

INVESTOR'S PRESENTATION



INDUSTRY: Ecommerce/SaaS

STAGE: MVP/Prototype

LEGAL: C-Corp for Floating Lofts, Inc. and LLC's for Floating Loft____, LLC (single units owned by Members)

MARKET: \$35.6 Billion in USA only

ASK for CLASS A: \$100K as Single Member LLC

ASK for CLASS B: \$25K as 4 Member LLC

ASK for CLASS C: \$5K as 20 Member LLC

SYNDICATE: angel.co/floatinglofts

Floating Lofts, Inc.

Attn: Eric Melin

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Cambridge, Massachusetts USA

Algarve, Portugal

Barcelona, Spain



Mission Statement:

"To create lasting memories and enjoyable short-term rental experiences using innovative and unique residential properties."



OPPORTUNITY

The global boat rental market size was USD 100 million in 2020. The market is projected to grow from USD 100.91 million in 2021 to USD 280.02 million by 2028. A ridiculously strong 280% industry growth, floats all boats!



On AirBnB and similar booking platforms – there are 5,600 boats listed, averaging \$200 per night, and 90% occupancy rates. $\$200/n \times 300$ booking nights = \$60,000/yr cash floor = payback terms and CAP rates better than any residential SFR or MFR asset class. Traditional Real Estate firms avoid only because of many complexities. There are a total of 17 million recreational boats—currently in use in the United States. One in ten U.S. households owns a boat. Of approx 280 million boats globally, maybe 5% livable/sleepable “yachts” = 1.4 Million TAM (Total Addressable Market).

Of these, there are 130,000 boats already listed for rent for recreational purposes, and far more that sit in beautiful marinas and COULD be listed for rent for sleeping/bnb/residential use... the app culture wants “experiences” from housing dollars, but until now, no dedicated consolidator/operator exists specific to the Short-Term Residential Use.

MARKET OPPORTUNITY

Airbnb recorded a revenue of \$1.5 billion in 2021, which was a 78% increase from 2020. 394 million 'nights and experiences' were booked on Airbnb around the world in 2022.

Airbnb is estimated to have over 150 million users, with over 45 million users in the U.S. There are over 100,000 cities and towns with active Airbnb listings. Every second, 5 to 10 guests check into an Airbnb somewhere in the world. 300.6 million nights and experiences were booked on Airbnb in 2021, which rose from just over 193.2 million the year before. In 2020, there were over 14 thousand employees working at Airbnb. Airbnb was valued at \$75 billion in 2020, more than double its value just the year before. Airbnb has 12.7 million listings as of December 2021. As of March 2022, there are more than 4 million hosts on Airbnb. An average host on Airbnb would make around \$7,900 per year.

“Our data shows 88 million people went boating last year, and if peer-to-peer boating can get more people interested in boating, that’s great for the industry,” said Thom Dammrich, president of the National Marine Manufacturers Association, which has been running a campaign, [Discoverboating.com](https://www.discoverboating.com), for seven years. “The more time people spend on the water, the more likely they are to cultivate a desire to buy a boat.”

IN THE NEWS

Houseboats are not a new idea – but have been hitting the news daily now with AirBnB and the Millennial Mobile Phone and Short-term Housing / Booking culture. There are 5,600 boats listed on AirBnB today – with approx. 150,000 likely to be listed as the market matures. Those under 35 now want “experiences” more than ever before. If you are not age 21-35....ask someone who is! (by text of course, verbal communication is long gone)

Making waves in ‘the sharing economy’: Peer-to-peer boat rental companies arrive in South Florida

BY NANCY DAHLBERG

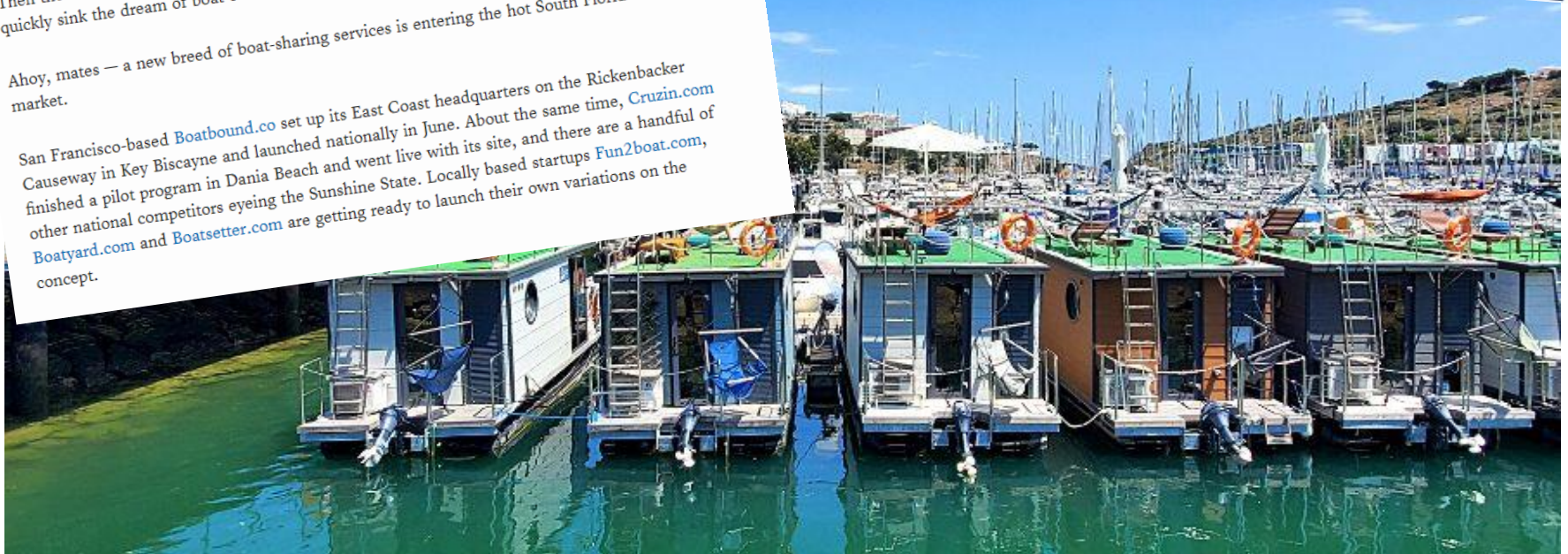
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Getting out on the open sea, wind in your hair, enjoying the ride with your family and friends.

Then there's the boat payments, storage fees, fuel, maintenance and repair — these costs can quickly sink the dream of boat ownership.

Ahoy, mates — a new breed of boat-sharing services is entering the hot South Florida boating market.

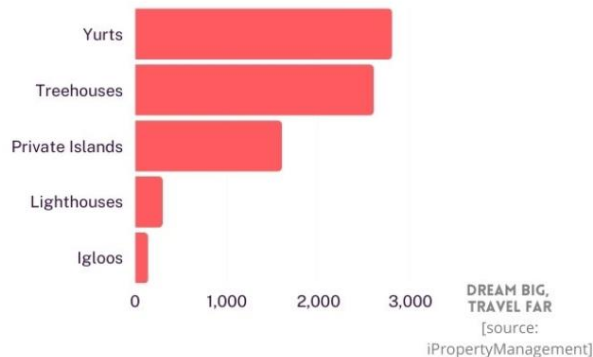
San Francisco-based [Boatbound.co](#) set up its East Coast headquarters on the Rickenbacker Causeway in Key Biscayne and launched nationally in June. About the same time, [Cruzin.com](#) finished a pilot program in Dania Beach and went live with its site, and there are a handful of other national competitors eyeing the Sunshine State. Locally based startups [Fun2boat.com](#), [Boatyard.com](#) and [Boatsetter.com](#) are getting ready to launch their own variations on the concept.



MARKET STATISTICS

Among The Current Listings On Airbnb: 90,000 cabins · 40,000 farms · 24,000 tiny homes · **5,600 boats** · 3,500 castles · 2,800 yurts · 2,600 treehouses, 1,600 private islands, 300 Lighthouses and 140 Igloos . On the popular booking platform Booking.com, there are 6.6 million homes, apartments, and unique accommodations listed such as Boats/Yachts.

There are 300 lighthouses and 140 igloos on Airbnb



Unit investments will create positive cash flow within 2 years – own a house-boat that cash flows! Projected APR yield over 35%. Do not forget the FUN factor! Floating Loft investors OWN THE BOAT and can legally take back possession at any time via individually/small group owned LLCs per boat.

The global **boat rental market size** was USD 97.97 million in 2020. The **market** is projected to grow from USD 100.91 million in 2021 to USD 280.02 million by 2028.

