



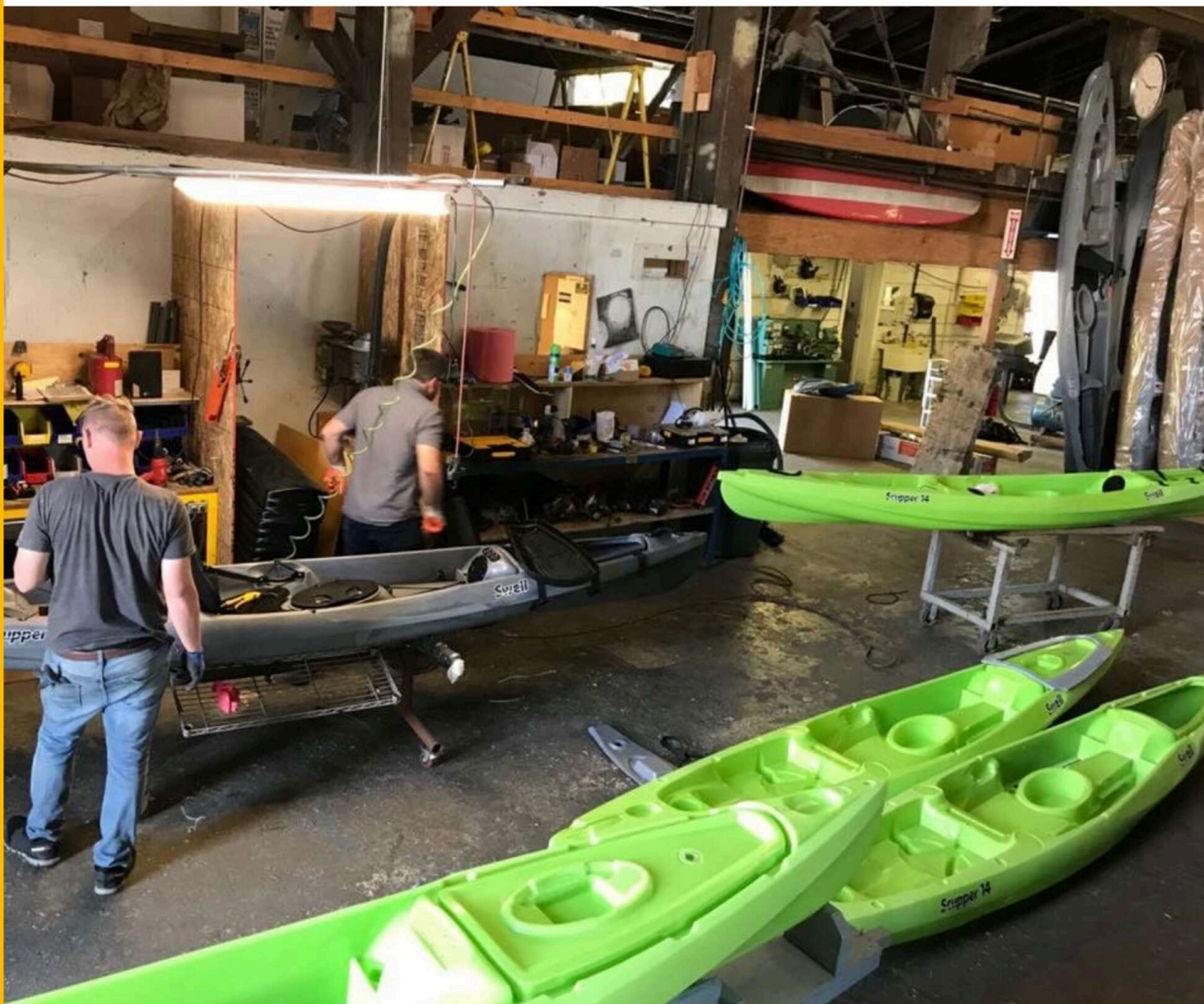
Invest in the Future of Roto Molding and Small Boats





Company Overview

Swell Watercraft has built the **first of its kind sit-on-top kayak** with footwells lowered below the waterline, a patent-pending scupper valve, and a kayak shell that is light yet indestructible.



