




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**Outdated, slow check-in/out processes**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

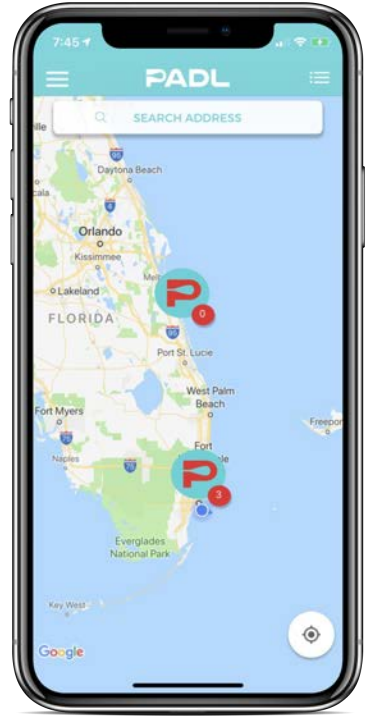
**Durable**  
Powder-coated  
aluminum rack

**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



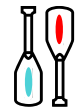
One-click forms



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





# Breakout of Revenue Share

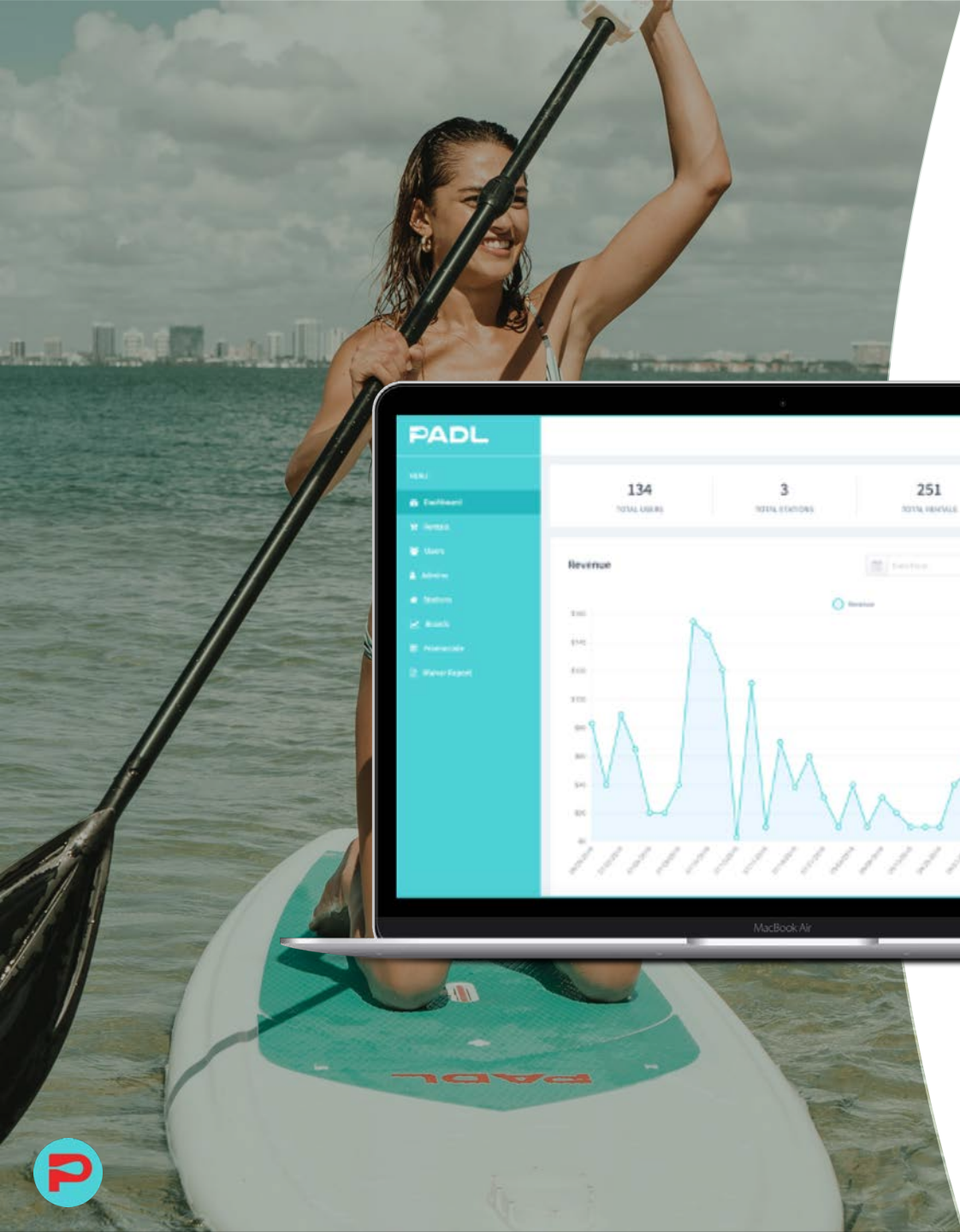
**Total Member Sales**  
**Total Member Rentals**