GetMyBoat is the **market** leader with over 130,000 **boats** for rent.

in North America, Freedom Boat Club sports a fleet of more than 1,500 boats for day-use rent.

OUR EXCLUSIVE BOAT MANUFACTURER

Floating Lofts, Inc. works exclusively with one NEW manufacturing / boat factory partner. These Boats are 50' Houseboats known as "HB-1250" – a Brochure/Spec-sheet is available upon request for private purchase. Depending on the Investor Class – you will own a share of this boat, or privately sourced/contributed boat. Group A Investors (privately owned, single owner boats) can suggest any USED boat for inclusion) Group B Investors (groups of 4 people) can suggest any new or used boat w/certain requirements (i.e. 40-60 feet, location, < 10 years old, etc). Group C Investors (groups of 20 people) will only hold share of a specific HB-1250 asset, with a fixed price of \$5k per unit investment. $5k \times 20ppl = \$100k$ boat. i.e. 5% member interest of the 20-member LLC. All investor classes strongly suggested to consider the HB-1250. Lead times are approx 45-60 days on a rolling production cycle. You can request live-streaming of your boat being produced! Obviously the boat closest to you geographically might not be the one you own.



COMPETITORS

Short Term Residential
(unique, experiential)



Short Term
Residential
(traditional)

TOP 10 MOST VALUABLE HOTEL BRANDS 2022				
1 Hilton \$12.0bn	2 HYATT \$5.9bn	3 Holiday Inn \$4.2bn	4 Marriott \$3.6bn	5 Marriott \$2.3bn
6 DoubleTree \$2.1bn	7 SHANGRI-LA \$1.9bn	8 IHG \$1.5bn	9 EMBASSY SUITES \$1.4bn	10 CROWN PLAZA \$1.3bn

Short Term
Rentals
(Boating)



Book A Boat



Traditional Rental Experience

Freedom Boat Club or Floating Lofts? = BOTH



VS



Freedom Boat club has flipped the Marina Business model – and 400+ locations has been great to revitalize an industry. Floating Lofts is a big fan of Freedom Boat Club! A rising tide = more people boating = floats all Boats!

However, Freedom Boat Club owns the Boats, not the Customer/User/Member. The Fleet of 1500 boats requires ongoing maintenance, repairs, upkeep, etc all on the balance sheet of the Club Owner not Member/User.

The Economics are as Simple as the Age Old:

“Buy vs Rent/Lease” for a Condo or a Car. There is no right answer, there is only the right situation for the individual consumer. For Boaters who do not want to Own the Boat – Freedom Boat Club is the right choice.

Floating Lofts does the same for Marina Owners as Freedom Boat Club – but our Customers are not the same. Floating Loft Customers want to OWN the Boat as a Cash Flowing Asset.

The Difference is our Customers/Members are Vested in the Success of the Boats/Assets and want to see them improved, repaired, well maintained, and taken care – the Floating Loft Customer simply wants to do so with either 3 or 19 other co-owners/LLC member-owners.

The Floating Loft model is today only large liveaboards but has plans to include smaller recreational fishing, pontoon, ski, fish boats soon.

Freedom Boat Club is a “friend-pet-itor” as the members have very different needs.

FOR MARINAS



VS



Economics for Marinas are such that Freedom Boat Club is a Revenue Center.

A Freedom Boat Club is sold to a Marina as a Franchise Agreement with a heavy capital investment.

Marina's become responsible for marketing, club growth, P&L, etc.

Floating Lofts does the same for Marina Owners as Freedom Boat Club – but our Customers are not the same.

Marinas sign with Floating Lofts without any upfront capital investment and immediate cash flow opportunity.

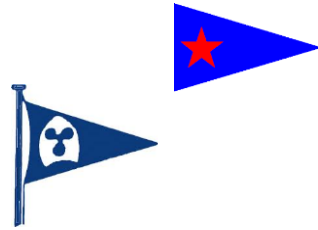
Marinas are de-risked and have no P&L responsibly – only new paying customers.

Contracts are customized: 12M, 36m, 60m.

FOR YACHT CLUBS



MASSACHUSETTS
BOATING & YACHT CLUBS
ASSOCIATION, INC.



VS



Economics for Private Yacht Clubs are such that partnering with Floating Lofts is a Revenue Center.

Floating Lofts allows private boat owners to maintain membership and ownership but provides organizational, operational and structural support to the owner who otherwise might not want to maintain the amount of work involved in the club.

Owners no longer need to choose between a Golf Club or Boat Club – we allow to do both.

Floating Lofts does the same for Private Yacht Clubs Marina Owners as Freedom Boat Club – but our Customers are not the same.

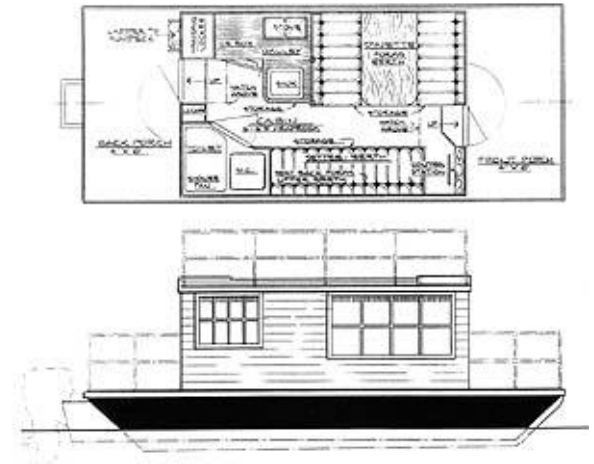
Yacht Club members sign with Floating Lofts the same as any other member, but we facilitate all member fees and member requirements.

Yacht Clubs are de-risked and have no responsibility for the boats – only new paying members.

Contracts are customized: 12M, 36m, 60m.

The 5 M's – 5 Keys to Success

Boating is complicated. Anyone attempting a business related to boats understands the variables and complexities – apartments and homes do not sink (hopefully) and are not subject to weather, and 100 other pitfalls. Here are our 5 keys to long-term success:



Marinas – Marina's know the business. It is their business. We partner with great Marina Owners to provide another valuable income stream. Much like FreedomBoatClub that has launched 400+ locations and is growing rapidly – Floating Lofts is the answer that Marina's are looking for to further grow the business.

Maintenance – Residential Real Estate generally appreciates in Equity Value, generally Boats depreciate. This is largely unavoidable but can be mitigated and minimalize with the right strategy for acquisition targets and maintenance of fleet. Unlike rental car industry – Floating Lofts TARGETS older boats where most depreciation has already occurred. We expect 10 years of cash-flowing life-cycle on an asset with minimal depreciation.

Money – the bottom line is driving all decisions. Floating Loft as an Operator exists to make money for the LLC members. While targets include aggressive returns on capital, priority to de-risk investments with low risks.

Media – today's digital media is rapidly evolving our success depends on being on the bleeding edge of web, mobile, apps, booking engines, etc. We partner with AirBnB, VRBO, booking.com, TripAdvisor and others.

Moving - simply put, **boats are FUN** – Floating Lofts are always “moving” – we mean this both emotionally and physically. Our focus is on the CUSTOMER who is booking a “moving” experience – not a stationary one.

EXECUTIVE TEAM



Eric Melin
Founder & CTO

SEO, SaaS & Search Marketing Exec. 20+ yrs. experience in investment banking, FinTech, RegTech, and Google / SaaS technology. Serial Entrepreneur w/ successful exits.

Advisor to: Book-a-Boat
(Acquired, 2015)

<https://pitchbook.com/profiles/company/82747-45>

Based in Cambridge, Mass.



Interviews In-Process
Co-Founder & CEO

A seasoned CEO will compliment executive team. Responsible for leading revenue production. Large ownership %.

Must have SaaS/technical experience. Need not have boating experience.

Ideally located in Boston, SF, NYC, Spain, Portugal, Mexico.

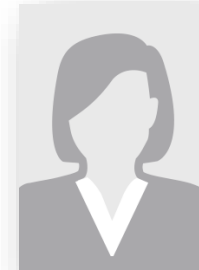


Interviews In-Process
Co-Founder & COO

A COO will be responsible for logistics, sourcing, vendor relationships, management of a 10 person team of Contractors. Sizable ownership %.

Must have marine/boating industry experience.

Ideally located in Boston, or NYC



Interviews In-Process
Co-Founder & CFO

A Part-time CFO will manage banking relationship, fundraising, real estate transactions, regulatory compliance, etc. Small ownership of the Inc – must also be investor in a LLC.

CPA a plus.

Time commitment is 1 hour per week.

Ideally located in Boston.

