



*Own the experience, not the yacht*

[www.AnchorRides.com](http://www.AnchorRides.com)

# Anchor is a high-end Managed Marketplace

*...not peer-to-peer*





## The Problem

**Demand for boating** is at an all time high, but boating is less accessible to the average consumer than ever

**Boat/Yacht ownership** costs are at an all time high including maintenance, storage, and insurance. While boats sit idle 92% of the time

**Boat/Yacht charters** are not easy and federally regulated. The existing marketplaces are inefficient, disjointed, and illegal\*



*\*not all transaction on competing marketplaces are illegal.*



Private Boat  
Owners

A photograph of a white motorboat on the water, overlaid with a semi-transparent teal filter. The boat is viewed from a slightly elevated front-quarter angle, moving towards the viewer.

Monetize vessel  
downtime and tax  
write offs



USCG Licensed  
Captains

A photograph of a man wearing a white sweater and a cap, smiling while steering a boat. The image is overlaid with a semi-transparent light grey filter.

Freelance professionals  
enjoying high-paying  
gigs



Renters &  
Charterers

A photograph of a person sitting on the deck of a yacht, viewed from an elevated angle. The image is overlaid with a semi-transparent blue filter.

Own the experience...  
not the yacht or  
headache

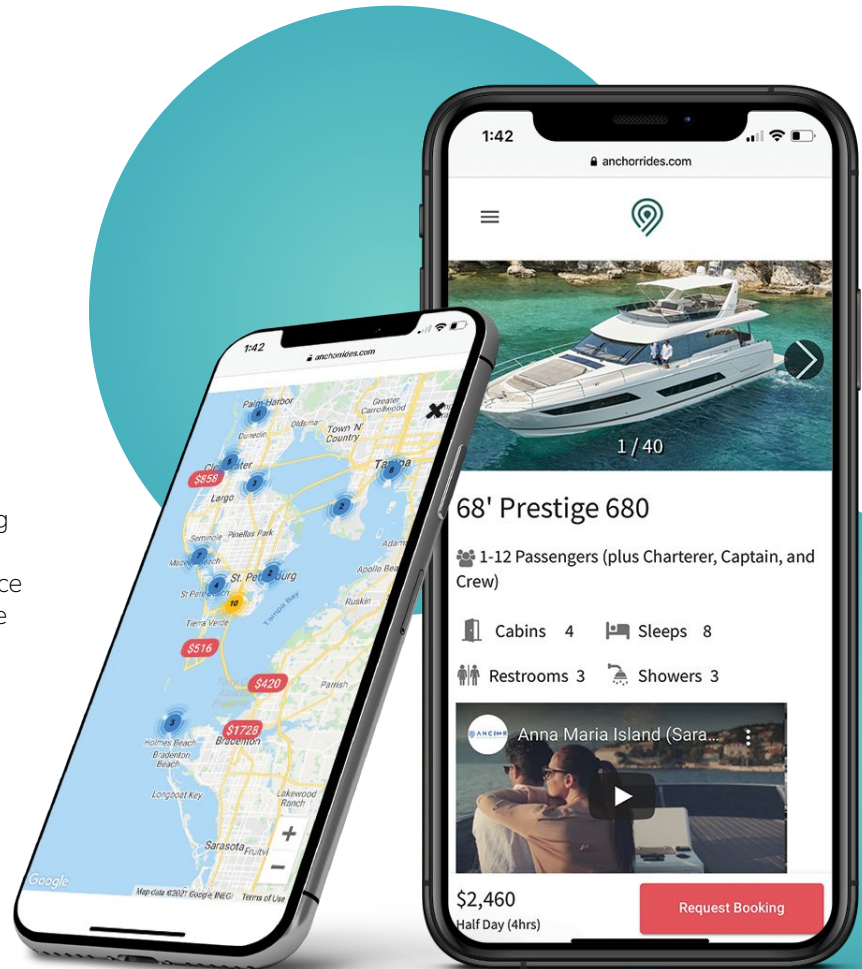


# Mobilizing Yacht Charters

A custom end-to-end solution

Anchor is a platform built from the ground up to help Boat Owners, Captains, Crew, and Renters share their love of the water. The charter industry lacked an end-to-end solution which accounted for the needs of all the stakeholders, leaving the industry susceptible to illegal and potentially dangerous operations. Anchor's platform reinforces safety and compliance through our proprietary platform and processes. Our software empowers entrepreneurs and ensures safety on the water while making yachting more accessible.

