

The only ecommerce + logistics platform built for life on the water.



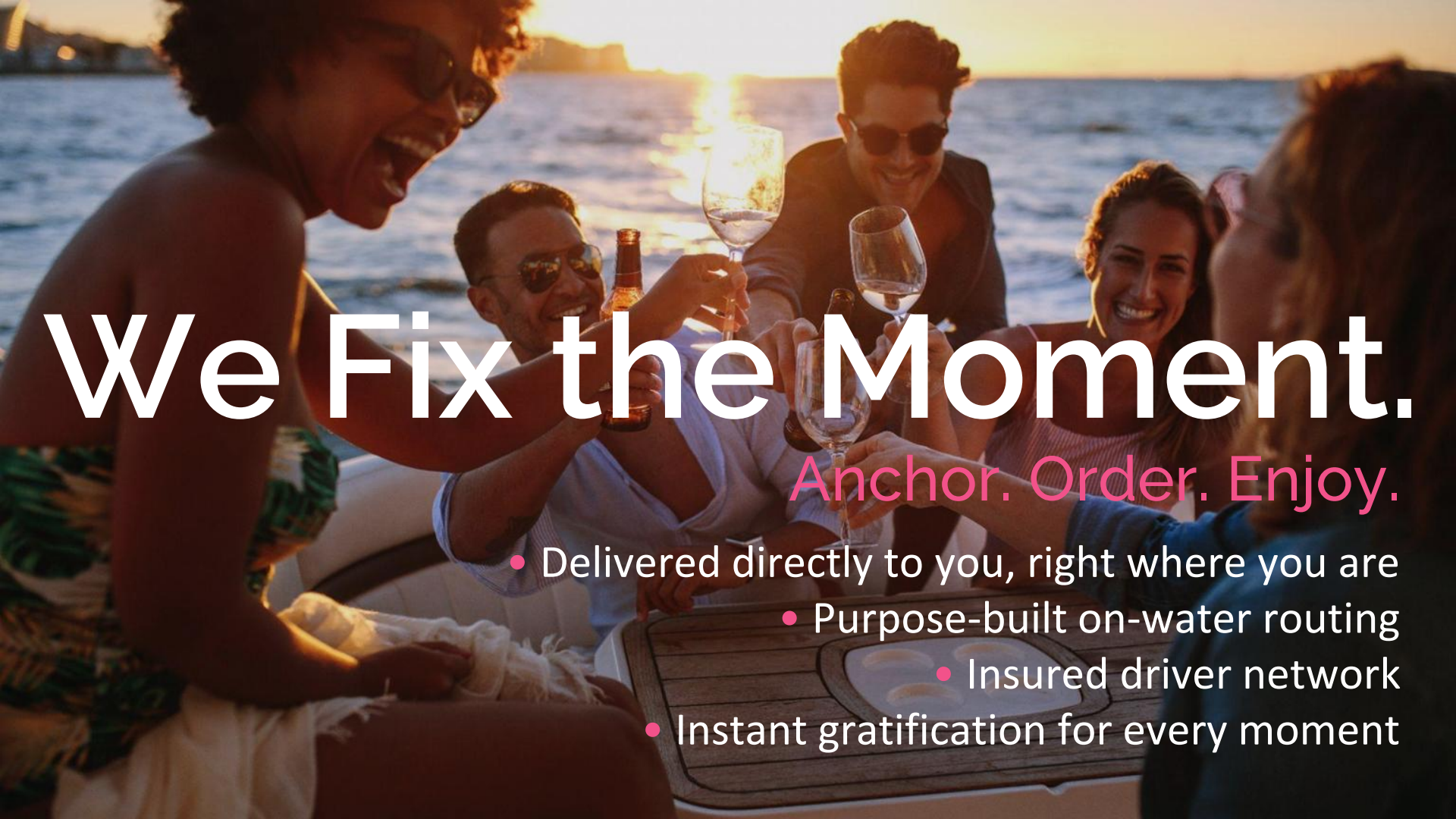
Boater Happiness. **Delivered.**

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Boaters face four inevitable situations

- They forgot something
- They ran out of something
- They crave something
- They need something right now





We Fix the Moment.

