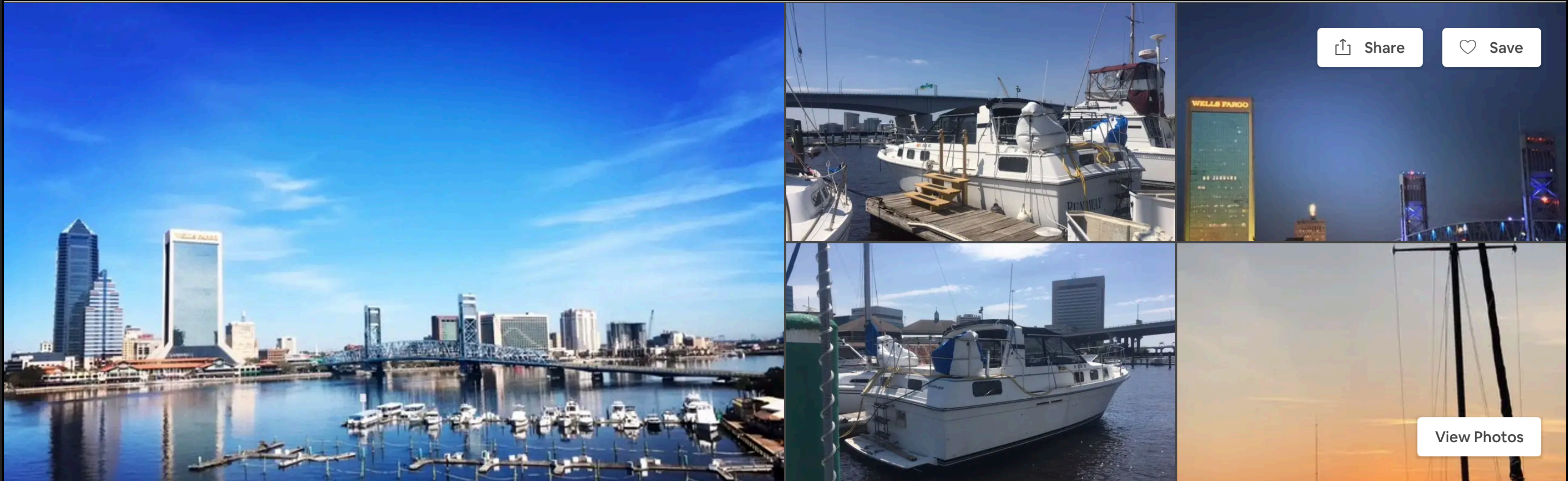


**How the Gig Economy
& Sharing Economy
are revolutionizing
Recreational Boating**



Show photo list▲



Come stay aboard the “Runaway”

Jacksonville

Boat

4 guests 2 bedrooms 3 beds 1 bath

Great location

90% of recent guests gave the location a 5-star rating.

Self check-in

Check yourself in with the lockbox.

Josh is a Superhost



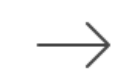
Josh

\$69 per night

★★★★★ 65

Dates

Check In



Check Out

Guests

1 guest



Book

Show photo list

Share

Save

Overview · Reviews · The Host · Location · Policies

65 Reviews ★★★★★

Search reviews

Accuracy★★★★★

Communication★★★★★

Cleanliness★★★★☆

Location★★★★★

Check-in★★★★★

Value★★★★☆

Elizabeth

March 2019

My son and his friends stayed on Josh's boat. He was very accommodating and made them feel welcomed. Great experience!

Charles

March 2019

We were able to take the water taxi to The Landing for \$10/person, per day! We

\$69 per night

★★★★★ 65

Dates

Check In

Guests

1 guest

You won

This home is on people's radar

It's been viewed 277 times this week.

Self check-in

Check yourself in with the lockbox.