Anchor makes chartering easy.



*\*actual screenshots from Anchor*



Traction

**+3**

Markets

**+300**

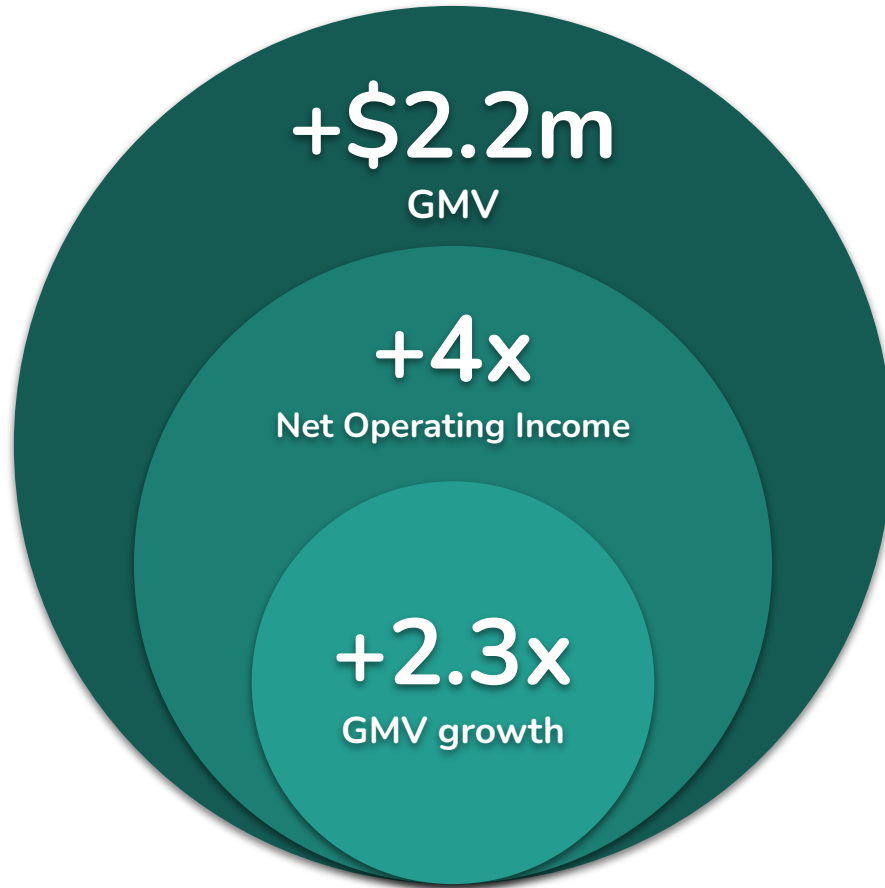
Live boats

**+4000**

Charters

**+\$4M**

Bookings





**\$1,800** avg. transaction

**\$414** avg. gross profit

**\$50** avg. CPA

**1** booking = CAC payback





# Anchor



# Airbnb

Boat Owner = +20%

Captain = +20%

Crew = +20%

Fuel = +20%

Cleaning fee = +40%

Crew gratuity = +0%

Booking fee = +10%

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Per transaction margin

**~23%**

Host = +3%

Taxes = +0%

Cleaning fee = +0%

Booking fee = +5%

...

...

...