ADVISORY BOARD "BOA"

Based primarily in Boston; our team has prior exits in Technology & SaaS. Founder Eric Melin has a passion for the ocean and living aboard the water - he's been a boat owner for 25+ years since age 15 (youngest to get Coast Guard Certified to operate a marine vessel at that age) and is a member of Boston's Live-a-board Community.

Eric grew up as a "Clipper" in his seaport home of Newburyport, Ma - which was historically significant in maritime history as the first major port in the new world - and the birthplace of the US Coast Guard.

The Founders are actively building a 7-10 person Advisory Board. This world-class multi-disciplinary group will consist of business executives from the world's top firms across Banking, Legal, Internet/SaaS, Advertising, Manufacturing, Financial Services, Technology, and Automotive. The Advisors (BOA) meet by Zoom on a quarterly cycle with 5-10 hours per month of available time.

NO EXPERIENCE IN BOATING IS NEEDED,
NO INVESTMENT IS REQUIRED (Except Time)



OWNERSHIP: FLOATING LOFT 1-100, LLC

The business/legal plan for Floating Lofts, Inc. is simple: Each boat is its own LLC which will be owned by its members. LLC Members may be 1, 4 or 20 people (only). Class A, Class B, Class C.

Each LLC pays the INC an Annual Maintenance & Marketing fee of 20% of all Bookings/Revenue, net of all expenses. Floating Lofts functions as a Property Management Firm.

Boats can be re-claimed and pulled away from the Floating Lofts program and its home Marina subject to simple restrictions in the LLC. Single "Class A" owners simply claw back a boat put into the Floating Lofts program. 4-person Class B owners, can do easily if 3 of 4 people agree. 20-person Class C owners are owners of the Floating Loft standardized house-boat and must have 11 of 20 people voting to remove a boat from the Floating Lofts Property Management Program.

8								
9	Owner (s)	Boat Name	Legal Entity	Location 10/19/23	Primary Port	LOA/Make/Model	Unit:	Be
10								
11	Floating Lofts, Inc.	Floating Loft 0, LLC	Floating Loft 0, LLC	Newburyport, MA	Newburyport, MA	Ocean Kayak	#0	
12	Floating Lofts, Inc.	Floating Loft I, LLC	Floating Loft I, LLC	Newburyport, MA	Newburyport, MA	Alum Skiff	#1	
13	Eric Melin	Floating Loft II, LLC	Floating Loft II, LLC	Newburyport, MA	Newburyport, MA	Seadoo 1800	#2	
14	Eric Melin	Floating Loft III, LLC	Floating Loft III, LLC	Boston, MA USA	Boston, MA USA	47' Chris-Craft	#3	
15	See LLC Agreement	Floating Loft IV, LLC	Floating Loft IV, LLC	Cancun Peurto	Cancun Peurto	44' Sunseeker	#4	
16	See LLC Agreement	Floating Loft V, LLC	Floating Loft V, LLC	Cancun Peurto	Cancun Peurto	55' Sunseeker	#5	
17	See LLC Agreement	Floating Loft VI, LLC	Floating Loft VI, LLC	Cancun HZ, MX	Cancun HZ, MX	51' Chris Craft	#6	
18	See LLC Agreement	Floating Loft VII, LLC	Floating Loft VII, LLC	Cancun HZ, MX	Cancun HZ, MX	44' HB-1250	#7	
19	See LLC Agreement	Floating Loft VIII, LLC	Floating Loft VIII, LLC	Portimao, PT	Portimao, PT	55' Azimut	#8	
20	See LLC Agreement	Floating Loft IV, LLC	Floating Loft IV, LLC	Portimao, PT	Portimao, PT	55' Azimut	#9	
21	See LLC Agreement	Floating Loft X, LLC	Floating Loft X, LLC	Portimao, PT	Portimao, PT	44' HB-1250	#10	
22	See LLC Agreement	Floating Loft XI, LLC	Floating Loft XI, LLC	Barcelona	Barcelona	42' Chris-Craft	#11	
23	See LLC Agreement	Floating Loft XII, LLC	Floating Loft XII, LLC	Barcelona	Barcelona	73' Discovery	#12	

UNIT ECONOMICS

The unit economics for each “Floating Loft” is simple. We calculate based on high season weekly and low season monthly with a 9% vacancy rate.

Think about buying a small 500sq/ft condo, in the best part of town, for only \$100K, then renting out per night at \$100-\$200 all year.

\$200/night = \$73,000 per year (high season)
 \$1900/wk = \$98,800 per year (high season)
 \$2000/m = \$24,000 per year (low season)

G	H	I	J	K
Total Cost:	138,300	Total Acquisition Costs		
Acquisition Fees	3,300	Broker Fees/Closing Costs/Survey/etc. at 3% c		
Assessed Price:	120,000	2023 survey or FMV		
Offer Price:	100,000	Actual Price Higher below		
Actual Price:	110,000	Agreed P&S		
Transport:	6,000	Florida to Spain 1-Time Shipment		
Renovations:	19,000	Refresh Budget		

Bedrooms	Weekly	Monthly	Yearly	Tenants	Tenants
	High Season	Low Season	Average/all	by month	by week
2	1900	1000	62000	5	30

Pro-Forma	Monthly	Annualized
Gross Income	5,583	67,000
less Booking Fees (AirBnB 8%)	447	5,360
less Vacancy 9%	503	6,030
Total Income	5,081	60,970
Expenses*		
Cleaning/Weekly Cycle	400	4,800
Marina + All Dock Fees	800	9,600
Cost of Capital (Debt+Equity)	400	4,800
CPA/Books/Fees/Reg/Permits/etc	150	1,800
Property Manager (Onsite Help)	200	2,400
Breakfast/Free Food/Water	100	1,200
Insurance	100	1,200
Utilities (HHW, Elc, WiFi, AC)	50	600
Winterizing / Yearly Upkeep	150	1,800
Maintenance/Minor Repairs	200	2,400
Reserve/Cap Ex/Major Repairs	300	3,600
Total Operating Exp	2,850	34,200
Net Income	2,231	26,770
Cap Rate =		19.36%

RETURN TO INVESTORS – PREFERRED RETURN

Simple Revenue Model: 30% Target Return
 10% Preferred Return
 + 50% Spit

\$5k or ~\$25k or ~\$100k invested will accumulate gains at a target 30% annualize APR. I.e. 5k can grow to \$500k in 25 years or much faster at 30%. 10% Preferred Return means Floating Loft, Inc. only earns a return IF/WHEN return is over 10%. This means the INC splits 50/50 any distributions, but only after a minimum 10% return is met to LLC members. We are motivated to perform.



RETURN TO INVESTORS – CASHING OUT - YOU OWN THE BOAT!

Investors OWN the boat asset, the asset can be reclaimed/repossessed away from management by Floating Lofts, Inc. at any time, subject to LLC Agreement and agreement from voting majority of LLC members. Class A can self-vote removal any time by providing notice. Class B owners must have 3 votes. Class C must have 11 votes. No long term tenants to worry about! Simply SELL YOUR BOAT.

During active management all assets can be repurchased with Aforementioned Voting Majority, all transport, marina fees, etc. but are subject to three simple restrictive clauses:

- 1) ROFR to buy-back at same purchase price (60 day)
- 2) 180-day shop period with a 50/50 Split on Any Proceeds above Acquisition Price.
- 3) Upcoming reservations are cancelled per existing booking policy (usually 60-90 day notice).

NOTE: Floating Lofts, Inc. does not hold title to any Boat Asset. The LLC Owns the boat and it is held by a mutually agreeable law firm to all LLC holders. If agreeable, our preferred law firm can be used for convenience.



ALREADY OWN A BOAT?

It sucks. You know this. You love boating, but you do not have time for everything it takes. Maintenance, moving, storage, wrapping, cleaning, paying marinas, finding slips, upkeep on engines. Keeping up is a full-time job. Now add complaints and hassles of residential tenants on top of this, it is insane. You never dreamed boat ownership could be a cash flow positive experience? Too good to be true?

KEEP YOUR BOAT.

Think of Floating Lofts like a REIT or a Property Management firm – you simply place your Boat into our Program. You KEEP YOUR BOAT OWNERSHIP via the LLC Agreement and simply start enjoying it again. Yes, we block annual weeks for Owner use. Fill out an interest form to learn more:

<https://docs.google.com/forms/d/e/1FAIpQLSdP8ZwUSCM0EUmwINv7zwsGiqCsZDbA8LuphuyXbi90ApQFJQ/>

SELL YOUR BOAT.

We do buy 40+ foot used boats. A summary of Target Specs are here: www.ericmelin.com/floatinglofts.pdf We target older boats and do not pay above market rates. If you are seeking a quick deal, we pay cash and move quickly.

