

### Starter Package (includes 4 Boats)

Year	1	2	3	4	5	6
Amount financed (inc Shipping)	US\$60,000					
Staffing requirements	1	1	1	1	1	
No of Boats	4	4	4	4	4	4
<b>Expenses</b>						
<b>Initial Deposit</b>	<b>US\$18,000</b>					
Operator license	US\$3,200	US\$3,328	US\$3,461	US\$3,600	US\$3,744	US\$3,893
Financing cost (see loan calculator)	US\$10,208	US\$10,208	US\$10,208	US\$10,208	US\$10,208	
Operational costs	US\$10,500	US\$10,920	US\$11,357	US\$11,811	US\$12,284	US\$12,775
Marketing costs	US\$6,070	US\$6,313	US\$6,565	US\$6,828	US\$7,101	US\$7,385
<b>Total Yearly Costs</b>	<b>US\$47,978</b>	<b>US\$30,768</b>	<b>US\$31,591</b>	<b>US\$32,446</b>	<b>US\$33,336</b>	<b>US\$24,053</b>
<b>Income</b>						
Estimated Gross income	US\$101,400	US\$105,456	US\$109,674	US\$114,061	US\$118,624	US\$123,369
<b>Yearly Net ROI</b>	<b>US\$53,422</b>	<b>US\$74,688</b>	<b>US\$78,083</b>	<b>US\$81,615</b>	<b>US\$85,288</b>	<b>US\$99,315</b>
(estimates are based on actual sales over 5 years of trading in a relatively low traffic tourism location)	US\$4,452					
ROI Percentage	242%	339%	354%	370%	387%	450%
<b>Start Up costs</b>						
<b>Initial outlay to buy 4 boats</b>	<b>US\$22,051</b>	Includes license fee and first month of financing premium				
Year 1 net revenue	US\$53,422					
ROI Year 1	242%					

### Maxi Package (includes 8 boats)

Year	1	2	3	4	5	6
Total Purchase price	US\$110,000					
Amount financed	US\$75,000					
Staffing requirements	2	2	2	2	2	2
No of Boats	8	8	8	8	8	8
<b>Expenses</b>						
<b>Initial Deposit</b>	<b>US\$35,000</b>					
Operator license	US\$6,400	US\$6,656	US\$6,922	US\$7,199	US\$7,487	US\$7,787
Financing cost (see loan calculator)	US\$17,013	US\$17,013	US\$17,013	US\$17,013	US\$17,013	
Operational costs	US\$15,525	US\$15,525	US\$16,146	US\$16,792	US\$17,464	US\$18,162
Marketing costs	US\$6,070	US\$6,313	US\$6,565	US\$6,828	US\$7,101	US\$7,385
<b>Total Yearly Costs</b>	<b>US\$80,008</b>	<b>US\$45,507</b>	<b>US\$46,646</b>	<b>US\$47,832</b>	<b>US\$49,064</b>	<b>US\$33,334</b>
<b>Income</b>						
Estimated Gross income	US\$197,800	US\$205,712	US\$213,940	US\$222,498	US\$231,398	US\$240,654
<b>Yearly Net ROI</b>	<b>US\$117,792</b>	<b>US\$160,205</b>	<b>US\$167,294</b>	<b>US\$174,666</b>	<b>US\$182,334</b>	<b>US\$207,320</b>
(estimates are based on actual sales over 5 years of trading in a relatively low traffic tourism location)						
ROI Percentage	275%	374%	391%	408%	426%	484%
<b>Start Up costs</b>						
<b>Initial outlay to buy 4 boats</b>	<b>US\$42,818</b>	Includes license fee and first month of financing premium				
Year 1 net revenue	US\$117,792					
ROI Year 1	275%					

### Ultra Package (includes 12 boats)

Year	1	2	3	4	5	6
Total Purchase price	US\$150,000					
Amount financed (inc Shipping)	US\$105,000					
Staffing requirements	3	3	3	3	3	3
No of Boats	12	12	12	12	12	12
<b>Expenses</b>						
<b>Initial Deposit</b>	<b>US\$45,000</b>					
Operator license	US\$9,600	US\$9,984	US\$10,383	US\$10,799	US\$11,231	US\$11,680
Financing cost (see loan calculator)	US\$23,818	US\$23,818	US\$23,818	US\$23,818	US\$23,818	
Operational costs	US\$20,761	US\$21,592	US\$22,455	US\$23,354	US\$24,288	US\$25,259
Marketing costs	US\$6,070	US\$6,313	US\$6,565	US\$6,828	US\$7,101	US\$7,385
<b>Total Yearly Costs</b>	<b>US\$105,249</b>	<b>US\$61,706</b>	<b>US\$63,222</b>	<b>US\$64,798</b>	<b>US\$66,437</b>	<b>US\$44,324</b>
<b>Income</b>						
Estimated Gross income	US\$294,200	US\$305,968	US\$318,207	US\$330,935	US\$344,172	US\$357,939
<b>Yearly Net ROI</b>	<b>US\$188,951</b>	<b>US\$244,262</b>	<b>US\$254,985</b>	<b>US\$266,137</b>	<b>US\$277,735</b>	<b>US\$313,615</b>
(estimates are based on actual sales over 5 years of trading in a relatively low traffic tourism location)						
ROI Percentage	334%	432%	451%	470%	491%	554%
<b>Start Up costs</b>						
<b>Initial outlay to buy 4 boats</b>	<b>US\$56,585</b>	Includes license fee and first month of financing premium				
Year 1 net revenue	US\$188,951					
ROI Year 1	334%					