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Per transaction margin

**~8%**



The US Market

**\$1.6 Trillion**

Travel & Experience Market

**7 Million**

Boats sitting idle

**\$55 Billion**

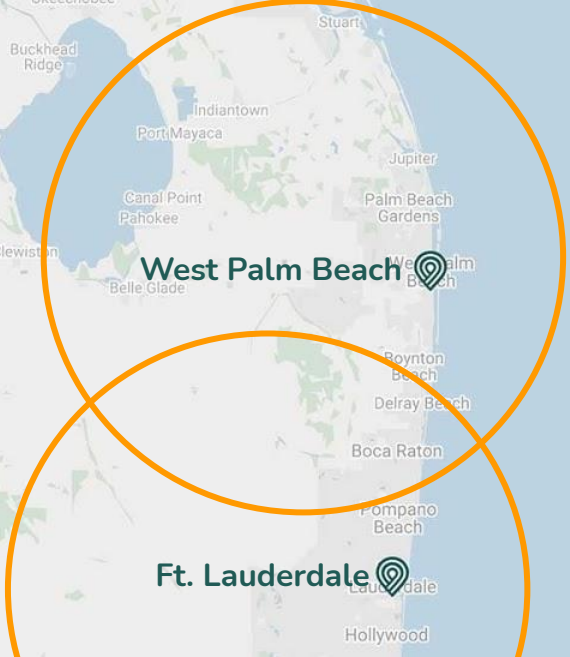
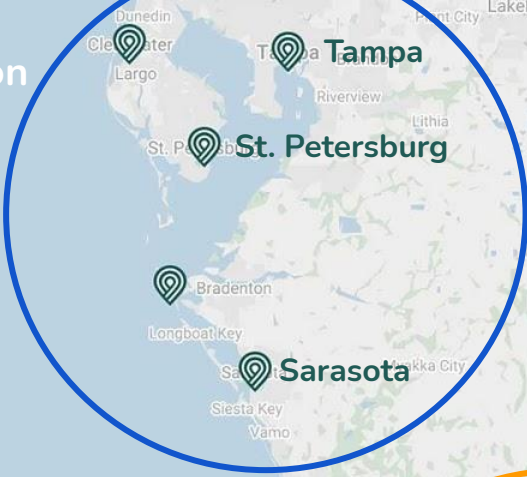
Addressable Boat Rental Market



New markets breakeven in

**< 9** months

**\$75k** per market







**\$70M** GMV in 2.5 years

\*30 new markets (33 total) in North America

**\$1B** GMV in 5 years

\*200+ new markets in North America, Europe and Asia/Pacific



# X Factor - New Market Launch Plan





X Factor - Market Acquisition Analysis



Analyzed operational KPIs in Florida and Lake of the Ozarks

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National Marine Manufacturers Association

Reviewed 128 coastal and inland tourist lakes

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Google Ads

Projected Ad campaigns for the top 50 markets

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## Our formula can predict

Captain Supply, Boat Supply, Marketing  
Costs, Revenue and Gross Profit



# X-factor - Future growth



## 2021 Expansion

- Top 12 Markets
- Northwest, West Coast, US Expansion
- Southwest, & North East
- Continued Florida and Caribbean markets and Midwest expansion
- North America is a \$1B opportunity to South Pacific
- Longer boating seasons
- Geographic Diversity

- Europe represents the largest recreational boating economies in the world

- Asia and South Pacific are 3rd in largest economy





X-factor - Dealer Partnerships



FRASER YACHTS





## TAX INCENTIVES & OFFSETTING COSTS

Section 179 & 168 of the US Tax Code allows boat & yacht owners to write off 100% of the purchase price.

Additionally, charter revenue help owners further offset the cost of boat ownership.







# USCG Approval - April 2018

United States Coast Guard  
 U.S. Coast Guard  
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U.S. Department of Homeland Security  
 United States Coast Guard



Officer in Charge, Marine Inspection  
 United States Coast Guard Sector  
 Upper Mississippi River

1222 Spruce Street  
 Suite 7.103  
 Saint Louis, MO 63103  
 Phone: (314) 269-2570  
 Fax: (314) 269-2742

16711  
 APR 16 2018

Anchor Technologies, LLC  
 Attn: Zach Hatraf  
 3306 St. Vincent Ave.  
 Saint Louis, MO 63104

Dear Mr. Hatraf,

I have received and reviewed your concept of operations, submitted via email dated March 15, 2018. Your submission was reflective of our letter to you dated June 23, 2017. Furthermore, the review of your business proposal and bareboat charter contract has determined your operation complies with the laws and regulations applicable to charter vessels. If upon further review, we find that you are not, we will be in contact with you to ensure compliance. Any deletions, additions, or amendments to your operations would require additional review to ensure continued compliance with applicable rules and regulations.

We stand prepared to provide guidance regarding your current or future operations.

If you have any questions regarding this matter, you may contact my Investigations Division Chief, Lieutenant Daniel R. Librando, at (314) 269-2570 or [daniel.r.librando@uscg.mil](mailto:daniel.r.librando@uscg.mil).