Anchor. Order. Enjoy.

- Delivered directly to you, right where you are
- Purpose-built on-water routing
- Insured driver network
- Instant gratification for every moment



Origin Story

Born on the water.
Built from lived experience.

John Bonaccorso,
Founder & CEO

- A lifetime boater who's felt every pain point firsthand
- A proven entrepreneur who has solved hard, messy operational problems
- **Realization:** every boater hits the same moments...
and no one was solving them
- Built from years of watching boaters forget, run out, crave, or need something with no way to fix the moment

Massive Untapped Lifestyle Economy

A multi-billion-dollar opportunity hiding in plain sight.

55B in annual retail spending (food, ice, supplies)

12B in lifestyle spending (fuel, docking, insurance, essentials)

12B in aftermarket accessories

230B total economic impact

300M outings averaging up to \$150 spent



Sources

*<https://www.nmma.org/advocacy/economic-impact/recreational-boating>

*<https://rvbusiness.com/>

Built for the Water: A Connected Ecosystem

BoatBites built the first ecommerce + logistics system for the water.



- Boaters
- Drivers
- Marinas
- Merchants
- Brands

How It Works



Anchor. Order. Enjoy.

Tap the app. Stay where you are.

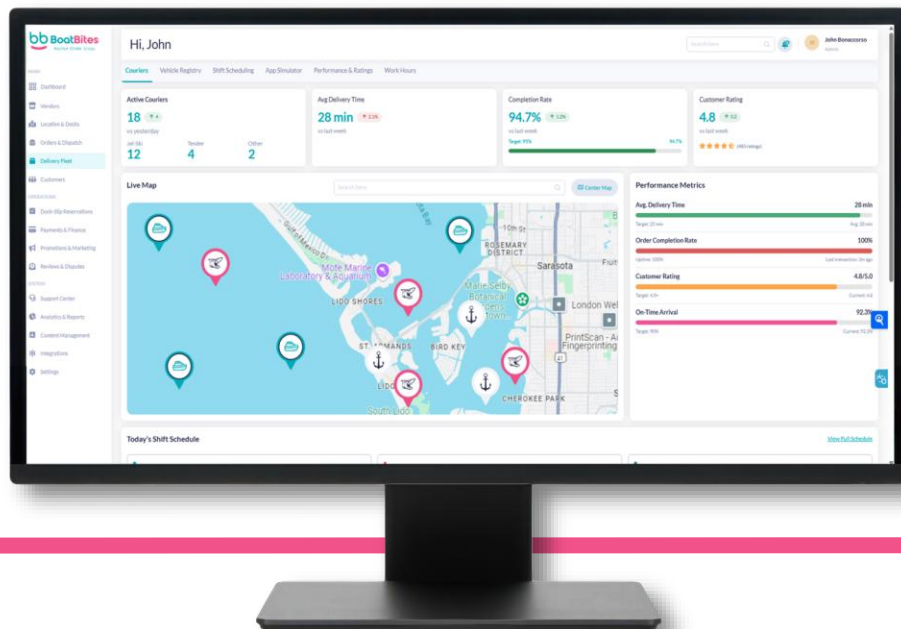
- Anchor your location
- Order what you need
- Enjoy delivery directly to your boat
- Purpose-built routing and safety systems





Technology Platform

Purpose-built delivery intelligence for the water.



