

BUSINESS PLAN
BOAT LIFT ECO CLEANING SYSTEM
ECOLIFT CLEANER

Performing and profitable system

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PERFORMING AND PROFITABLE SYSTEM

MARKET POSITIONNING

The ecolift cleaner is the alternative for marina's managers, private operators and leisure boats maintenance facilities to provide greater, faster and cost effective service to a wide range of customers.

Ecolift Cleaner is not only an attractive and innovative concept for the sailors, but it is also a complementary tool to the present service range available nowadays.

Indeed, Ecolift is meeting new requirements. Operating an Ecolift will raise new opportunities and bring synergy in the port technical areas and mainly in the maintenance and hulling facilities.

ECO LIFT WILL NEVER REPLACE A FULL HULLING AND WILL NOT DISTURB THE LOCAL ECONOMY , BUT IMPROVE IT

Ecolift will help to keep the boat's hull in greater condition, at a lower cost, focussing on the main concern for all of us : preserving the environment.

However, the maintenance companies will be able to focus on heavy maintenance with greater returns for them.

ECOLIFT MEETS NEW REQUIREMENTS ECOLIFT OPENS A NEW MARKET

When an Ecolift Cleaner unit is installed, the maintenance and hulling facilities can be more selective on the yards and focus on greater profitability.

As a summary, Ecolift Cleaner will help the local industries to get rid of low margin work involving heavy handling just for cleaning, and let them focus on profitable activities.

We have been operating an Ecolift Cleaner for a while in the Cogolin Marina just in front of the local maintenance operator (Monaco Marine Group). Since then, according to their manager, their profitability has never been so good for a while. This financial point was our greater asset as this operator is now thinking to take over this Ecolift.

As a standard version, the Ecolift is only dedicated to boats bottom cleaning, checks, expertises and very light maintenance.

In an upgraded version, Ecolift will handle extra works such as sanding, painting etc... Should be added options :

Un dégrilleur amont, filters on active carbon for heavy metals, a flat flooring.

The Ecolift in this version will be rented with special fares per day or weekly upon the work to be processed.



The Ecolift can also be used by local industries to establish their quote for the maintenance to be done on the dedicated boat.

Ecolift has also developed a product line of useable products. Those products could be sold directly by the operator of the Ecolift but also via a local shipchandler :

- Anodes replacement
- Deck equipment
- Sonar and transducers
- Eco aware cleaning product line
 - Cleanser
 - Shampoo
 - Wax to preserve the boat's bottom and improve the friction coefficient
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 -

Each service shall be singly quoted on demand.

Some Ecolift users requested a full scale services for a full boat cleaning including :

- Deck cleaning
- Inside cleaning
- Saddlery and awnings maintenance or restauration
- Plastics refurbishment
- Different kinds of sealings
- ...

THE ECOLIFT OPERATOR WILL HAVE HIS OWN APPRAISAL AND WILL MAKE HIS DECISION IF HE WANTS TO MEET THOSE REQUIREMENTS AS AN INTEGRATED SERVICE OR WITH SUBCONTRACTORS;

ECOLIFT IS THE ULTIMATE TOOL IN THE MARINA FOR THE BOAT OWNERS BUT ALSO FOR THE LOCAL INDUSTRIES ;

Everyone gets an interest in using or operating the Ecolift.

Local craftsman :

Small workshop do not have lifting equipment and they have to rely on larger local industries which often are their competitors. With an Ecolift they can use, they will get new business opportunities and they can also get off a sometime unbearable monopolistic situation.

Boats rental companies :

Most of them, owner or not of the boats they rent, they have a true interest, not to say an obligation, to get they boats cleaned before the season starts, and before winter. During the season their profitability is when the boat is away, so they will mainly use the Ecolift when most of the leisure boat owner won't use it

Boat dealers and experts :

Ecolift is the must before purchasing a boat. Future owner can inspect the hull quickly at a low cost, and so will do the experts for insurance liability.