**APPROVED**

S. A. FOERMER





X-factor - Exclusive insurance partnership

Anchor's Program is proudly underwritten by:







## Leadership Team



**Zach Hatraf - CEO**

Founder @ **Who's Your Captain?**  
Successful exit in 2014



**Susan Nieland - CFO**

President @ **CFO Solutions**  
Fractional CFO



**James Dickman - CTO**

CEO/Architect @ **Sigla**  
Lead Architect @ **TDK Technologies**



**Nicole Jacobs - General Manager**

Original Anchor Concierge  
Marine Industry Veteran



**Anthony Haddad - CMO**

CEO @ **Yummy Marketing**  
10+ yrs Marketing experience



**Capt. Joe Adrian II - Head Captain**

Original Anchor Ambassador  
50 ton Master Captain

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## Advisors



**Judy Sindecuse**  
Investor/Advisor  
CEO @ **Capital Innovators**



**Bob Koogler**  
Investor/Advisor  
VP Global IT @ **Monsanto**



**David Saslow**  
Legal Counsel  
General Counsel @ **GPSi**



## Investment Opportunity

**~\$1,000,000 Equity Financing**  
*18-24+ months of runway*

### **Exit Strategy:**

*IPO via SPAC likely, however, recent acquisitions by Brunswick, MarineMax, and Airbnb suggest increased demand in a mid-market niche player like Anchor.*

### **Use of Growth Capital:**

- ☑ Launch and establish more new markets faster.
- ☑ Hire area regional operations team as needed.
- ☑ Technology enhancements for proprietary Anchor platform.





# Competitive Analysis



Dealers

Brokers

				Dealers	Brokers
USCG Compliant (legal)					
Large inventory					
Exclusive inventory					
Multi-location & Mapping					
End-to-end booking					
Payout automation					
Personal Charter Concierge					
Provisions & Add-ons					
All-inclusive Pricing					
Single-day Charters					
Multi-day charters					





We've established thus far that...

The Market is Huge  
Our Traction is Real

Next we'll discuss the...

X Factors Fueling Our Growth





## Risk Mitigation

Risk	Mitigation Strategy
Building boat/captain supply and market penetration	Proven process for opening up markets correctly, plus adjacent expansion tactics
Seasonality of boating and cash flow fluctuation	Geographic/seasonal diversity + cash flow management
Knowing which markets to target	Data science + real business experience driven expansion model
Regulatory scrutiny/friction	USGC friendly/approved!
Industry adoption and skepticism	We are actively forging successful partnerships with key players



# Traction - Year Over Year Growth

> 2.62x Gross Profit  
 > 4x Net Income  
 ~ 340% EBITDA growth

P & L Summary // YOY Comparison 2019 - 2020									
	Apr - Jun, 2019	Jul - Sep, 2019	Total		Apr - Jun, 2020	Jul - Sep, 2020	Total	Change	% Change
<b>Total Income</b>	\$ 283,062.99	\$ 353,674.59	636,737.58		\$ 569,031.78	\$ 1,099,174.72	\$1,668,206.50	\$1,031,468.92	172.63%
<b>Total Cost of Goods Sold</b>	\$ 189,193.10	\$ 274,988.09	464,181.19		\$ 373,087.77	\$ 880,432.34	\$1,253,520.11	\$789,338.92	189.67%
<b>Gross Profit</b>	\$ 93,869.89	\$ 78,686.50	172,556.39		\$ 195,944.01	\$ 218,742.38	\$414,686.39	\$242,130.00	126.77%
<b>Total Expenses</b>	\$ 174,395.68	\$ 120,764.56	295,160.24		\$ 85,754.76	\$ 227,447.36	\$313,202.12	\$18,041.88	77.06%
<b>Net Operating Income</b>	-\$ 80,525.79	-\$ 42,078.06	-\$122,603.85		\$ 110,189.25	-\$ 8,704.98	\$101,484.27	\$224,088.12	~400%
<b>Total Other Expenses</b>	\$ 16,600.42	\$ 19,551.35	\$36,151.77		\$ 20,755.26	\$ 26,250.90	\$47,006.16	\$10,854.39	72.61%
<b>Net Other Income</b>	-\$ 16,600.42	-\$ 19,551.35	-\$36,151.77		-\$ 20,755.26	-\$ 26,244.69	-\$46,999.95	-\$10,848.18	72.60%
<b>Net Income</b>	-\$ 97,126.21	-\$ 61,629.41	-\$158,755.62		\$ 89,433.99	-\$ 34,949.67	\$54,484.32	\$213,239.94	~340%