Highlights



1

SOLD OUT

for 4 years with minimal marketing

2

50-years

of design research and kayaking experience

3

CAGR at 70%

High revenue growth projections from 2022-2024

4

61%

High gross profit margins

5

POSITIVE

Cash flow

6

Awarded the
**TOP10 Sit-on-Top
Kayak for 2021**



2017. Prototype

3 versions built.
Rigorous on water
testing. Valve
development

2019. Refine

Moved production to
South Africa and it's
cutting edge Poly2
construction

2021. Distribute

Various international
distributors order containers
as Swell's popularity
expands across the globe

2016. Idea

The team is formed, a
concept formulated
and the company
incorporated

2018. Production

Pre-orders taken.
Mold received and
first kayaks produced

2020. Speedbump

Pandemic makes it
impossible to get
boats during summer
season

2022. Capitalize

Realize the dream of building
our own roto-molding facility
that makes advanced
techniques in the USA



What We Do

We filled a much-awaited design gap in the industry through precision engineering and innovative thinking.

We've earned a reputation for delivering the fastest, most stable, and ergonomically superior sit-on-top kayaks in the market.



Scupper 12 Features



Product Overview

“All in One”

At only 62lbs and measuring 28" wide the **Scupper 12** is not only perfect for any new comer to kayaking, but it has all the features that a seasoned paddler is seeking.



Scupper 14 Features



Product Overview



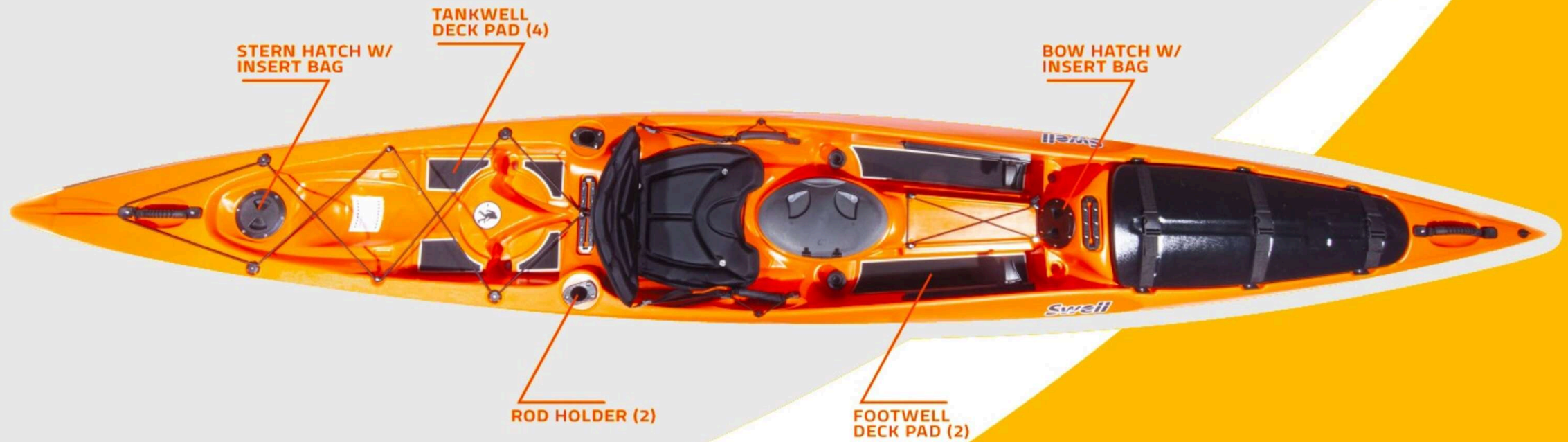
“Extremely Versatile”

The **Scupper 14** can truly do it all. The design, storage and comfort through form and function allows any type of paddler to camp, fish, dive, or just escape effortlessly onto the open water.



Swell
watercraft

Scupper 14 Adventure Version





Sleek. Superfast. Superior.