If you are seeking best price, Boats are listed (Exclusively on our Brokerage Partner Website)

www.909yachts.com Fill out an interest form to learn more:

<https://docs.google.com/forms/d/e/1FAIpQLSdP8ZwUSCM0EUmwINv7zwsGiqCsZDbA8LuphuyXbi90ApQFJQ/>

TWO WEEKS FOR OWNER'S

Every Boat owner past and present knows the cliché that the best two days in Boat Ownership are the day it was bought and the day it was sold... and statistically most boat owners rarely use boats more than a few times per season.

Members of Floating Lofts maintain this ability to buy and sell a boat and still have two weeks per personal use pre-booked annually.

Weeks are standardized “interval calendar”

- 1 Red Week – High Season by Region
- 1 Blue Week – Low Season by Region
- 1 Blue Week – Maintenance Week (no use)

Week usage is optional and does not affect economics of membership. A 3rd week for maintenance can be accessed by Owners.

Of course! Owners can always book (and pay) for use of their own boat, same as any other customer.

INTERVAL CALENDAR
with II/RCI Color Designations

RCI INT INTL	2022			RCI INT INTL	2023			RCI INT INTL	2024			RCI INT INTL	2025			RCI INT INTL	2026		
	Week #	Friday to Friday			Week #	Friday to Friday			Week #	Friday to Friday			Week #	Friday to Friday			Week #	Friday to Friday	
	1	Jan. 7-Jan. 14			1	Jan. 6-Jan. 13			1	Jan. 5-Jan. 12			1	Jan. 3-Jan. 10			1	Jan. 2-Jan. 9	
	2	Jan. 14-Jan. 21			2	Jan. 13-Jan. 20			2	Jan. 12-Jan. 19			2	Jan. 10-Jan. 17			2	Jan. 9-Jan. 16	
	3	Jan. 21-Jan. 28			3	Jan. 20-Jan. 27			3	Jan. 19-Jan. 26			3	Jan. 17-Jan. 24			3	Jan. 16-Jan. 23	
	4	Jan. 28-Feb. 4			4	Jan. 27-Feb. 3			4	Jan. 26-Feb. 2			4	Jan. 24-Jan. 31			4	Jan. 23-Jan. 30	
	5	Feb. 4-Feb. 11			5	Feb. 3-Feb. 10			5	Feb. 2-Feb. 9			5	Jan. 31-Feb. 7			5	Jan. 30-Feb. 6	
	6	Feb. 11-Feb. 18			6	Feb. 10-Feb. 17			6	Feb. 9-Feb. 16			6	Feb. 7-Feb. 14			6	Feb. 6-Feb. 13	
	7	Feb. 18-Feb. 25			7	Feb. 17-Feb. 24			7	Feb. 16-Feb. 23			7	Feb. 14-Feb. 21			7	Feb. 13-Feb. 20	
	8	Feb. 25-Mar. 4			8	Feb. 24-Mar. 3			8	Feb. 23-Mar. 1			8	Feb. 21-Feb. 28			8	Feb. 20-Feb. 27	
	9	Mar. 4-Mar. 11			9	Mar. 3-Mar. 10			9	Mar. 1-Mar. 8			9	Feb. 28-Mar. 7			9	Feb. 27-Mar. 6	
	10	Mar. 11-Mar. 18			10	Mar. 10-Mar. 17			10	Mar. 8-Mar. 15			10	Mar. 7-Mar. 14			10	Mar. 6-Mar. 13	
	11	Mar. 18-Mar. 25			11	Mar. 17-Mar. 24			11	Mar. 15-Mar. 22			11	Mar. 14-Mar. 21			11	Mar. 13-Mar. 20	
	12	Mar. 25-Apr. 1			12	Mar. 24-Mar. 31			12	Mar. 22-Mar. 29			12	Mar. 21-Mar. 28			12	Mar. 20-Mar. 27	
	13	Apr. 1-Apr. 8			13	Mar. 31-Apr. 7			13	Mar. 29-Apr. 5			13	Mar. 28-Apr. 4			13	Mar. 27-Apr. 3	
	14	Apr. 8-Apr. 15			14	Apr. 7-Apr. 14			14	Apr. 5-Apr. 12			14	Apr. 4-Apr. 11			14	Apr. 3-Apr. 10	
	15	Apr. 15-Apr. 22			15	Apr. 14-Apr. 21			15	Apr. 12-Apr. 19			15	Apr. 11-Apr. 18			15	Apr. 10-Apr. 17	
	16	Apr. 22-Apr. 29			16	Apr. 21-Apr. 28			16	Apr. 19-Apr. 26			16	Apr. 18-Apr. 25			16	Apr. 17-Apr. 24	
	17	Apr. 29-May 6			17	Apr. 28-May 5			17	Apr. 26-May 3			17	Apr. 25-May 2			17	Apr. 24-May 1	
	18	May 6-May 13			18	May 5-May 12			18	May 3-May 10			18	May 2-May 9			18	May 1-May 8	
	19	May 13-May 20			19	May 12-May 19			19	May 10-May 17			19	May 9-May 16			19	May 8-May 15	
	20	May 20-May 27			20	May 19-May 26			20	May 17-May 24			20	May 16-May 23			20	May 15-May 22	
	21	May 27-Jun. 3			21	May 26-Jun. 2			21	May 24-May 31			21	May 23-May 30			21	May 22-May 29	
	22	Jun. 3-Jun. 10			22	Jun. 2-Jun. 9			22	May 31-Jun. 7			22	May 30-Jun. 6			22	May 29-Jun. 5	
	23	Jun. 10-Jun. 17			23	Jun. 9-Jun. 16			23	Jun. 7-Jun. 14			23	Jun. 6-Jun. 13			23	Jun. 5-Jun. 12	
	24	Jun. 17-Jun. 24			24	Jun. 16-Jun. 23			24	Jun. 14-Jun. 21			24	Jun. 13-Jun. 20			24	Jun. 12-Jun. 19	
	25	Jun. 24-Jul. 1			25	Jun. 23-Jun. 30			25	Jun. 21-Jun. 28			25	Jun. 20-Jun. 27			25	Jun. 19-Jun. 26	
	26	Jul. 1-Jul. 8			26	Jun. 30-Jul. 7			26	Jun. 28-Jul. 5			26	Jun. 27-Jul. 4			26	Jun. 26-Jul. 3	
	27	Jul. 8-Jul. 15			27	Jul. 7-Jul. 14			27	Jul. 5-Jul. 12			27	Jul. 4-Jul. 11			27	Jul. 3-Jul. 10	
	28	Jul. 15-Jul. 22			28	Jul. 14-Jul. 21			28	Jul. 12-Jul. 19			28	Jul. 11-Jul. 18			28	Jul. 10-Jul. 17	
	29	Jul. 22-Jul. 29			29	Jul. 21-Jul. 28			29	Jul. 19-Jul. 26			29	Jul. 18-Jul. 25			29	Jul. 17-Jul. 24	
	30	Jul. 29-Aug. 5			30	Jul. 28-Aug. 4			30	Jul. 26-Aug. 2			30	Jul. 25-Aug. 1			30	Jul. 24-Jul. 31	
	31	Aug. 5-Aug. 12			31	Aug. 4-Aug. 11			31	Aug. 2-Aug. 9			31	Aug. 1-Aug. 8			31	Jul. 31-Aug. 7	
	32	Aug. 12-Aug. 19			32	Aug. 11-Aug. 18			32	Aug. 9-Aug. 16			32	Aug. 8-Aug. 15			32	Aug. 7-Aug. 14	
	33	Aug. 19-Aug. 26			33	Aug. 18-Aug. 25			33	Aug. 16-Aug. 23			33	Aug. 15-Aug. 22			33	Aug. 14-Aug. 21	
	34	Aug. 26-Sep. 2			34	Aug. 25-Sep. 1			34	Aug. 23-Aug. 30			34	Aug. 22-Aug. 29			34	Aug. 21-Aug. 28	
	35	Sep. 2-Sep. 9			35	Sep. 1-Sep. 8			35	Aug. 30-Sep. 6			35	Aug. 29-Sep. 5			35	Aug. 28-Sep. 4	
	36	Sep. 9-Sep. 16			36	Sep. 8-Sep. 15			36	Sep. 6-Sep. 13			36	Sep. 5-Sep. 12			36	Sep. 4-Sep. 11	
	37	Sep. 16-Sep. 23			37	Sep. 15-Sep. 22			37	Sep. 13-Sep. 20			37	Sep. 12-Sep. 19			37	Sep. 11-Sep. 18	
	38	Sep. 23-Sep. 30			38	Sep. 22-Sep. 29			38	Sep. 20-Sep. 27			38	Sep. 19-Sep. 26			38	Sep. 18-Sep. 25	
	39	Sep. 30-Oct. 7			39	Sep. 29-Oct. 6			39	Sep. 27-Oct. 4			39	Sep. 26-Oct. 3			39	Sep. 25-Oct. 2	
	40	Oct. 7-Oct. 14			40	Oct. 6-Oct. 13			40	Oct. 4-Oct. 11			40	Oct. 3-Oct. 10			40	Oct. 2-Oct. 9	
	41	Oct. 14-Oct. 21			41	Oct. 13-Oct. 20			41	Oct. 11-Oct. 18			41	Oct. 10-Oct. 17			41	Oct. 9-Oct. 16	
	42	Oct. 21-Oct. 28			42	Oct. 20-Oct. 27			42	Oct. 18-Oct. 25			42	Oct. 17-Oct. 24			42	Oct. 16-Oct. 23	
	43	Oct. 28-Nov. 4			43	Oct. 27-Nov. 3			43	Oct. 25-Nov. 1			43	Oct. 24-Oct. 31			43	Oct. 23-Oct. 30	
	44	Nov. 4-Nov. 11			44	Nov. 3-Nov. 10			44	Nov. 1-Nov. 8			44	Oct. 31-Nov. 7			44	Oct. 30-Nov. 6	
	45	Nov. 11-Nov. 18			45	Nov. 10-Nov. 17			45	Nov. 8-Nov. 15			45	Nov. 7-Nov. 14			45	Nov. 6-Nov. 13	
	46	Nov. 18-Nov. 25			46	Nov. 17-Nov. 24			46	Nov. 15-Nov. 22			46	Nov. 14-Nov. 21			46	Nov. 13-Nov. 20	
	47	Nov. 25-Dec. 2			47	Nov. 24-Dec. 1			47	Nov. 22-Nov. 29			47	Nov. 21-Nov. 28			47	Nov. 20-Nov. 27	
	48	Dec. 2-Dec. 9			48	Dec. 1-Dec. 8			48	Nov. 29-Dec. 6			48	Nov. 28-Dec. 5			48	Nov. 27-Dec. 4	
	49	Dec. 9-Dec. 16			49	Dec. 8-Dec. 15			49	Dec. 6-Dec. 13			49	Dec. 5-Dec. 12			49	Dec. 4-Dec. 11	
	50	Dec. 16-Dec. 23			50	Dec. 15-Dec. 22			50	Dec. 13-Dec. 20			50	Dec. 12-Dec. 19			50	Dec. 11-Dec. 18	
	51	Dec. 23-Dec. 30			51	Dec. 22-Dec. 29			51	Dec. 20-Dec. 27			51	Dec. 19-Dec. 26			51	Dec. 18-Dec. 25	
	52	Dec. 30-Jan. 6			52	Dec. 29-Jan. 5			52	Dec. 27-Jan. 3			52	Dec. 26-Jan. 2			52	Dec. 25-Jan. 1	
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Trading Power is based on how high the demand is for your interval each year and how far in advance you deposit your interval!