**\$ 100,000**  
**9,000**

City of Miami Beach	Hourly and Overtime Rentals	Gross Rentals	Member Rentals	Member Allocation	Member Sales	Total Sales	20% Revenue Share
Pinetree Park	1,667	\$ 25,000	1,750	19.4%	\$ 19,444	\$ 44,444	\$ 8,889
Parkview Island Park	1,267	\$ 19,000	1,550	17.2%	\$ 17,222	\$ 36,222	\$ 7,244
<b>Totals</b>	<b>2,933</b>	<b>\$ 44,000</b>	<b>3,300</b>	<b>36.7%</b>	<b>\$ 36,667</b>	<b>\$ 80,667</b>	<b>\$ 16,133</b>

Revenue share is calculated as a percentage of gross revenues from hourly and overtime rentals, and allocation of gross member sales. The allocation of member sales is calculated based on the number of member rentals taking place at the station.





## 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

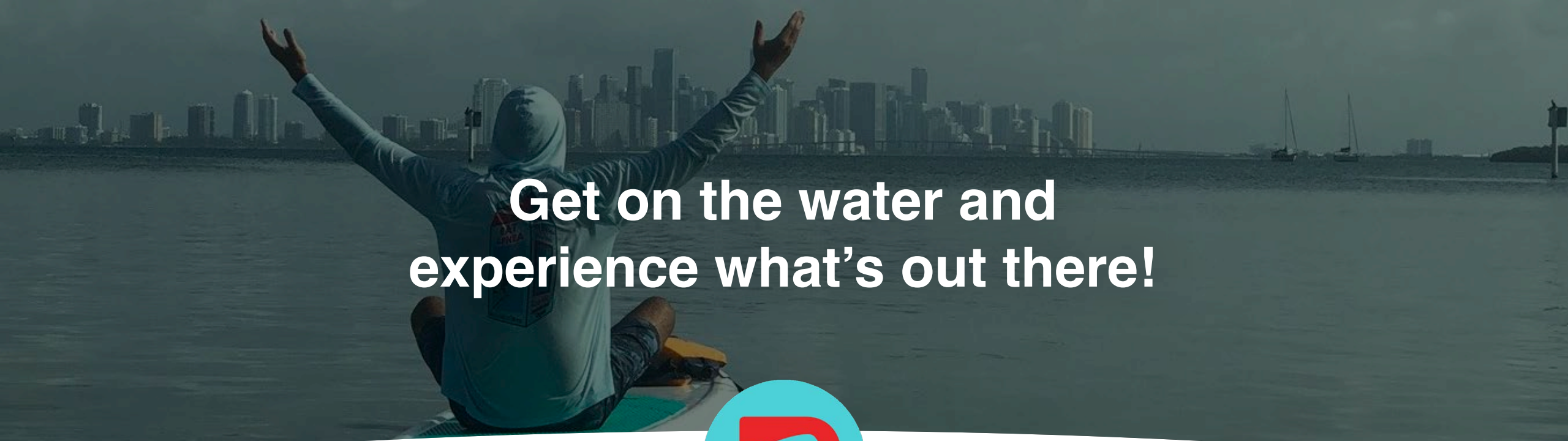


### Cost

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







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



**Contact Us**

[sales@padl.co](mailto:sales@padl.co)

[www.padl.co](http://www.padl.co)