Want to get your Ecolift : contact us now !



Breakeven

Depending on location and type of option, the investment in the Ecolift cleaner is between 230K€ and 250K€ .

In France, there are some funds dedicated to environment protection and improvement of harbours. Those funds are granted as subsidies and could go as much as 40 to 60% for a public or a private investor. Such funds could be available in your country, and probably at the european level.

With a business plan based on a 7 year ecolift cleaner depreciation the profitability level of the unit is reached rapidly.

In terms of operation :

- Fares and profits are subject to modification upon your appraisal of the market.
 - **Cleaning fares :** During the high season, Ecolift prices for cleaning the hull can be fixed upon boat size. The longer the boat, the higher price will be as the occupancy time of the unit will be greater. As a manufacturer we shall recommend a basic price of 15 € per hull meter (3ft).
 - **Self service fare :** A boat owner or a professional can operate the Ecolift during silly season on a sel service basis. A specific fare can be provided as there will be no staff cost. The Ecolift can then be operative even after opening hours.
 - **Hulling and special repair fares :** For craftman who wants to establish a quick and fair quote for repair and to process the work, a fare per hour or for half day should be available.
 - **Hulling fares :** During lower season, the Ecolift could be dedicated to hulling. It would then be rented for a fixed fare over 2, 3 or 5 days.
 - **Yearly « keep it clean » contract :** this could include 2 yearly outside and inside cleaning of the boat. The Ecolift cleaner operator will get the boat from and back to its original place.
 - **Useable sales** such as cleanser, shampoo or wax as well as other devices (anodes, ...)

All those items shall be taken into account to globalize the profitability of the Ecolift.



Hereafter a simplified operating forecast based on a marina with 1500 places.

Annual cost	€	Income	Y/inc
Low depreciation over 7 years	35 000 €	120€ per cleaning, based on 1 cleaning per year for 1/3rd of the fleet in the harbour.	60 000 €
Maintenance and insurance	7000 €	Hulling at 200€ per day based on 30 hullings yearly, 2 days each.	12 000 €
4 months operator's contract One full time, or we recommend 2 part time.	15 000 €	Margin on useables	5000 €
Rental space fee	5000 €		
Cost of energy	1000 €	Location aux artisans pour 150€ la demie journée et environ 30 demie journée sur l'année	4 500 €
Total cost	63 000 €	Total income	81 500 €
		Résultat	18 500 €

Those figures do not take in account the subsidies that could be granted.

With such a forecast with limited number of boats, the breakeven point is quite low and the potential benefit rather comfortable.

Easy to use, fast with attractive price we can imagine that most of the users will come to Ecolift more than once a year!

Shall we also stress once more about the Eco awareness of the Ecolift unit!

Join us : get involved in the Ecolift





TECHNICAL DESCRIPTION

Where to set up the Ecolift Cleaner system

The optimum Ecolift Cleaner settlement can be done close to technical and maintenance areas or at the harbour entrance.

However the unit should be ideally set up in the harbour in a swell free place.

Surface description of the unit.

- length : 15m / 50 ft
- Width : 8m / 27 ft
- Height : 2 to 3m upon bottom 7 to 10 ft
- Minimum depth: 4,5m / 15 ft

The Ecolift cleaner unit can be modified and adapted to a tide range up to 4 m / 12 ft.

local environment modification

The standard version of the Ecolift cleaner unit can be adapted to specific local requirements.

- Docks and trimmers already in place:

Existing docks and trimmer could be used as Ecolift cleaner standard equipment substitutes such as :

- The main hulk of the Ecolift cleaner can easily be replaced by an existing dock. On this main dock will be set the technical deck from where all manouvers will be controlled, and where will be also fitted the water drains for sewage disposal and decontamination units.

In our standard offer, the water decontamination system is integrated and selfpowered.

There is no rejections in the harbour network.