COMPETITOR ANALISYS

While car-sharing and accommodation-sharing have run into industry and regulatory resistance in some areas, not so with boating concepts. The sharing economy tends to attract a younger demographic — 68 percent of Boatbound’s boat rentals so far have been to those 45 or younger — and the \$35.6 billion recreational boating industry of manufacturers, dealers and retailers want to drive more people into boating.

Experiences:

Software-as-a-Service
The Sharing Economy
The AirBnB paradigm
Millennials, Gen Z, Gen X

Competition:

Boatsetter.com
BoatYard
Book-a-Boat
Fun2Boat
Cruzin.com
Freedom Boat Club
Boatbound
Sleep-a-Float
AirBnB
VRBO

Ownership:

Fun-as-an-Investment
The Holding Economy
Above Market Returns
Simple Business Model

PARTNERS



(Boston-based Finish Carpenter/Contractor)

WANTED: USA-based Marinas, and 40' + Boats to Acquire

WANTED: Business Advisors and Exec Leadership

WANTED: China-based Supplier of Marine-supplies, docks, etc.



Marketing, PR, SEO, Web, Internet Advertising



Venture Incubator

Capital Advisory



Banking/FinTech



Booking/Tech partner



Maintenance/ Upkeep & Housekeeping

WANTED: Portugal, Spain, EU-based Marinas, LATAM/ASIA in Future.

WANTED: Boston-based Real-Estate Brokerage – with Agent/Rep.

NEXT STEP?

Fill out an interest form to learn more:

<https://docs.google.com/forms/d/e/1FAIpQLSdP8ZwUSCM0EUmwlNv7zwsGiqCsZDbA8LuphuyXbi90ApQFJQ/>

Answer a few simple questions:

Do you own a Boat/Yacht? Ever Owned a Boat over 36' ?

Are you an Accredited Investor? Ever purchased a REIT ?



QUESTIONS ?



INDUSTRY: Ecommerce/SaaS

STAGE: MVP/Prototype

LEGAL: C-Corp for Floating Lofts, Inc. and LLC
for Floating Loft, LLC (single units owned
separately by Members)

MARKET: \$35.6 Billion in USA only

ASK A: \$100K as Single Member LLC

ASK B: \$25K as 4 Member LLC

ASK C: \$5K as 20 Member LLC

SYNDICATE: angel.co/floatinglofts

Floating Lofts, Inc.

