Flip & Dip

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Economics
Making surfing easier
Overview

We are a development company that specializes in surfing equipment. Our current product is The easy board. It allows surfers to be able to surf longer due to it having a built in propulsion system. This allows beginners and experts to catch waves easier and more efficiently. It will allow a larger variety of people to be able to learn how to surf with this new inventive technology.

Business Philosophy

"To provide the ability of being able to surf to a larger variety of people who are not able to due to limitations of mobility or other factors."
Target Consumers

- Region/State: California
- Age: All ages
- Gender: All
- Income Level/Social Class: Middle class/Upper class
Competition

Who is your competition and why is your product better?

Our competition is Surfrider. Their product is similar to wakeboarding but without a boat. It sells for $13,000.

A second competitor is Mako. Their product was using a gas powered engine and it was like a jet board. It sells for $11,120.06.

What are the strengths and weaknesses of those companies? Our product allows people to enjoy water sports in a new light for a more affordable price with versatile capabilities.
Costs $1,000

Price of Product:

- What are your startup costs? $200,000
- How much would it cost to manufacture this product? $15,000
  - Office space/warehouse/factory rental: $1,000 a month
  - Product costs: $45,000
  - Labor costs: $4,680 (8 people and Sol)
  - Advertising: Youtube videos-Free
- Revenues per product (price of product - costs to make product)
- How much money are you asking for from the sharks? $300,000 and 10% stake
Explanation

- How will your company advertise/sell your product? Social media
- How many products do you hope to sell in a year? 450
- Where do you see your company in five years? Getting revenue up to $600,000 and making a new model of the product.
- Where do you see your company in ten years? Revenues up to $1,500,000 and expanding to Hawaii and other surfing states.
- Why should the sharks invest in your product?
Resources

www.costar.com

https://makoboardsports.com/mako-slingshot-jetboard/