The ecolift cleaner is complying with the environmental regulation and calibration in force regarding metal, hydrocarbon and particles rejection.

options

The main option concerns the upgrade of the Ecolift cleaner from a boat's bottom cleaning unit up to antifouling facility.

This option enlarges the range of service than can be offered to client but also allows a full time occupation of the ecolift unit during and after the boating season.

- Cleaning service from normal to longer cleaning cycles upon the boat size.



Boat lift eco cleaning system

- Renting the Ecolift to a subcontractor who wants to clean his clients boat. (Specific training will be provided to the subcontractor)
- Hull check, maintenance, antifouling in winter time with ecolift daily or weekly rental.

This option requires some specific equipments such as :

- A plain floor to collect animal and vegetal matters
- un système de dégrillage adapté
- metal matter filter and hydrocarbon separator.





BOAT LIFT ECO CLEANING SYSTEM

ECOLIFT CLEANER

COST BREAKDOWN

Description	Up €	Qty	Tp €
Groundwork preparation Dredging, fundament Removal of potential waste	F PM		na
Submersible dock manufacturing 12m X 6m (40ft X 20 ft) Structure Fundament frame Flooring Dock equipment Craddle and hull support Cathodic protection Polyethylene molded ballast and air network Sewage disposal drains Water spray floor cleaning Foot step and screening Painting Polyester grating floor	F	1	98000
Manufacturing of the main deck Cat way Moving decks	F	1	42400
Ramp, Technical and operating desk Inox structure and Forex panels Power and operative deck and safety automation devices Blower 7,5KW HP devices and accessories Cesspool Pressure pump Injection pump Airspeed indicator and safety lock	F	1	52800
Crating and transport Assembly on site Fundaments for dock chains Submarine work Docks balancing			



crane		PM		na
Aménagements périphériques				
Safety and mandatory panels Screening and printingF		6200	1	6200
Stress evaluation APAVE checks European compliance certificates		7500	1	7500
			Total HT	206900,00
Hulling, anti fouling, maintenance option				
Special floor				
Upgraded sprays				
Roast				
Heavy métaIs filters				
Extra cost	F	18200	1	18200

All prices do not include VAT and taxes

Total investment :

The above mentioned price doesn't include groundwork preparation, dredging, fundaments, removal of potential waste, crating and transport assembly on site, fundaments for dock chains, submarine work and docks balancing. Those operations could be done by local operators. We can estimate that this cost would be between 15000 to 30000 euros upon the location.

Warranty

We provide a one year warranty on mechanic and electric equipments fitted on the ecolift cleaner if the unit is operated according to the operational manual delivered with the unit.

Certification / Contrôls / testing

The Ecolift Cleaner system belongs to the lifting equipment corporation. It comes with an integrated device CE certification delivered by APAVE. Once set up, a load test will be carried out before delivering the Ecolift Cleaner.

Maintenance

During the season the Ecolift trainer should be checked and cleaned up once every week. This process is detailed in the operationnal manual delivered with the system. This very light maintenance will require only 30 minutes weekly to an operator. It consist mainly on a deck cleaning and a light maintenance on the unit which we preserve the Ecolift Cleaner.

However, the Ecolift trainer will require one maintenance check during the season. This check will mainly consist of : detailed inspection of the unit, greasing, oil and fluid draining and completing, checking the safety equipments.



Boat lift eco cleaning system

All those maintenance operation are detailed in the operational manual, and they can be subcontracted to a local operator.

However, we can deliver this maintenance programm directly with our Ecolift maintenance team according to the schedule below :

Description	Timing	Yearly cost
Maintenance M 1 Detailed inspection of the full unit Submarine inspection on fundaments and all immersed parts Mechanical equipments and electrical devices check Check of all safety devices Filters, grids, drains...cleaning Greasing the powered devices (pumps, blowers...) General cleaning	May	2550
Maintenance M 2 Same as M 1 but excluding the submarine inspection	October	1280
Maintenance M 3 Same as M2	February	1280
	Total €	5110,00€

All prices do not include VAT and taxes