Eric Melin, Founder

info@floatinglofts.com

www.floatinglofts.com

+1 (617) 504-6545 mobile/whatsapp

+1 (617) 208-3005 office phone

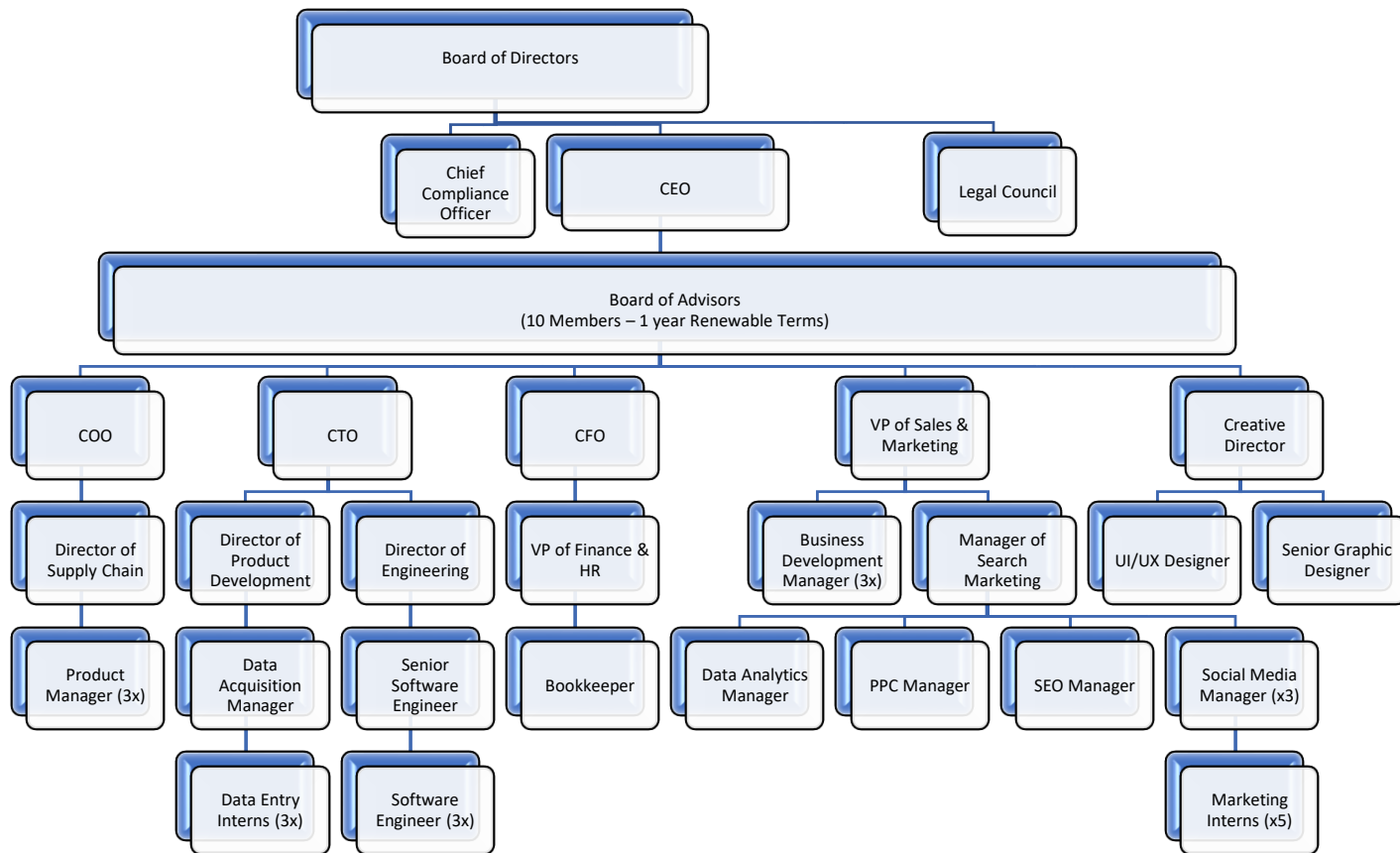
+1 (617) 208-2481 office efax

Cambridge, Mass

DISCLOSURES / ADVISORY NOTICE / FORWARD LOOKING STATEMENTS

Certain information set forth in this presentation, including management's assessment of the Corporation's future plans and operations, may constitute forward looking statements under applicable securities law. By their nature, forward looking statements are subject of numerous risks and uncertainties, some of which are beyond the Corporation's control, including the impact of general economic conditions, industry conditions, volatility of commodity prices, currency fluctuations, imprecision of estimates, environmental risks, competition from other industry participants, lack of availability of qualified personnel or management, stock market volatility and ability to access sufficient capital from internal and external sources. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward looking statements. Actual results, performance or achievement could differ materially from those expressed in, or implied by any forward looking statements in this presentation, and accordingly, no assurance can be given that any of the events anticipated by the forward looking statements will transpire or occur, or if any of them do so, what benefits the Corporation will derive therefrom. The Corporation and Management Team disclaims any intention of obligation to update or revise any forward looking statements, whether as a result of new information, future events or otherwise.

EXTRA SLIDES →

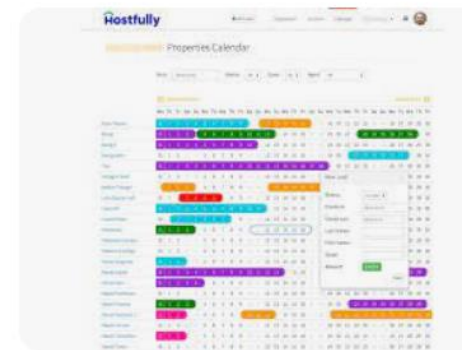


PROFORMA FINANCIALS

PROPRIETARY BOOKING SOFTWARE

Floating Lofts is built on a blend of proprietary booking software already used and battle tested by the Top Hotel Brands in the World. Founder Eric Melin previously managed 20+ Marriott Resorts and managed millions of dollars in advertising with campaigns integrated with Google, VRBO, TripAdvisor, Expedia, Booking.com, etc.

Floating Lofts, Inc. partners with VRBO, AirBnB, Booking.com and others in the ecosystem with a 8% Booking Fee paid to the Booking Referral, rather than Competing.

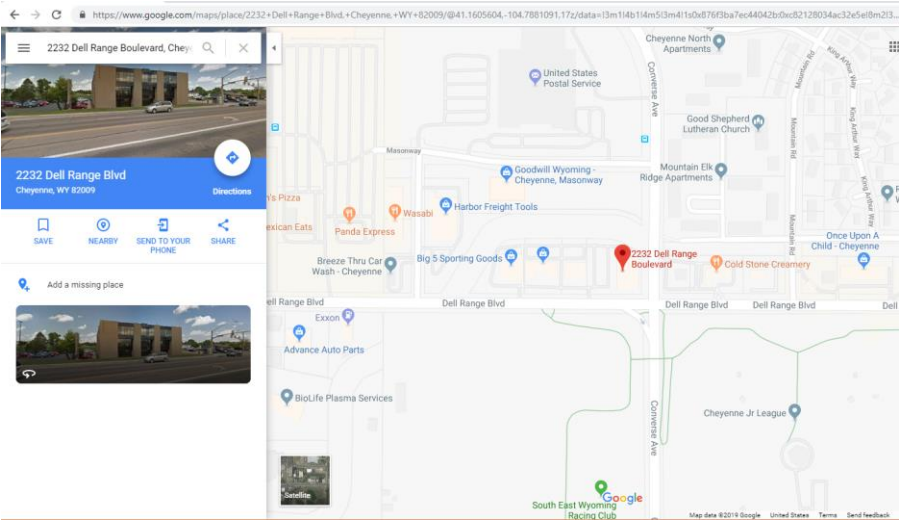


CPC prices for boat rental keywords are \$3-\$10 per Click – strong demand growing for millennial “experiences”

	Exclude adult ideas					
	Keyword	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
	<input type="checkbox"/> audi ag	100 – 1K	Low	—	\$4.60	\$9.07
	<input type="checkbox"/> audi a6 avant	100 – 1K	Low	—	\$0.64	\$8.98
	<input type="checkbox"/> where is audi from	100 – 1K	Low	—	\$2.23	\$9.45
	<input type="checkbox"/> audi q5 usa	100 – 1K	Medium	—	\$2.97	\$11.70
	<input type="checkbox"/> audico	100 – 1K	Low	—	\$1.72	\$9.07
	<input type="checkbox"/> audi usa customer service	100 – 1K	Low	—	\$2.79	\$8.96
	<input type="checkbox"/> audi company	100 – 1K	Low	—	\$2.44	\$9.07
	<input type="checkbox"/> audi allroad quattro	100 – 1K	Low	—	\$2.23	\$6.71
	<input type="checkbox"/> audi logo png	100 – 1K	Low	—	\$3.88	\$5.89
	<input type="checkbox"/> audi offers usa	100 – 1K	Medium	—	\$3.78	\$21.19
	<input type="checkbox"/> audi north america	100 – 1K	Low	—	\$3.52	\$13.98
	<input type="checkbox"/> audi usa headquarters	100 – 1K	Low	—	\$2.67	\$9.90

HQ in Downtown Boston.

Corporate Domicile is Wyoming; Team is distributed Globally.



First Floor		Suite
100	101	102
103	104	105
106	107	108
109	110	111
112	113	114
115	116	117
118	119	120
Second Floor		Suite
200	201	202
203	204	205
206	207	208
209	210	211
212	213	214
215	216	217
218	219	220
221	222	223
224	225	226
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248	249	250
Third Floor		Suite
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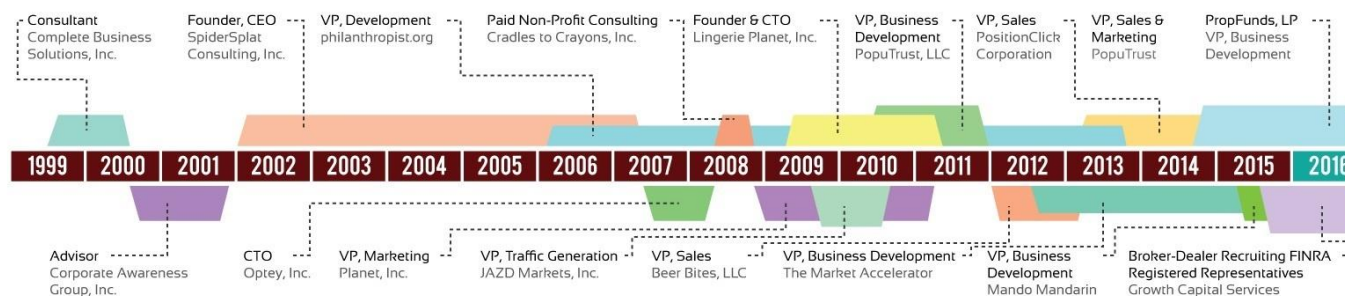
Eric Melin's Bio

Eric Melin (www.ericmelin.com/seo-guy) is an inventor, serial entrepreneur, technologist and business broker splitting time between Kendall Square / MIT start-up community in Cambridge Mass, Downtown Portsmouth NH and the Blue Ocean. He is a SEO Expert, Google, Yahoo, MSN, Search Marketing, PPC, Social Media, Pay-Per-Click, etc. He has founded, co-founded and/or employed in numerous successful ventures including VC-backed entities and some of the highest trafficked web properties and internet destinations.

Mr. Melin founded a startup incubator/accelerator in the Historic Seaport Portsmouth, NH called “The Market Accelerator” (www.themarketaccelerator.com) which is home to his startup ventures (such as Lingerie Planet Inc. PopuTrust, Inc. and Beer Bites LLC) and is currently accepting incoming startup teams. Eric has served as a Judge, Mentor, and Advisor to dozens of Startup Ventures - mostly Web, Tech, Social Enterprise, and SaaS related.