In using our unique "**Poly2**" rotomolding patented process, our kayaks are not only lightweight, rigid, and durable; but they are built for comfort and speed.

Scupper 14



The Works Since 1970

DESIGNED BY TIM NIEMIER

First and Best

The “Scupper 14” is a product that has been in development since 1970, when **designer Tim Niemier** made his first kayak by adding a seat and a hatch to a longboard.

He’s been developing the product ever since and has been credited with introducing the first sit-on-top kayak to the world.



HISTORY



2019

\$45 000

The new kayak was released softly, as pre-sales were already backed up.

Factory delays in the USA helped us decide to move to a South African facility with superior construction technology

2020

\$158 487

71% increase in sale

Demand begins to build just as the pandemic hits and factories temporarily close.

Shipping delays shape the year

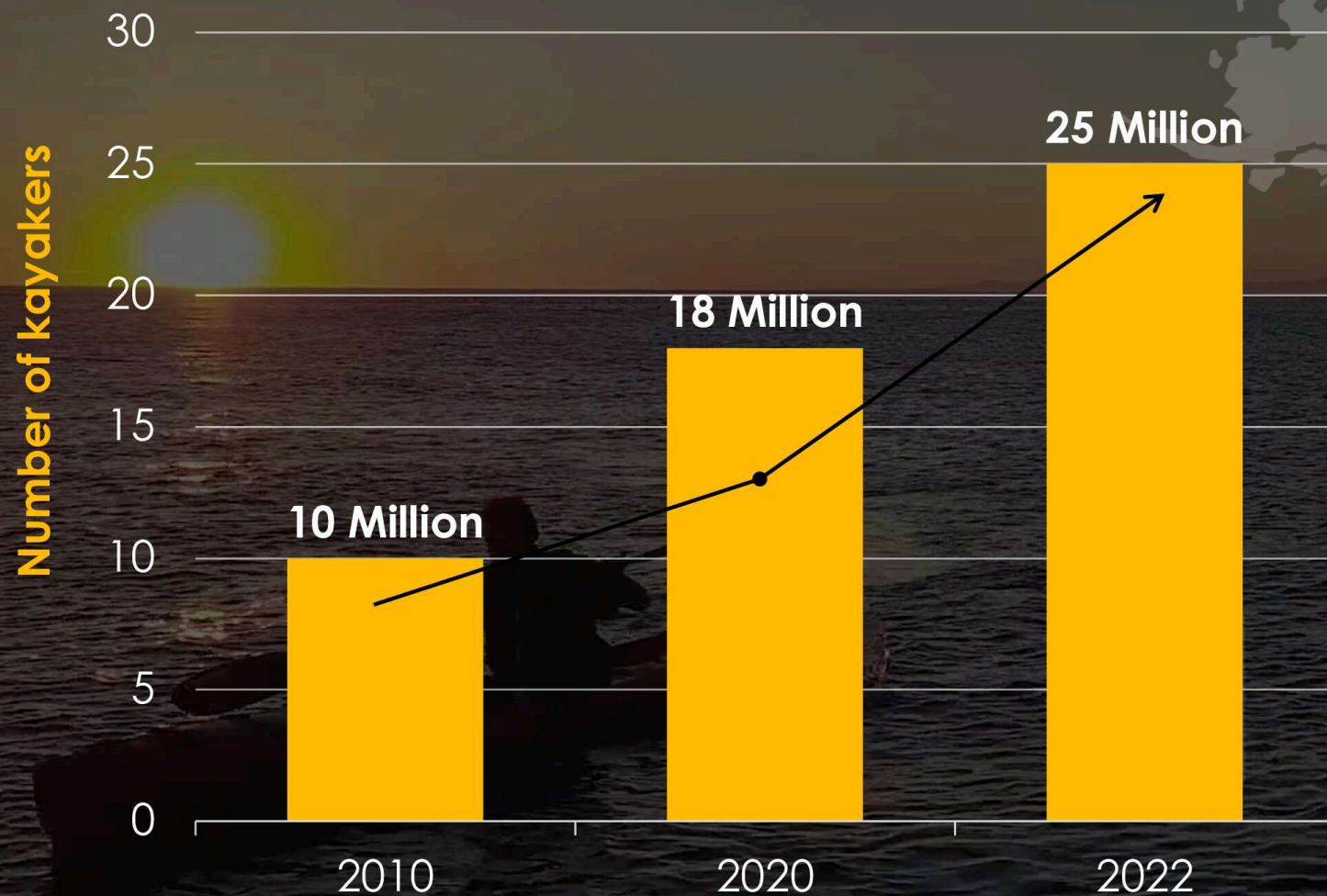
2021

\$282 472

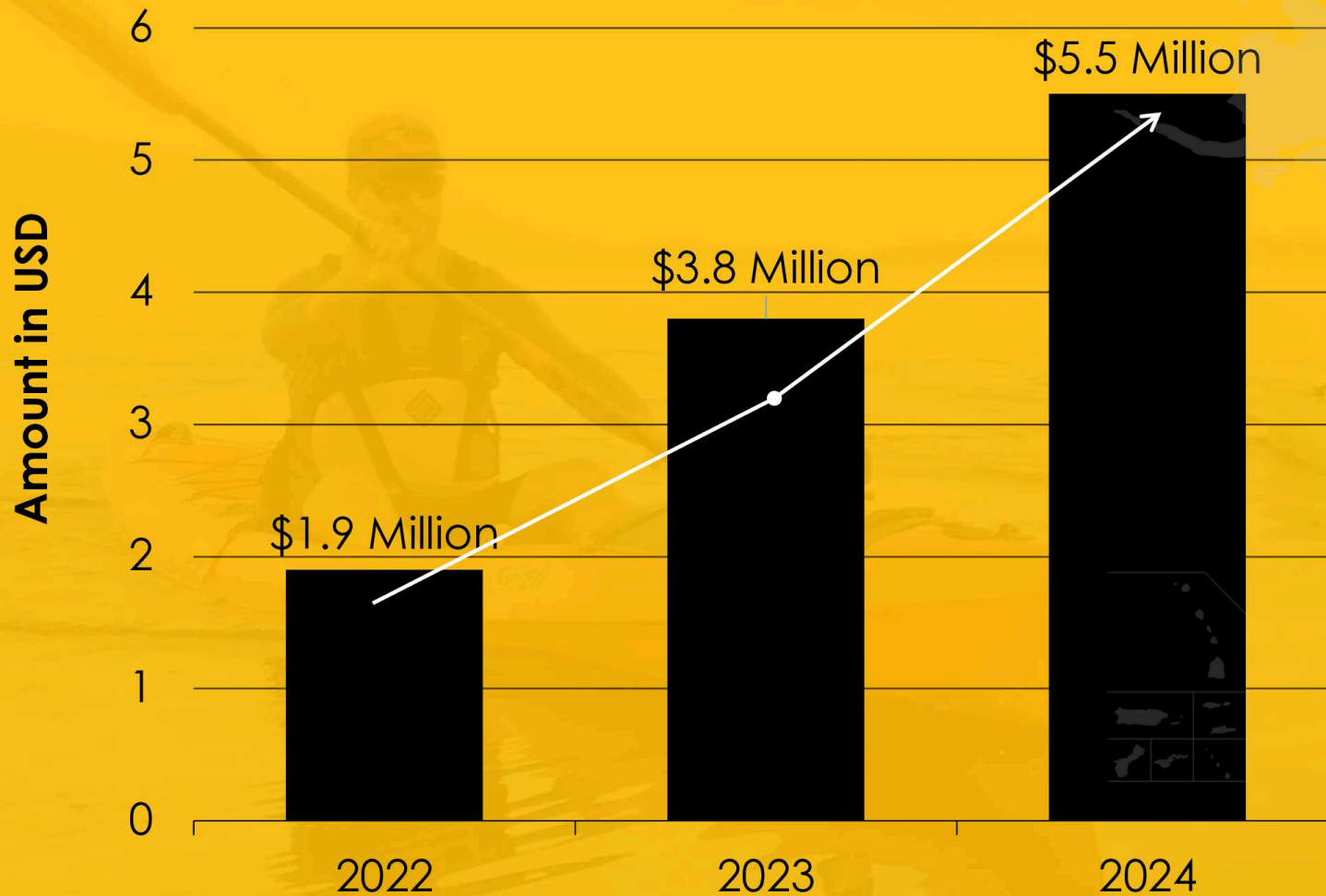
44% increase in sale

Our list for pre-sold kayaks increases, as do delays. South African builds a new factory, but hits delays that ruins Summer season. International shipping costs skyrocket