- Real-time Geolocation Maps
- B2C Consumer Facing App
- B2B Partner Dashboard
- Internal Demand Analytics
- Argo Navigation

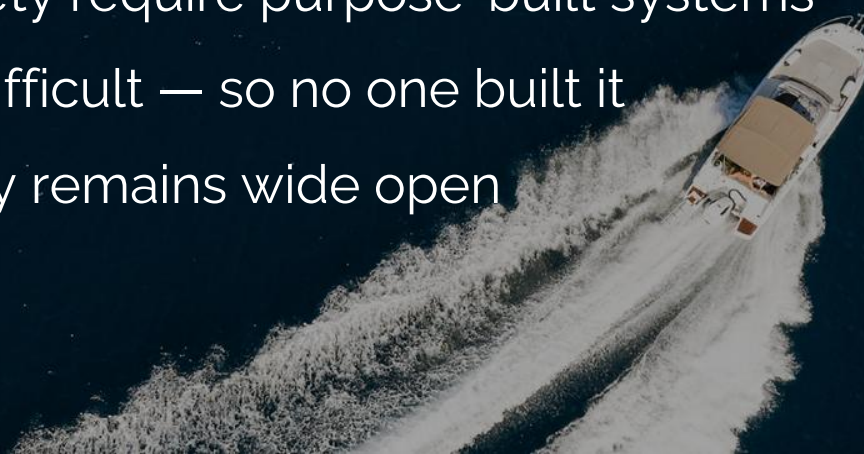


Why We Are Alone

We figured out how to unlock the \$230B water-based ecosystem.

The hard problems kept everyone else out.

- Land delivery platforms stop at the shoreline
- Insurance, regulation, routing, safety require purpose-built systems
- On-water logistics is technically difficult — so no one built it
- That's exactly why this opportunity remains wide open





WHY NOW? The Big Shift:

Instant Gratification Is Universally Expected.

- Consumers demand what they want, when they want it
- Lifestyle categories are transforming first
- Boaters are underserved despite high spending
- The gap between expectation and reality is widening
- Boaters have immense discretionary income
- Their boat is the one place they cannot use it

Driver Compensation Model

Attractive, flexible earnings on the water.

- **Per-delivery pay** for each completed order
- **Flexible schedule:** drivers choose when and where they work
- **Incentives** for peak times, busy locations, and top performance
- **Compliance & safety standards** required to join and stay on the platform



How BoatBites Makes Money

Need + Convenience = Strong Margins.



DELIVERY FEE

Delivery gross
margin 72%
Per delivery

\$90 Average national
delivery fee

\$15 - Paid to the
Driver \$10 Paid to
the Marina

**\$65 Gross Profit
Per Delivery**



CHARTER PARTNERS

\$250 fee

\$50 Paid to driver

\$10 Paid to marina

**\$190 Gross Profit
Per delivery 76%**



MEMBERSHIP

Average charge
of \$2750/Year

350 sales
commission

750 membership
perks

**60% Gross
Profit Margin**



PRIVATE LABEL

Cost \$2.00

Price \$6-\$15
per Bag

**67-87% Gross
Profit Margins**



BRAND PARTNERS

Paid Sponsorships

Coca-Cola



**Average Gross
Profit Margins 75%**



Forward-Looking Statements: Projections and other forward-looking statements reflect current assumptions and are subject to risks and uncertainties; actual results may differ materially, statements speak only as of today, and we do not undertake to update them.

Validated Demand

Tested – Proven – Fine Tuned

2023

New Category
On Water
Ecommerce

500 Deliveries
Tested Model
Pricing
Logistics



2023 - 2024

High-Margin Revenue
Streams

1250 Deliveries
Provided Surge Pricing
Tested Memberships
Rebuilt Technology



2023 - 2024

Fine-Tuned Model
Proven Demand

700+ partner inquiries
Tested Variable Pricing
Charter Business
Defensibility Built