Mr. Melin donates his spare time to a non-profit he co-founded: philanthropist.org and can be followed via @PHILANTHROPIST on twitter. Those local to Boston can attend an Annual Fundraiser/Social Gathering: www.philanthropist.org/party <<http://www.philanthropist.org/party>> held at the Harvard Peabody Museum in Cambridge, Mass.

EXPERIENCE



EDUCATION

BOSTON COLLEGE
Finance

BOSTON UNIVERSITY
School of Management

CATO UNIVERSITY
Bastiat Scholarship

HONORS/AWARDS/INTERESTS

Active with dozens of networking groups with numerous speaking and panel events. Quoted in the Wall Street Journal, WSJ Startup Journal, Boston Globe, Boston Business Journal, Mass High tech, and other print publications. MIT \$100K, Finalist (Business Plan Competition). Interests include world travel, social enterprise, skiing, hockey, kitesurfing, outdoor sports, liberty, politics, philosophy, computers, and boating. Serve on numerous Boards – typically web ventures and non-profits. American Citizen / Valid Passport.

ERIC MELIN

🏠 Cambridge, MA
📞 617-504-6545
✉ ericmelin@gmail.com

in www.linkedin.com/in/ericmelin
🌐 www.ericmelin.com



SEEKING A CHALLENGING FULL-TIME POSITION AS BD EXECUTIVE & SALES MANAGER. EXPECT TO WORK WITH AN EXISTING SALES TEAM AND/OR BUILD INTERNAL CAPACITY. CURRENTLY BASED IN CAMBRIDGE MASSACHUSETTS, WILLING TO RELOCATE AND/OR TRAVEL NATIONALLY OR INTERNATIONALLY UP TO 75%.

Seasoned Sales & Marketing Executive with over 15 years of organizational leadership, P&L Management, SEO/SEM expertise, online/e-commerce expertise across dozens of industry verticals. Internet Expert seeking fast-paced, challenging employment at an industry leading hyper-growth firm. Expect to combine finance & entrepreneurial skills with technical expertise, to enable continued success. Fully mobile and able to manage large distributed teams. Available Immediately to travel up to 50% and/or relocate with preference for Boston, SF, NYC, and DC respectively. Base Salary history at \$150k-\$220k in full-time Software Sales & Business Development roles.



Photos of Floating Lofts Founder Eric Melin speaking at Harvard Kennedy School, MIT, Newburyport Mass, and Conferences & Tradeshow. Eric has 25 Years Sales Experience, Employed in 3 VC/PE Backed Ventures, Employed in Public Records Software (Background Check Biz), Employed by USA Government - SBA (Disaster Relief) Employed by FINRA-SIPC Broker-Dealer (Financial Due Diligence) on Wall Street. Consultant to Smith & Wesson Public Safety Division (Facial Recognition Software)

- Founder/Owner of PopuTrust, Inc. (Compliance and Risk Management)
- Founder/Exec Director of philanthropist.org, Inc. (part time non-profit work)
- ericmelin.com/resume.pdf <-- Timeline Version CV
- ericmelin.com/resume.docx <-- MS Word Version CV
- ericmelin.com/credentials.pdf <-- Certifications/Awards etc.
- ericmelin.com/calendar <-- pick any time on Zoom or MS Teams



Eric Melin press clippings include front page Wall Street Journal. Founder has travelled 30 countries, 7 in 2023 and supports a portfolio of properties and is focused on operations while building exec team and advisory group.



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Go#1e

**How to Get to the Top
 Of Search-Engine Results**

Startup Journal
 THE WALL STREET JOURNAL Center for Entrepreneurs

**Making Big Promotions
 Available, Affordable**

By GRANTHALL BAKER
 Staff Reporter of The Wall Street Journal

From *The Wall Street Journal Online*

This week, a new low-cost Internet service launches that lets small businesses run promotions for items such as pizza, TV, toys and donated cars on their Web sites as a way to attract visitors and collect valuable marketing information from them.

The service, nicknamed Coffees, helps users design and run these promotions without having to pay for the price or do the legal legwork needed to operate the codes.

Big companies often use sweepstakes and giveaways to woo customers, and research shows such programs make Web sites "stickier" to visitors are more likely to make repeat visits and spend more time looking around. There's also a good tool for extracting consumers to profile personal information such as age, location and gender. Some e-mail lists, which businesses don't have the statutes or resources to offer such promotion.

Coffees was developed by a Denver-based company, ePine LLC, which has interactive promotions for businesses such as Denver, Coca-Cola and Procter & Gamble. With the launch of Coffees, ePine is looking to capitalize on a growing online movement toward pay-per-action advertising.

Unlike the traditional pay-per-click model, small firms using Coffees don't pay a dime until a visitor clicks on the promotion and registers by providing identifying details, including an e-mail address, that the business can then use in marketing and research efforts.



Boston Business Journal
 ADVERTISING & MARKETING TRENDS
 June 20-June 6, 2004

Take care click fraud doesn't drain your ad budget



You wouldn't tolerate a customer walking out of your store with stolen merchandise. Then why would you let create profits who are stealing an estimated 30 percent of your online advertising dollars?

If you think all your "pay-per-click" online advertising dollars are well spent, think again. The \$5.6 billion per-click industry estimates that between 5 percent and 20 percent of your \$500 million to \$1 billion of this figure is spent on fraudulent clicks — money stolen right out of your pocket.

Click fraud is a growing problem in the online advertising industry. It's a form of fraud in which someone uses a computer to click on an Internet user to visit a Web site to purchase goods or services or to obtain information. It also occurs when invalid clicks are used to artificially or maliciously generate clicks or page impressions that result in improper charges per click.

But for the top advertising placement as sponsored search results in a single category on Google and will pay only when people click on your ad. Your ad is also distributed to the Web sites of Google's partners. You're also looking on placement of paid links, which appear on the network's sites or those of third parties that partner with them. Keyword ads can also be distributed according to the content of partner sites and displayed on non-search pages.

A recent site set up specifically for displaying Google ads and people are hard to click on the ad links on the page site. Alternatively, the person who created the page site also creates a "bot" to deliver multiple clicks. You

tracking and looking for trends in your big data. It should be an important part of your overall search marketing to check the click fraud and study your traffic trends (for example, whether a page is loaded every 3 seconds, which would indicate click fraud) in order to boost your site's conversion rate of paying customers.

One option is to have a solid Web site analytics program in place. Besides identifying content, top online referral sources, this program captures the true traffic trends — each time as your total unique visitors, your Web site's "conversion funnel" which places customers click on from pay-per-click

THE 20-YEAR-OLD ENTREPRENEUR IS A LIE

DATA FROM THE CENSUS BUREAU AND THE IRS SHOW THE AVERAGE AGE OF SUCCESSFUL BUSINESS FOUNDERS IS 42.

By Meredith Somers | April 20, 2018



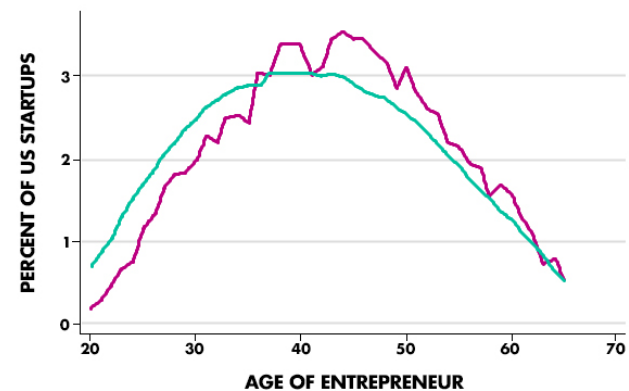
From left: Mark Zuckerberg, Steve Jobs, and Bill Gates started Facebook, Apple, and Microsoft in 20s, but new research suggests that founders in their 40s are more successful.

According to a [working paper](#) from MIT Sloan professor Pierre Azoulay and PhD student Daniel Kim, the average age of entrepreneurs who've started companies and gone on to hire at least one employee is 42 years old.

"If you knew nothing else, and you had two identical ideas, one proposed by a very young person, one proposed by a middle-aged person, and that's the only thing you have to go on, you would be better off — if you wanted to predict success — betting on a middle-aged person," Azoulay said.

To find out the correlation between age and entrepreneurship, Kim and Azoulay went to the government, specifically, administrative data from the Census Bureau's Longitudinal Business Database, and Schedule K-1 business owners data from the Internal Revenue Service.