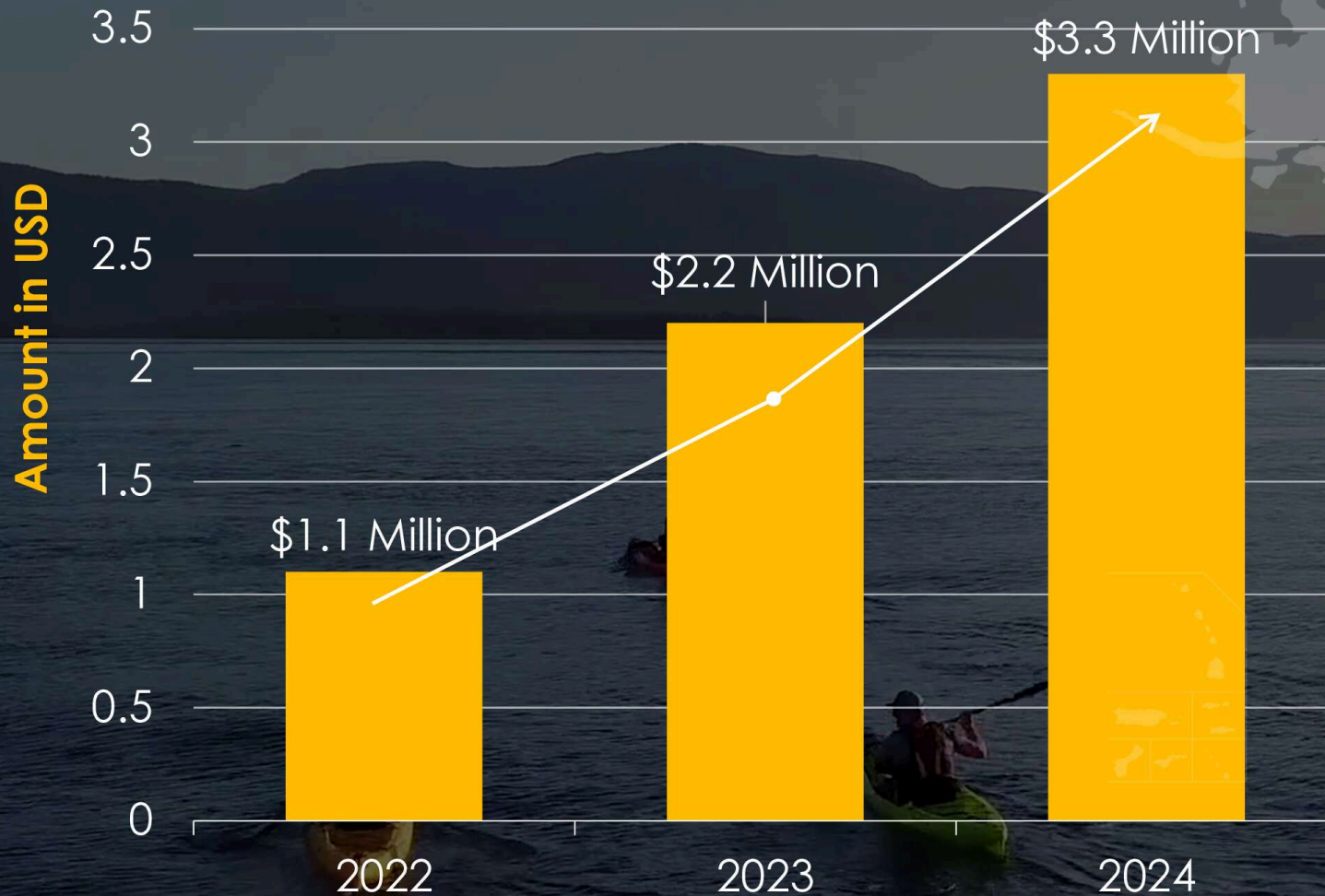
10 Years Growth in Number of Kayakers



3 Years Revenue Projections



3 Years Profit Projections



Ripe For Investment



by \$105.37M

The kayaking equipment market is poised to grow during 2021-2025. Currently, the kayaking industry is at its dynamic best, and Swell Watercraft is at the helm of disrupting it



A SOLO SPORT

Kayaking is a solo sport that can be enjoyed by oneself and as a reason witnessed mass adoption during the pandemic, and now it's here to stay



SAFE FOR ALL

Kayaking is an inclusive sport, safe for all age groups and genders above 6 years of age



Competitive Advantage



Lifetime Discounts

Investors will receive a lifetime discount of 20%



Market Share

The business is currently 75% direct to consumer. With the new facility in the USA, we expect to be selling 50% to dealers



Scupper Valve

Revolutionary design for optimum center of gravity and water drainage



Profit

The average profit margins for both kayaks combined is 61%



Exit Strategy



POSSIBLE BUYERS



Take Outdoors

YETI



RECENT MERGERS & ACQUISITIONS



2019



2019

bonafide

2019

CONFLUENCE
OUTDOOR

2019



2021

Hobie

2021

TOP 10 Reasons To Invest



1

Lifetime discounts

Exclusive lifetime discounts for our investors to feel more connected to their hobby

2

Invest in job creation in USA

and improvement in the American labor market

3

Sales are expected to double

in no time as we will be launching motorboats soon

4

70% with marked profitability

high year on year expected revenue growth

5

Conceptualized by the **biggest name in the world of kayaking**, Tim Niemer founder of Ocean Kayak

TOP 10 Reasons To Invest



6

Groundbreaking patented kayaks

that can't be duplicated and are highly rated

7

