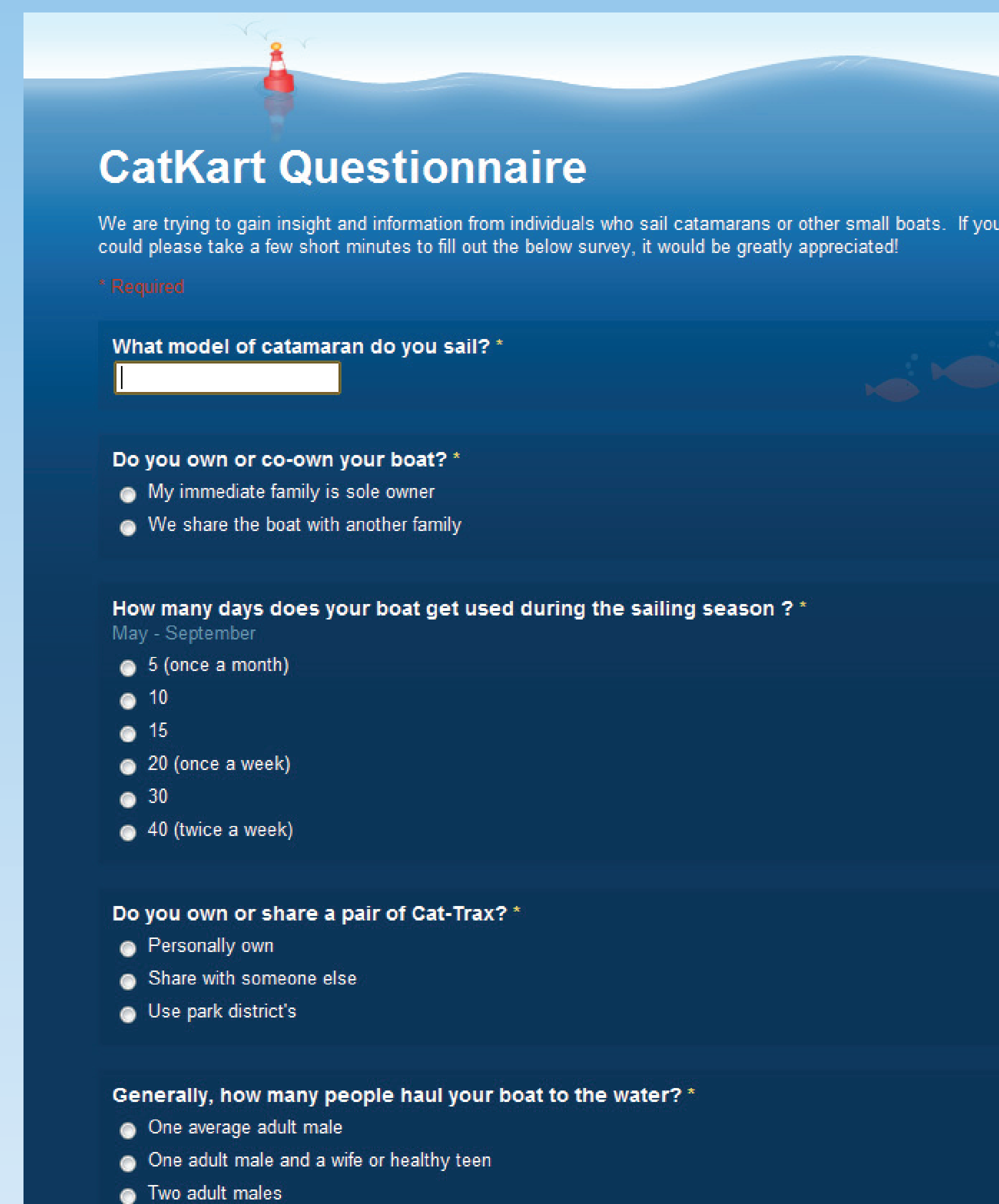
Survey Results

Somewhat likely	\$175	Very likely	\$400
\$50	\$150	\$75	\$300
\$200	\$300	\$75	\$200
\$300	\$75	\$300	\$75
Average	\$139	\$204	\$270

Do you pay to store your boat on the beach during the off-season?