## License Types

	Operator license	Distributor license
Requirements	<b>Purchase a minimum of 1 starter Package (4 boats)</b>	<b>To sell a minimum 8 boats a year in the territory (2 x starter packs or 1 x maxi pack)</b>
	<b>Pay Yearly License Fee</b> (if you commit to buy 16 boats, you can become a distributor)	<b>Pay one time only distributors fee for territorial rights</b>
Rights given	<b>To operate a retail outlet in a specific location</b>	<b>To sell to retail operators in a region or country</b>
Includes	<b>Full turn key operation</b> <b>Eco Donut Branding Rights</b> <b>Proven sales systems (based of 5 years of profitable sales)</b> Marketing and merchandising systems Solar powered Sales booth Floating dock system with dock boxes for life vests etc Solar battery charging station (with 2 spares per 4 boats) Full set up of the rental space Staff training Boat maintenance training Service kit with spare parts	<b>10% commission on all sales you make</b> <b>50% share of operator annual licensee fee</b> <b>Sea Trail for the first clients in Malta</b> 24/7 Tech support via phone Marketing and merchandising systems Local website (you provided translation) Staff training
License fee (min)	<b>US\$3,200</b> (\$800 x 4 boats)	<b>US\$6,400</b> (Operator fee x 2)
Package cost	Starts at \$60,000	N/A
Type of licensee	<b>Yearly license fee of \$800 per boat for ongoing support</b>	<b>One time only fee to secure the territorial rights</b>

## Distributor Returns - Each Starter Package is a turnkey business with 4 boats

Distributor License fee	US\$6,400						
	Packages sold	No of Boats	Total sales value	Sales commission	Share of sales	License fee	Net position
starter package sales	2	8	US\$120,000	10%	US\$12,000.00	US\$2,560	US\$8,160
starters package sales	4	16	US\$240,000	10%	US\$24,000.00	US\$5,120	US\$22,720
starter package sales	8	32	US\$480,000	10%	US\$48,000.00	US\$10,240	US\$51,840
starter package sales	16	64	US\$960,000	10%	US\$96,000.00	US\$20,480	US\$110,080
starter package sales	32	128	US\$1,920,000	10%	US\$192,000.00	US\$40,960	US\$226,560

## Indicative Financing

	Starter Pack	Maxi Package	Ultra Package
Initial deposit:	US\$18,000.00	\$35,000.00	US\$45,000.00
Loan payments:	US\$850.64	US\$1,417.73	US\$1,984.82
Total interest:	US\$6,038.00	US\$10,063.80	US\$14,089.20
Total payable:	US\$51,038.40	US\$85,063.80	US\$119,089.20
Boat Value financed:	US\$42,000.00	US\$75,000.00	US\$105,000.00
Interest Rate:	5%	5%	5%
Finance period:	60 months (5 years)	60 months (5 years)	60 months (5 years)
based on standard commercial loan rates @70% of asset value			



P&L CALCULATOR ECO DONUT BOAT

parameters:	# boats purchased per year	Price per refurbished boat*	# months operating	Price per 30min	# of 30 min trips per month per boat	Price per 60min	# of 60 min trips per month per boat	Price per 120min	# of 120 min trips per month per boat	tax %
	4	US\$12,200	8	US\$25	70	US\$40	15	US\$70	5	10%

  

Initial investment	Purchase yr1	Purchase yr2	Purchase yr3
Cost towards boats yearly	US\$49,400	US\$51,870	US\$54,464
# of boats bought per year	4	4	4
total boats operating	4	8	12

  

Income	Year 1	Year 2	Year 3
Estimated Income 30 min	US\$56,000	US\$112,000	US\$168,000
Estimated Income 60 min	US\$19,200	US\$38,400	US\$57,600
Estimated Income 120 min	US\$11,200	US\$22,400	US\$33,600
Add. profit from F&B / advertising	US\$15,000	US\$25,000	US\$35,000
<b>Estimated Total Income</b>	<b>US\$101,400</b>	<b>US\$197,800</b>	<b>US\$294,200</b>
Cumulative Estimated Income	US\$101,400	US\$299,200	US\$593,400

  

operating costs	year 1	year 2	year 3
shipping costs inbound	US\$3,000	US\$3,150	US\$3,308
Maintenance Cost	US\$800	US\$2,000	US\$3,400
Berthing fees	US\$1,600	US\$1,600	US\$1,600
payroll # of staff	1	2	3
Payroll	US\$3,600	US\$7,200	US\$10,800
Marketing cost	US\$6,070	US\$9,890	US\$14,710
Admin & Accounting	US\$2,500	US\$2,625	US\$2,756
Other costs	US\$2,000	US\$2,100	US\$2,205
Master franchise fees / royalties 5%	US\$5,070	US\$15,824	US\$23,536
<b>Total operating costs</b>	<b>US\$24,641</b>	<b>US\$44,391</b>	<b>US\$62,318</b>

  

Profit	Year 1	Year 2	Year 3
Gross Profit before tax	US\$76,759	US\$153,409	US\$231,882
ROI on CAPEX	155.4%	295.8%	425.8%

  

stats	monthly trips per boat	avg trip per day	monthly operating hours per boat	daily operating hours per day
	90	3.0	60	2.0

  

US\$3,000	cost for 40' container door to door from Abu Dhabi
US\$200	estimated per boat for changing bilge pump, fender, electrical work, etc increases 50% per year to max 10% of boat value
US\$50	per boat per month
1.00	1 staff per 4 boats
US\$450	for a monthly wage per staff member
5%	5% of total sales for flyers, facebook ads, instagram & google ads (+\$1000 for launch campaign)
US\$2,500	per year estimated for part timer 5% increase per year
US\$2,000	uniforms, flags, water for staff, telephone credit, stationary
5%	royalty fee (normally 8%)