Why Now

**\$10 Trillion**

Travel/Experience

**\$55 Billion**

Recreational Boating

**92%**

Idle time

**Tax Programs**

100% write off

**Charter Revenue**

Offset monthly costs

**2020 Record Year**

Boat & Yacht Sales

**The Industry**

Lacks a turn-key  
solution

**The Competition**

Disjointed, unsafe, often  
illegal, or laborious

**The Expectation**

A high standard of quality,  
trust, and execution





**+12 Mkts** → **\$50k/market** → **\$600,000**

**< 9 months** → **Breakeven** → **Growth phase**



## Traction - Product Market Fit + Growth

**6 Markets Opened**

1 Major Inland Lake (Lake of the Ozarks) + 5 Coastal Markets (Florida)

**5,000+ Charters Managed**

Battle tested charter management platform has managed thousands from end to end

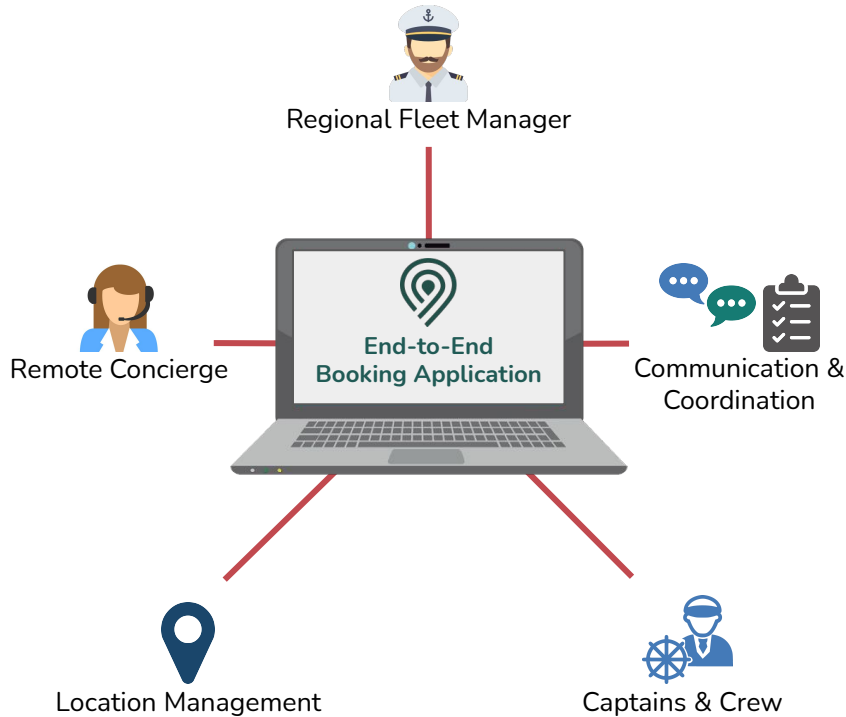
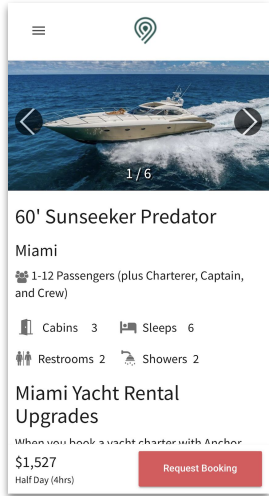
**1000+ USCG Captains**