### Market Research



### 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	
<b>Capital Costs</b>	
Cat Kart Transporter	\$1,500
<b>Misc. Operating Costs</b>	
Promotional Efforts	\$250
Beach Operating Permit (25% of revenues)	\$6,750
Insurance Liability	\$500
Extra batteries	\$300
<b>Total Misc. Operating Costs</b>	<b>\$7,800</b>

Projected Revenue	
Annual revenue per user	\$300
Total Revenue (90 users)	\$27,000

Labor Costs	
Beach valet (total hours)	1230
Total Labor Costs for summer (\$10/hr)	\$12,300

<b>EBITDA</b>	<b>\$6,900</b>
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### Competition

Competitor	Motorized	Cost	Users Needed
ATV 4-Wheeler	Yes	\$4,000-\$10,000	1
Cat Trax	No	\$419	2 to 4

### Cat Kart

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



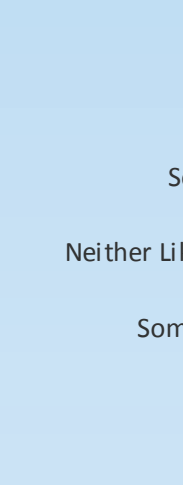
Concierge Service



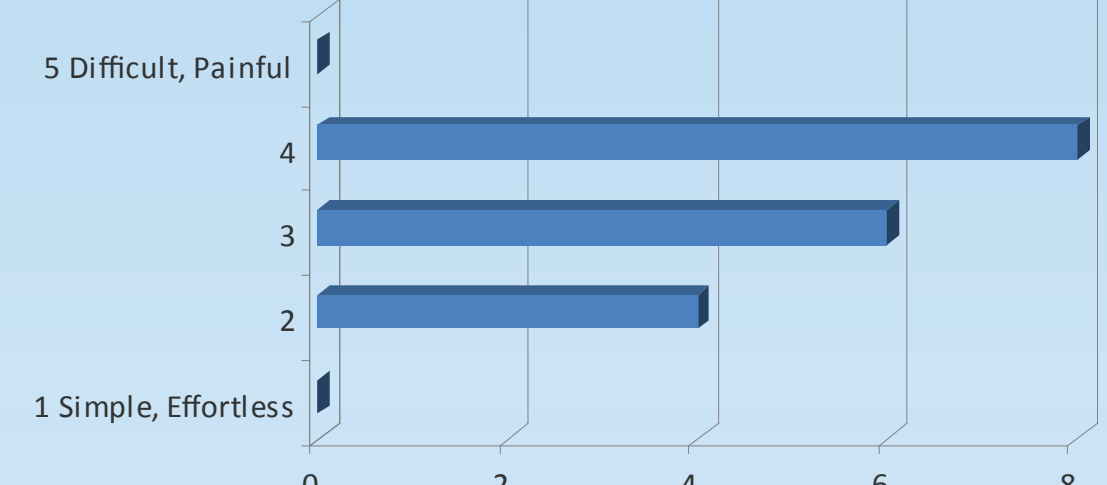
-“Beach Valet Service”

- Provide users a service in which personnel will set up and transport their boat to and from the water
- Aim is to drastically reduce the amount of labor an individual has to exert when moving their boat to and from the water

How likely would you be to subscribe to such a service?



