




PADL

Self-service Paddle Sport Rentals

MIAMI BEACH





People love to be on the water + paddle board

Growth in paddle sports is up 59% (2007-18)

\$22B+

Current paddle sport market
~ 5% of total outdoor
activities market

34M+

Kayak, paddle board, +
other paddle sport
participants

79%

Estimated spend on
activities vs equipment
sales

96%

of our customers want to
paddle more frequently!*



For most people, access to water activities is limited

Buy your own



Large + difficult to store + transport



Expensive to purchase + maintain

Traditional rentals



Limited operating hours



Outdated, slow check-in/out processes



Self Sufficient
Solar power for off grid capability

Safe
Smart tracking w/
wireless charging

Durable
Powder-coated
aluminum rack

Secure
Patented dual locking
system w/ sensors

Comfortable
Easy lift handle

Portable
Moveable base

PADL gets you out on the water with ease!



Convenient locations



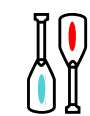
One-click forms



Transparent pricing



Memberships



Peer-to-peer tours



The station ecosystem

We develop an ecosystem around each station to serve as a beacon for paddle sports



Riders

Pay by the hour



Members

Monthly & annual subscriptions



Peer-to-peer guides

Local guides offer tours on our stations

Launch Station

Acquire walking
traffic at location

Build membership
base

Launch P2P guided
tours





Uber



citi bike



lyft

KLOOK

GET
YOUR
GUIDE

Trusted, well-designed, cult-like brands . . .

for the community, by the community

- 1 With the sharing economy, access is the new norm
- 2 Mobile convenience is now expected across all businesses
- 3 COVID resiliency on self-service stations

PADL adds value to you, residents, and guests



Our PADL share stations + app make it easy to get your location on the map



Get an easy, year-round passive income



Boost to businesses from pre and post paddle sessions



Fun, Safe, and Healthy activity in public spaces



Reasonable hourly and monthly rates



Activate water features otherwise unused, or without amenity



Sustainability



Coastal Cleanups

We have a core belief in giving back to the sensitive environments we operate in, and work closely with local groups to organize cleanups and promote events fostering sustainability.



Data

We are currently developing new features on our boards and stations where we will be able to collect data on water quality while our riders paddle through the water and atmospheric data.



Pilot Sites

Pinetree Park - ADA Kayak Launch

4411 Pine Tree Drive Miami Beach, FL 33140



Parkview Island Park - ADA Kayak Launch

West side of Dickens Avenue, North of 73rd Street



Opportunity for Expansion

Scouted Sites:

Marjory Stoneman Douglas Park	3 Street & Ocean Drive
Palm Island Park	159 Palm Avenue
South Pointe Park	1 Washington Avenue
Allison Park	6475 Collins Avenue
Altos Del Mar	7601 Atlantic Way
Bark Beach	Between 80 & 81 Street Beach
Beach View Park & Vita Course	53 Street & Collins Avenue
Brittany Bay Park	Indian Creek Drive & 65 Street
Indian Beach	46 Street & Collins Avenue
Muss Park	4300 Chase Avenue
Normandy Isle Parks	2 possible parks on south end
North Beach Oceanside Park	79 - 86 Streets & Collins Avenue
North Beach Bandshell / Amphitheater	7275 Collins Avenue
Parkview Annex Garden / Kayak Launch	73 Dickens Avenue
Pinetree Park / Kayak Launch	45 Street & Pinetree Drive

Scenarios:

@ \$40k Gross Sales per Station with 20% Share to the City

10 Stations = \$80,000.00

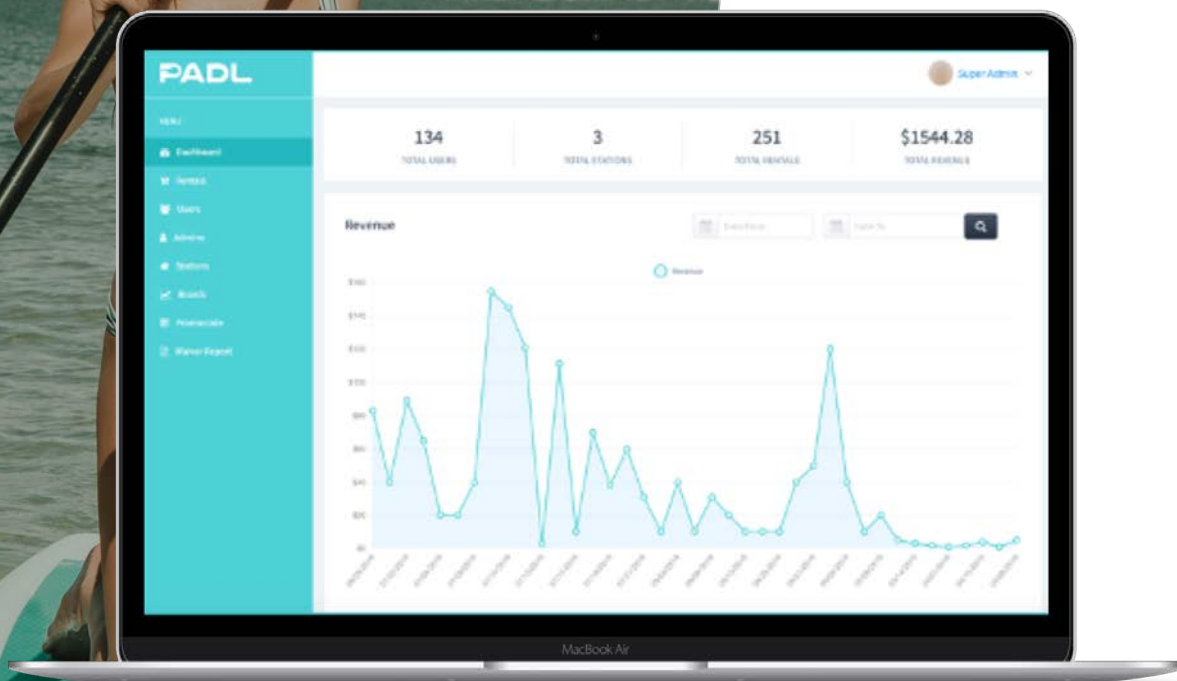
25 Stations = \$200,000.00

75 Stations = \$600,000.00



With PADL you KNOW the stats with 360° Visibility

- Sales
- Rental activity
- User activity
- Board location
- Legal waiver agreements



Service + Coverage

Customer Support

We're here to help. If there is ever an issue, we have someone ready to answer by phone, email, or in-app request. We also provide on-the-water support via our partner Sea-Tow.

System Maintenance

We routinely check the station, boards, paddles, and safety equipment to ensure they are in clean and in operable condition.

Safety

We take safety seriously with — real-time GPS tracking, in-app waivers and safety videos provided, personal flotation devices with each rental, and lockdown during inclement weather.

Insurance

We provide insurance coverage by adding the property as an additional insured on our policy.





Pilot Summary



Provide Access

Location for paddle share to be provided to PADL to operate rental operation



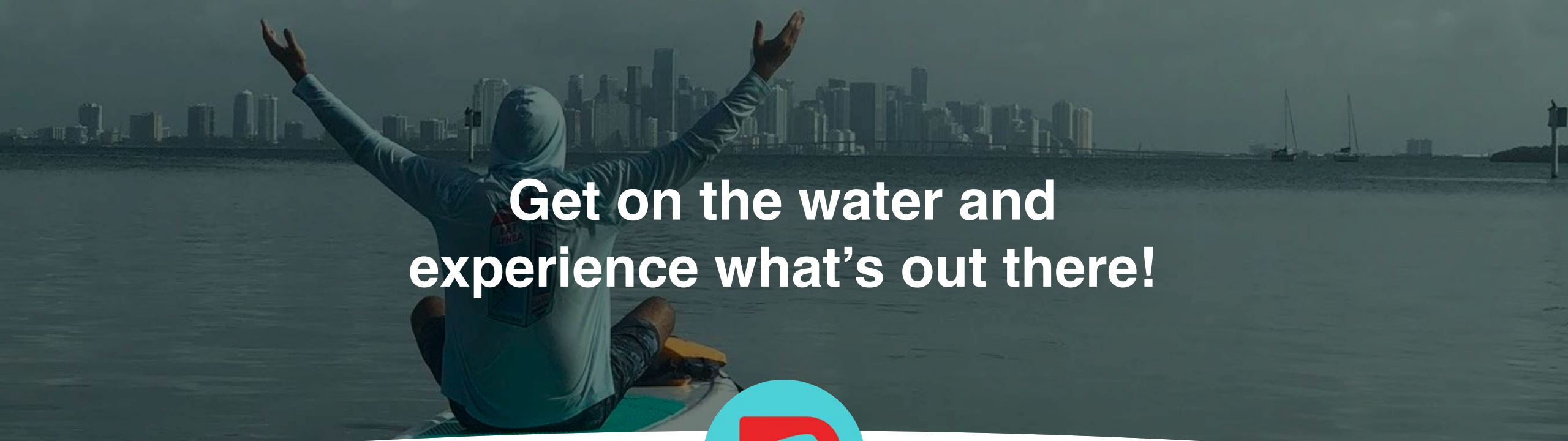
Revenue Share

PADL will provide a 20% revenue share from the operations



Cost

All costs of installation, maintenance and operation will be covered by PADL



**Get on the water and
experience what's out there!**



Contact Us

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www.padl.co

