



# BoatingBuddy Business Plan

## Summary

Boating Buddy is a social-first boating marketplace at **BoatingBuddy.app** that connects verified boat owners/operators with verified passengers for pre-planned recreational trips. The immediate objective is to launch a strong proof of concept (POC) that demonstrates product-market fit, unit economics, and a scalable operating model attractive to seed investors.

**Capital target (POC + launch): ~\$250,000**

**Core thesis:** A trust-first, schedule-first platform can reduce friction in recreational boating while creating monetizable supply-demand liquidity in local markets.

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## Brand, Positioning, and Naming

- **Marketing name: Boating Buddy** (singular)
- Domain: **BoatingBuddy.app**
- Positioning: "Connect. Cruise. Explore."
- Tone: friendly, safe, social, and premium-but-accessible

### Differentiator vs generic boating apps:

1. Curated social experiences (not just transport)

2. Verified users and hosts
  3. Local relevance (marinas, tides, conditions, hot spots)
  4. Group-friendly booking and split-cost experiences
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## Problem and Opportunity

### Pain points today

- Boat owners: underutilized assets, no easy compliant way to host social outings, no trusted demand channel.
- Passengers: hard to find safe, reliable local boat outings without existing social circles.
- Both sides: fragmented coordination across social media and text threads.

### Market opportunity

- Recreational boating in coastal and lake markets is large, social, and repeat-driven.
  - A marketplace with trust + convenience can drive recurring transactions and membership revenue.
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## Product Vision and MVP Scope

### MVP outcomes (must prove)

1. Supply onboarding (hosts/operators) in one launch market
2. Demand acquisition (passengers) and repeat bookings
3. Safe transactions and low-friction coordination
4. Positive early NPS and referral behavior

### MVP features (Phase 1)

- User onboarding + profile + ID/verification pipeline
- Host trip creation (date/time, capacity, trip type, pricing)
- Passenger trip discovery (location/date/experience filters)
- Booking + payments + payout routing
- In-app messaging and notifications
- Ratings/reviews and safety reporting
- Weather and water-condition integration

### Phase 2 enhancements (post-MVP)

- Group booking + split payments

- Dynamic pricing tools for hosts
  - Loyalty/referral engine
  - Advanced trust scoring and anti-fraud layer
  - Partner inventory (marinas, add-ons, event packages)
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## Target Customers

### Primary segments

1. Recreational boat owners/operators in South Florida launch markets
2. Social riders (locals + visitors)
3. Fishing and day-experience seekers

### Initial launch geography

- Palm Beach + Broward + Miami-Dade corridor
  - Expansion path to high-activity coastal/lake markets in Year 2
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## Business Model and Revenue Streams

1. **Trip commissions:** 20–25% take rate per completed booking
  2. **Premium subscription (Boating Buddy Plus):** ad-free, priority matching, early-access inventory
  3. **Featured listings:** paid boosts for hosts/operators
  4. **Affiliate and add-ons:** gear rental, charter upgrades, local experiences
  5. **Brand partnerships:** marine businesses, lifestyle brands, local sponsors
  6. **Cancellation/no-show policy revenue:** controlled and policy-aligned
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## Go-To-Market (GTM)

### Phase A: Supply-first launch (Weeks 1–8)

- Recruit 30–50 high-quality hosts/operators
- Concierge onboarding and content creation support
- Offer reduced intro commission for first 60 days

## Phase B: Demand ignition (Weeks 6–14)

- Paid social by geo + interests (boating, fishing, waterfront lifestyle)
- Referral loops and launch credits
- Influencer/micro-creator collaborations in local boating communities

## Phase C: Local partnerships (Weeks 10–20)

- Marina/captain clubs partnerships
  - Waterfront venue cross-promotions
  - Event-based activations (weekend themed trips)
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## Operations and Trust & Safety

- Host verification and required documentation controls
  - Terms, waivers, and in-app policy acceptance flows
  - Incident reporting and dispute workflow
  - Customer support SLA (chat/email escalation)
  - Data/privacy controls and role-based admin access
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## Technology Architecture (POC to Scale)

### Frontend

- React Native app (iOS + Android)

### Backend/API

- Node.js + TypeScript services (modular API)

### Data

- PostgreSQL (primary), Redis cache/queues

### Infrastructure

- AWS (ECS/Fargate or equivalent), object storage, CDN, observability stack

### Integrations

- Payments: Stripe Connect
- Maps/location: Google Maps Platform

- Messaging/push: Firebase/OneSignal
  - Weather/water: weather + tide APIs
  - Identity verification vendor for host/passenger trust flows
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## Development Budget (Target: ~\$250k)

### One-time build + launch (approx.)

- Product management & founder support: **\$18,000**
- UX/UI design (brand + app flows + clickable prototype): **\$22,000**
- Mobile app development (React Native): **\$68,000**
- Backend/API + admin portal: **\$58,000**
- QA, test automation, device testing: **\$14,000**
- DevOps, security hardening, CI/CD setup: **\$12,000**
- Legal/compliance setup (terms, privacy, waivers): **\$16,000**
- Trust/safety process design + support setup: **\$10,000**
- Launch marketing creative + initial campaigns: **\$18,000**
- Contingency reserve (~6%): **\$14,000**

**Total one-time estimate: \$250,000**

### Ongoing monthly run-rate (post-launch baseline)

- Cloud hosting + database + storage + monitoring: **\$1,500–\$3,000**
- APIs (maps/weather/notifications/verification): **\$1,000–\$2,500** (usage-dependent)
- Transactional tooling/support stack: **\$500–\$1,500**
- Marketing spend (initial growth): **\$6,000–\$15,000**
- Part-time operations/support: **\$3,000–\$7,000**

**Expected monthly operating range: \$12,000–\$29,000**

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## 3-Year Operating Snapshot (POC model)

### Year 1 (prove fit)

- Active users: 8,000–12,000
- Core KPI target: repeat booking rate >25%
- Revenue focus: commissions + early premium conversion

## Year 2 (expand markets)

- Active users: 35,000–60,000
- Add 3–5 high-value geographies
- Begin meaningful partner revenue

## Year 3 (optimize margin)

- Stronger subscription base and improved CAC:LTV
  - Positive contribution margin in mature markets
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## Investor-Grade Milestones (first 9 months)

1. Launch app in first market with verified host supply
  2. Reach 1,000+ completed bookings
  3. Achieve repeat booking rate >25%
  4. Keep incident rate below defined threshold
  5. Demonstrate stable take rate and growing unit economics
  6. Produce a data room with cohort retention, funnel, and CAC/LTV
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## Key Risks and Mitigations

- **Trust/safety risk:** strong verification, moderation, clear policy enforcement
  - **Liquidity risk:** supply-first launch and curated demand campaigns
  - **Regulatory/compliance risk:** proactive legal review and host eligibility controls
  - **Seasonality risk:** events, fishing, and themed experiences to smooth demand
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## 90-Day Action Plan

### Days 1–30

- Finalize PRD, UX flows, compliance framework, vendor selections

### Days 31–60

- Build core app + backend, run internal QA, onboard pilot hosts

## Days 61–90

- Beta launch, measure booking funnel, optimize onboarding and conversion, prepare investor demo deck and KPI narrative
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## Immediate Next Deliverables

1. Investor pitch deck (12–15 slides)
2. Product demo script and walkthrough
3. Detailed financial model (monthly 24-month view)
4. Data room checklist

This draft is optimized to be presented as a credible POC plan for raising development capital while protecting execution focus and speed.