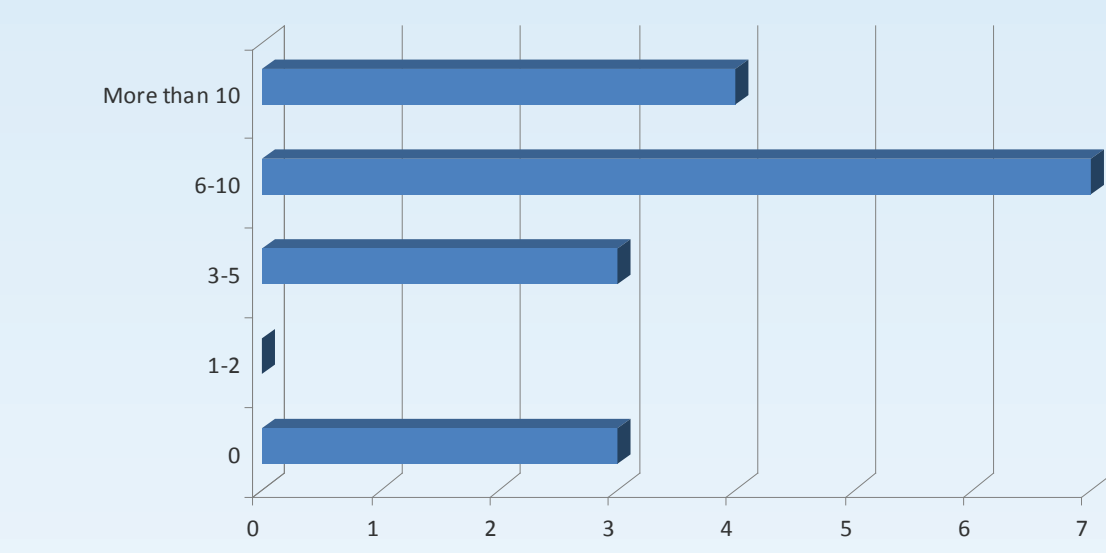
Rate your experience with moving the boat between your spot and the water



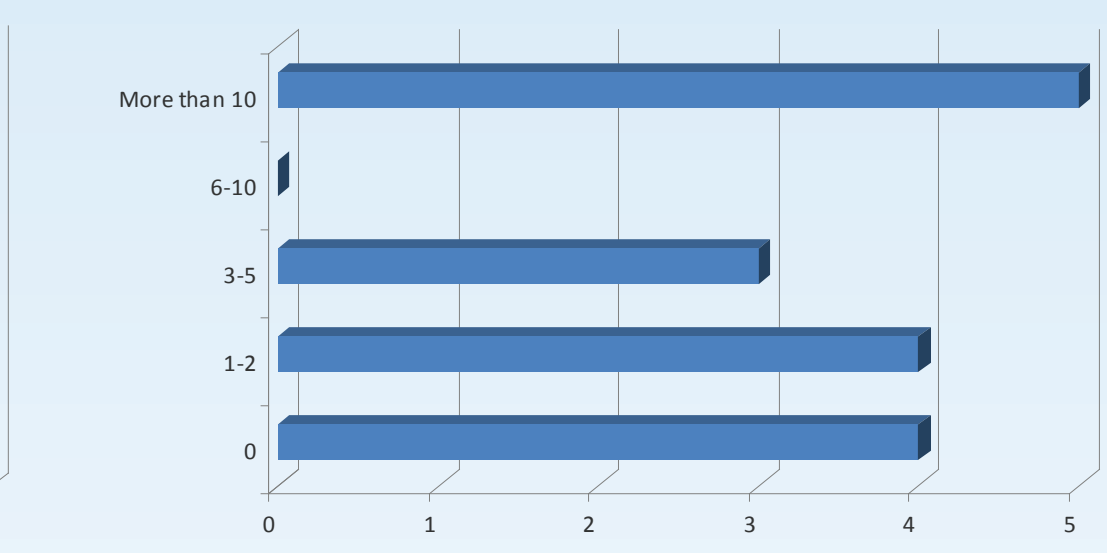
Direct Sales

- Will be extremely limited
- Users who purchase a Cat Kart will be provided with a kit containing all the necessary materials, except the steel

How many additional days might you have chosen to set up/sail your boat if a beach valet moved your boat for you?



How many additional days might you have chosen to set up and sail your boat if power assisted beach wheels were available for your personal use?



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