2023 - 2025

Fine-Tuned Tech
Logistics & Model

1250 Partners
Repeat orders,
MVP to Version 1
Obtained Insurance
Built Team



2026 - 2027

Expansion
Nationwide

Only National
on Water
Ecommerce
Platform



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Technical Roadmap

A roadmap phased for both first-mover advantage and long-term defensibility

	1 MVP 2022-2023	2 PMF 2023-2025	3 Scale 2026-2027	4 Maturity 2028-2030
	Objective: Enable minimum viable platform, app interdependency and foundation for iteration	Objective: Iterate to achieve product-market-fit, optimize for app adoption and retention	Objective: Refine and enhance to efficiently support growth and protect competitive advantages	Objective: Featurize edge cases, accrued data for predictive mode economies of scale
Consumer App	Sign-up, marine orders	Shore & advance orders	Non-food orders, event calendar, social gamification	Driver ratings, favorites, seatow integration
Driver App	Sign-up, marine navigation, order fulfillment	Driver support features, integrated payments	Advanced navigation, social gamification, nautical cartography incentives, continuing education (e-learning)	Ai-assisted boat recognition, gamified promotions & bonuses
Food Vendor App	Sign-up, positioning, menus, order fulfillment	Food vendor support features, integrated payments	Positioning tools, event notifications	Add promotions, model demand forecasts
Admin App	User management, platform variables	Dealer support features, real-time order visualization	Real-time & historical analytics, event planning, regional compliance	Review management, predictive analytics,
Backend Services	Menu availability algorithm, driver dispatch algorithm	GPS aggregation, estimated order time algorithm	Real-time demand analytics	Predictive demand modeling (AI)

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BoatBites Funding Past & Present

2022-2023

Friends & Family Round
\$500,000
Proof of Concept
Architected MVP
Development of MVP
750+ Deliveries
Logistics/Pricing Tested

2023-2025

Raised Seed Round
\$2,100,000
Product Market Fit
Re-engineered Platform
1250+ Deliveries
Expanded Across Florida
Signed Nationally

2026-2027

Raising Series A
10M @ \$40M Valuation
Scaling Customers & Team
Building Defensibility
National Expansion
1250 Marinas
75,000-100,000 / Deliveries Year



FUELING SCALE Across the USA

Where investment accelerates growth.

Revenue Projections

Revenue Streams	2026	2027	2028
Delivery Fees	\$ 950,500	\$ 20,621,025	\$ 103,105,125
Charter Boat Sales	\$ 850,500	\$ 5,087,163	\$ 15,261,487
Bagged Ice Sales	\$ 350,000	\$ 3,851,750	\$ 19,258,750
Membership Fees	\$ 225,000	\$ 2,779,323	\$ 8,337,969
Sponsorships	\$ 250,000	\$ 1,375,000	\$ 4,812,500
Gross Revenue	\$2,401,225	\$ 33,714,261	\$ 150,775,831

Assumptions:

Average Delivery fee:	\$ 75
Charter Boat Sales Fee:	\$250
Bagged Ice Sales	\$ 10 per bag
Membership Fees	\$2750 average per membership
Sponsorship	\$25,000/sponsorship/year

Assumptions:

2026-125 delivery days
2027-175 delivery days
2028- 200 delivery days

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Future Vision

Where we go next.



- Recommendation engine
- Predictive demand modeling
- Enhanced ecosystem intelligence
- Expanded service categories



Leadership Team

Proven operators. Proven execution.