FOUNDER AGE DISTRIBUTION: ALL STARTUPS AND HIGH-PERFORMANCE STARTUPS



Founder/Creator Eric Melin is Owner of an Online Advertising Business: Think Google Adwords, PPC, SEO, SEM, etc. Founded in 1997 (before Google)

https://adwords.google.com/cm/CampaignMgmt?authuser=0&_u=4090918050&_c=240769

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+ AD Edit Automate More actions... Labels

	Ad	Campaign	Ad group	Status	Impr.	Interactions	Interaction rate	Avg. cost
<input type="checkbox"/>	Fiberglass Car Body Kits Customize your Ride, \$99-\$999 www.automaximizer.com Customize to the Max! Fiberglass & carbon fiber car body kits. Ship to bodyshop	Campaign #1	Ad Group #1	Approved	1,779	1 click	0.06% CTR	\$0.59 per click
<input type="checkbox"/>	Customize your Ride Fiberglass Car Body Kits \$1999 www.automaximizer.com Customize to the Max! Fiberglass & carbon fiber car body kits. Ship to Bodyshop.	Campaign #1	Ad Group #1	Approved	17,380	11 clicks	0.06% CTR	\$0.48 per click
<input type="checkbox"/>	Customizing your Ride? AutoMaximizer has 7000 body kits, upgrades and add-ons. Complete Fiberglass Kits ship from United States to your body-shop for \$99-\$999 AutoMaximizer  Preview ad	Display Only	Ad Group #1	Approved (limited)	99,438	62 clicks	0.06% CTR	\$0.56 per click
<input type="checkbox"/>	buying a Car ? Buy 50% less at 100's of Auctions We Attend & Bid for you for \$1000.	Campaign #1	Ad Group #1	Paused	302,868	393 clicks	0.13% CTR	\$0.44 per click

All campaigns

Campaign #1

Display Only

All drafts

All experiments

Campaign groups

Shared library

Bulk operations

A “Floating Pool” in New York City Hudson River!

(future plans for Floating Lofts, Inc. include other “Floating Experiences” such as Pools, Bars, Fishing Boats, Wakeboard Boats, Kite Surf Boats, Parasail, Jet Ski Rentals, Snorkle Tours, Sailing Boats, Yacht Sports, etc.)

NYC's coolest pools



< PREV

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NEXT >



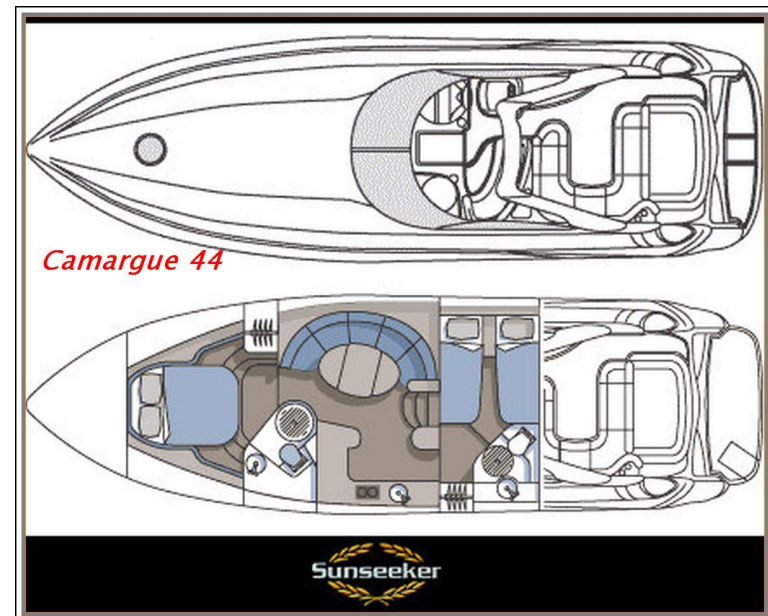
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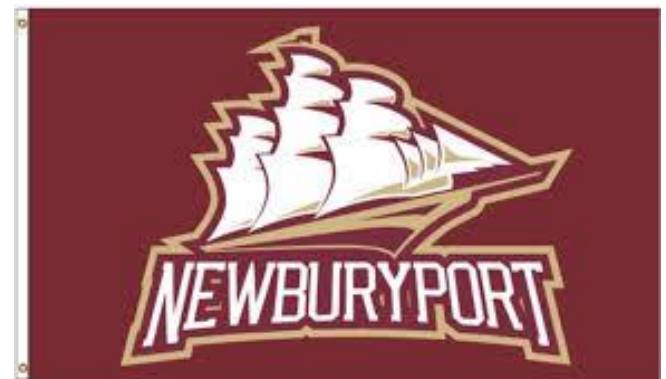
The "Floating Pool" is just what it sounds like - a pool that floats. This seven-lane pool lives on a barge and floats around. But it's staying put in the Bronx all summer, so dive right in (especially because admission is free)! [Check out their Web site here.](#)

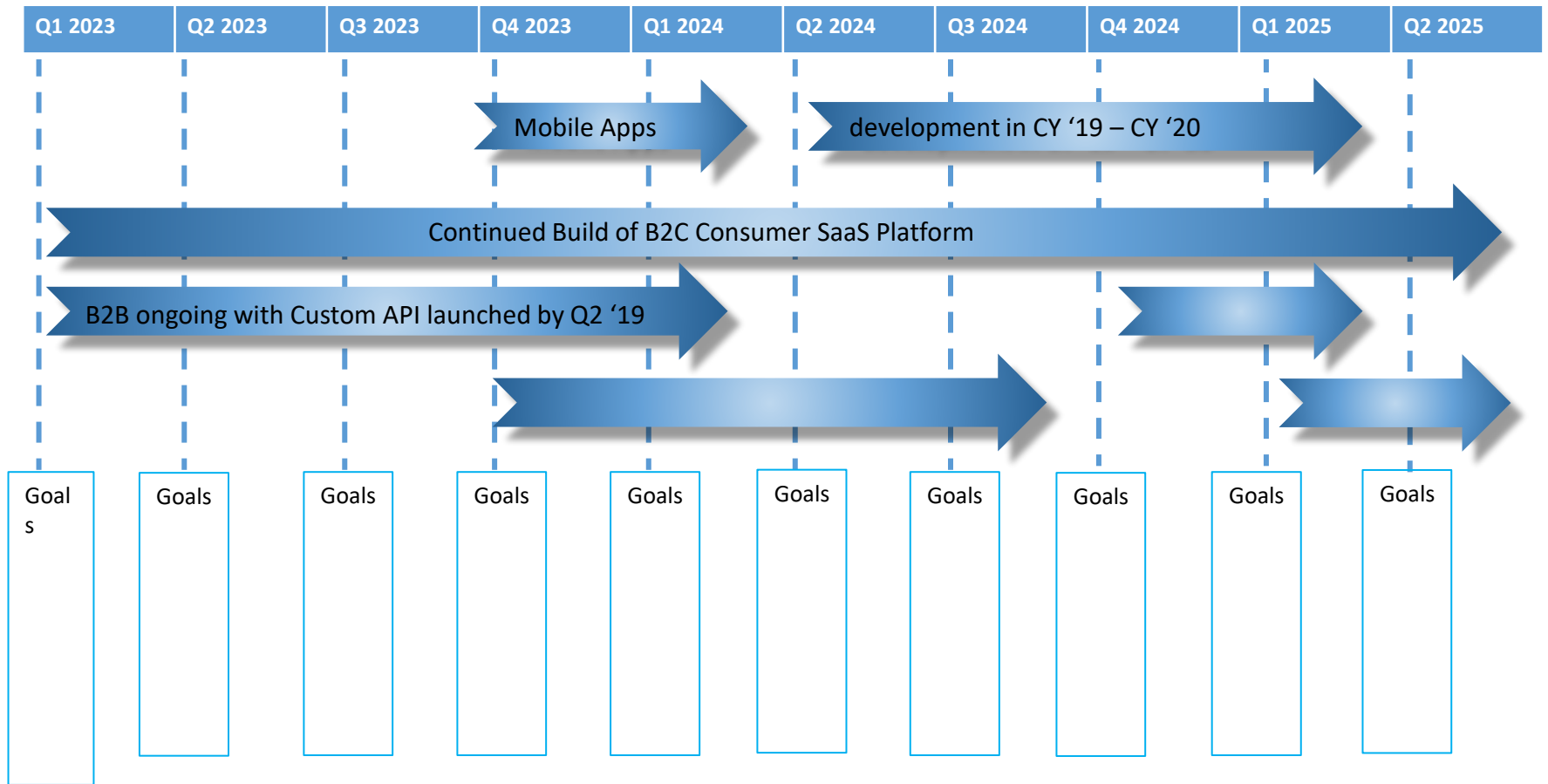


44 Foot Sunseeker











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