Josh is a Superhost

Book

Show photo list

1

WATERWAY
Lake of the
Ozarks



813
AREA



ANCHOR

YOUR FRIEND WITH A BOAT



Etsy

JustPark

Outdoorsy

Uber

lyft



TaskRabbit



instacart



Wag!
a dog's best friend



POSTMATES



UBER

lyft

BREEZE

wingz

JustPark



airbnb



HomeAway®

wework



amazon mechanicalturk™
Artificial Artificial Intelligence



TaskRabbit



freelancer



ebay

craigslist

Etsy

A: Zero

UBER | FACEBOOK | ALIBABA | AIRBNB

The world's
largest taxi
company
owns **zero**
vehicles

The world's
most popular
media owner
creates **zero**
content

The world's
most valuable
retailer
has **zero**
inventory

The world's largest
accommodation
provider owns
zero real
estate



PROS

Freedom & Flexibility

Performance-based compensation

Compliance

Built to fit a customer need

CONS

Worker insecurity

Unskilled labor

Abuse

Wage Degradation

Recreational Boating Today

Ownership

Rental

Storage

Charters

Maintenance

Insurance

Ownership

A photograph of a boat storage yard in winter. Several sailboats are visible, most of which are covered with large blue tarps. One boat in the center is uncovered, showing its white hull and blue stripe. The boats are supported by wooden stands. The ground is covered in snow, with some patches of grass visible. The word "Ownership" is overlaid in large white text across the center of the image.

Boat Ownership in 5-10 years

More boats / yachts sold

Membership programs

Fewer single owners

Ridesharing options

Growing popularity of
fractional ownership

Fewer derelict vessels
due to revenue potential

Storage

A large, industrial-style indoor facility for storing boats. The space is filled with multi-tiered metal racks that hold dozens of small motorboats, likely outboard motors or small runabouts. The boats are arranged in neat rows, filling the room from floor to ceiling. The racks are made of heavy-duty metal, and the boats are in various colors, including white, blue, and yellow. Some boats have outboard motors visible. The floor is a smooth, light-colored concrete. The ceiling is high and features a complex network of metal trusses and a translucent, corrugated roof that allows natural light to filter in, creating a bright but slightly hazy atmosphere. The word "Storage" is prominently displayed in the center of the image in a large, white, sans-serif font.

Storage in 5-10 years

Expansion of existing marinas

Membership programs

New marina developments

Ridesharing options

New marina policies
encouraging shared economy benefits

Fewer derelict vessels
due to revenue potential

A close-up photograph of a person's hands and arms as they clean a dark blue boat. The person is wearing a white t-shirt and khaki shorts. They are using a bright red cloth to wipe a chrome cleat on the boat's side. A thick, dark rope is coiled around the cleat. The boat's deck is made of light-colored wood. The background shows a body of water under bright sunlight.

Maintenance

Maintenance in 5-10 years

Massive growth potential

Warranty programs

Increase in frequency

Faster response times

Increase in competition

Decrease in overall cost



Boat Rental

Boat Rental in 5-10 years

Complete industry overhaul

Memberships (FBC)

Shift from fleet to private

Improvement in service

App-based vs. OTC

Add-on turn-key services

Captains (virtual)

On-demand

Charters



Charters in 5-10 years

Increase in popularity

Memberships (FBC)

Increase in trust / education

Improvement in safety & service

App-based vs. OTC

Add-on turn-key services

Captains (virtual)

Increase in compliance



Insurance

Insurance in 5-10 years

Cater to shared economy

Charter inclusions

Transactional-based fees

Increase in compliance

Increased data

Increase in market capitalization

Overall Impact to the Recreational Boating Industry



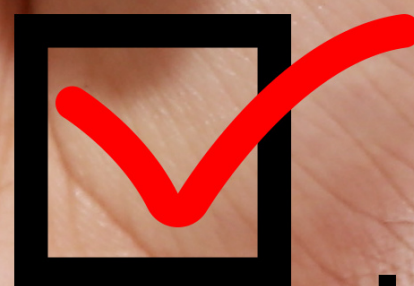
New customers w/ less knowledge and higher demands



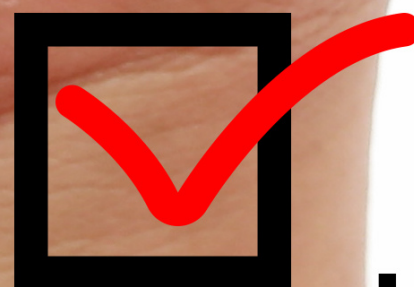
Emergence of new brands that build based on trust



Increase in competition and demand will drive prices down



New revenue streams and service needs



Increase in safety and compliance by brands' interaction w/ law makers

Questions?

Comments?

Concerns?