John Bonaccorso – Founder & CEO

Apple, AmEx, Sony, Marriott, Disney

Christopher Weems – CTO

Product Designer, Meta, Yahoo

Colleen Ferrary – COO

Fortune 100 and startup logistics leader

Chip Birthisel – Maritime Counsel

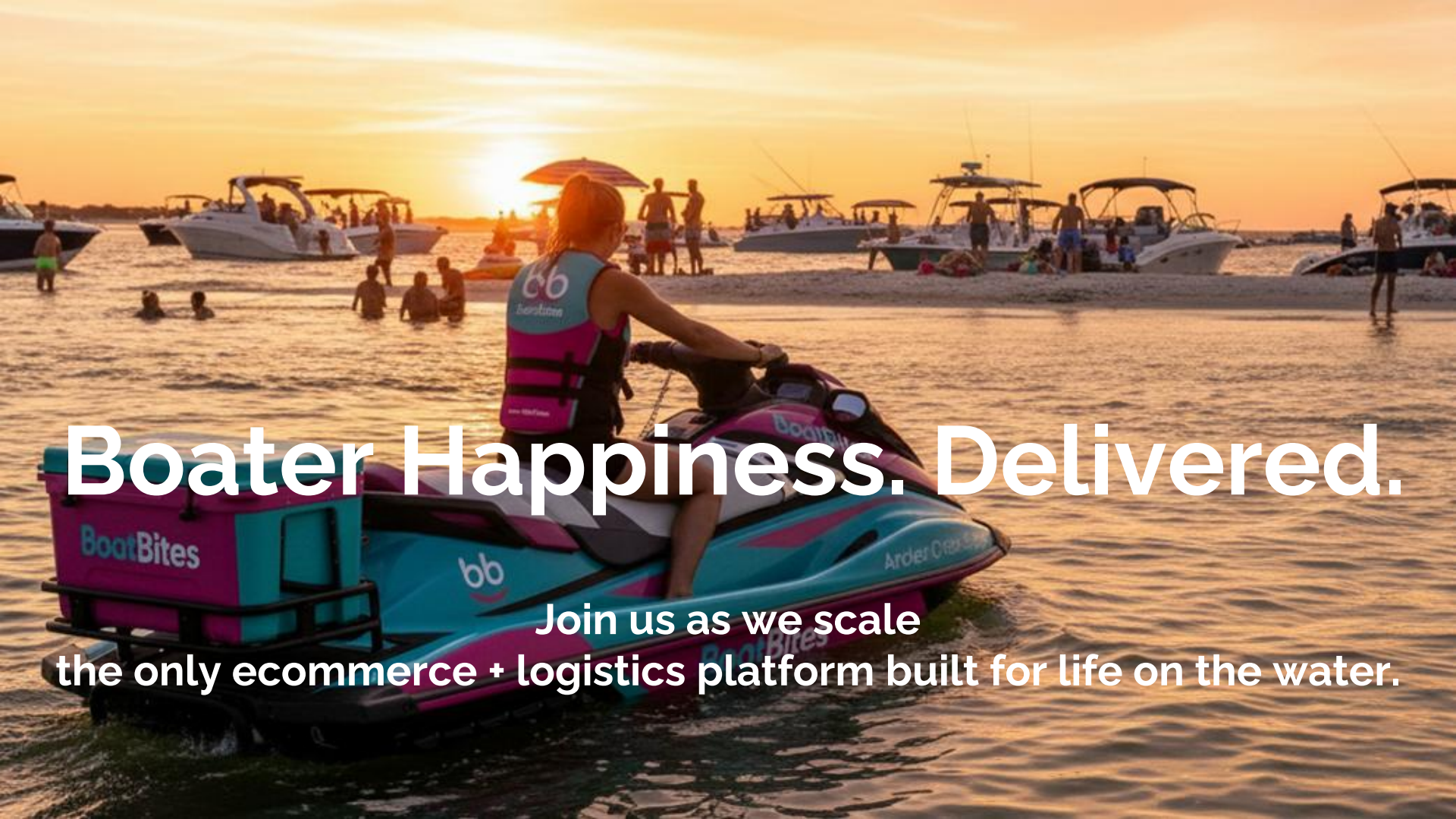
Retired U.S. Coast Guard officer

Jack Falvey – Board Director

CEO, Falvey Insurance Group

Ridaa Murad – Board Director

Founder, Breakform Reality Ventures



Boater Happiness. Delivered.

Join us as we scale
the only ecommerce + logistics platform built for life on the water.