USCG certified captains and their crew trust Anchor

**300+ Boat Owners**

Turn key solution for massive tax benefits and income opportunity

## Ecommerce Booking



## Payroll, Reporting & Analytics

**Nautia Dashboard**

**Performance Stats** Year to Date

Earnings  
**\$21,186.00**

Charters Completed  
**22**

**Booking Stats** Last 7 days

Pending Requests **3**

Confirmed Bookings (Deposit Paid) **15**

Canceled Requests **2**

**Meattia**  
60' Sunseeker Predator  
11527  
1893  
[Manage Boat](#)

**Calendar** Manage Calendar

July 12-18, 2020

Sunday, July 12	<a href="#">all day</a>	<a href="#">Pending 9am-1pm</a>
Monday, July 13	<a href="#">7pm</a>	<a href="#">Booked 5pm-10pm</a>
Tuesday, July 14	<a href="#">all day</a>	<a href="#">Unavailable</a>
Wednesday, July 15		
Thursday, July 16	<a href="#">all day</a>	<a href="#">Unavailable</a>
Friday, July 17	<a href="#">11am</a>	<a href="#">Booked 11am-3pm</a>
Saturday, July 18	<a href="#">all day</a>	<a href="#">Pending 10am-6pm</a>

**Upcoming Charters** Export to CSV This week

Charter ID	Charter Date	Time Frame	Payment Status	Payment
23111	07-18-20	All Day	Pending	\$1,650.00
23112	07-17-20	Half Day	Paid	\$963.00
23113	07-13-20	Half Day	Paid	\$963.00
23114	07-12-20	All Day	Pending	\$1,650.00

Charters per page: 1-5 of 20

**Charter History** Export to CSV Last 7 days

Charter ID	Charter Date	Payment Date	Payment
11123	07-13-20	07-17-20	\$1,650.00
11122	07-10-20	07-17-20	\$963.00
11121	07-09-20	07-17-20	\$1,650.00
11120	07-08-20	07-17-20	\$963.00
11119	07-07-20	07-17-20	\$1,650.00

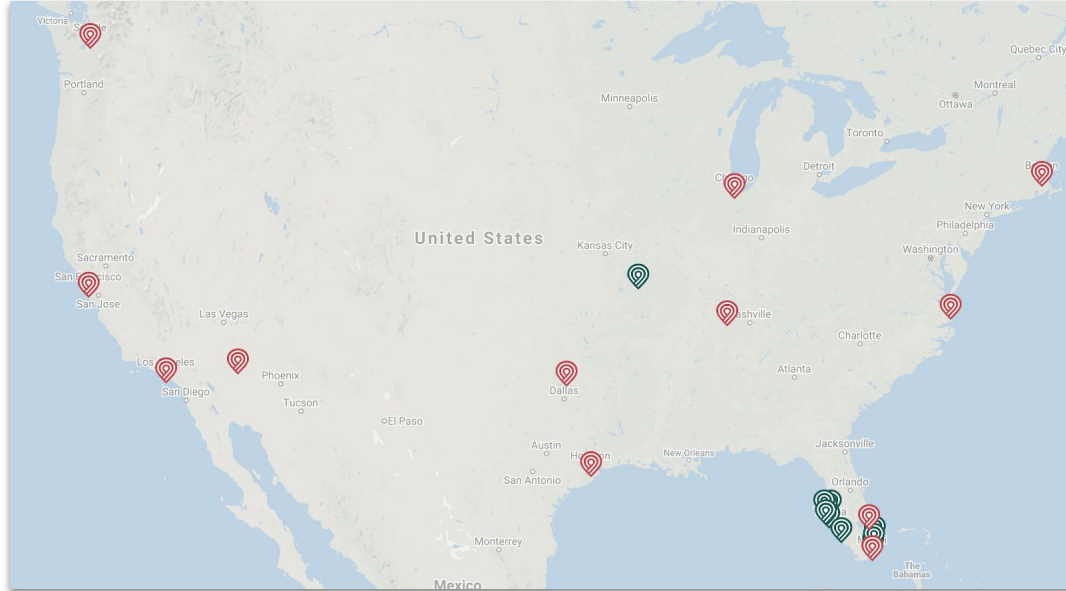
Charters per page: 1-5 of 20



## 2021 Market Launch Map

### New Markets

- Miami
- Los Angeles
- Seattle
- Chicago
- Boston
- Houston
- San Francisco
- Port St. Lucie
- Virginia Beach
- Lake Havasu
- Lake Texoma
- Kentucky Lake



### Existing Markets

- Tampa Bay
- Clearwater
- St. Petersburg
- Sarasota
- Anna Maria Island
- Fort Myers
- West Palm Beach
- Fort Lauderdale
- Lake of the Ozarks
- Boca Raton