One-of-a-kind plastic technology

that is bomb-proof and unique to North America

8

The lightest sit-on-top kayak in the industry

9

Our projected
Gross Profit Margin is at 61%. A rarity for physical goods

10

Only 5-star reviews
from critics and users globally

Perks



1



\$1000:

Sasquatch Padding Shirt
\$60 value

2



\$2500:

\$15% lifetime discount
+15% referral discount

3



\$5000:

Free Scupper Kayak,
15% lifetime discount
+15% referral discount
+construction brick
inscribed with their name
on it on "Founders" wall,
located in showroom

4



\$10,000:

2 Free Scupper Kayaks
20% Lifetime discount
+20% referral discount
Brick on "Founders" wall

Super Team



JIM MARSH

CEO and Founder

Biggest stakeholder and the ex-publisher of the world's largest paddling magazine, Canoe, and Kayak, from 2005-2015



TED KEYES

Sales Manager

Became a professional kayaker during his college years. This position eventually morphed into sales representative



THOMAS MARSH

Polymer Expert

Has over 30 years of experience as a Chemical Engineer and an expert in plant management and chemical construction. Bringing his experience to make the best kayaks



Super Team



ADAM BIRSCHENK

Designer & Technician

I am an expert on CNC mold making, prototype development and novel manufacturing. As a former Ocean Kayak designer, I utilize CAD software to engineer every product from the kayaks, seat, hatches and drainage valve



TIM NIEMER

Spiritual Advisor

I launched several paddling brands over the years, including Ocean Kayak and NuCanoe. It was my original idea to lower the footwells below the waterline to unleash performance elements unseen before



CELLIERS KRUGER

Kayak Manufacturing + Design Guru

My name was in the early 2000s with my whitewater brand Fluid Kayaks in South Africa. I am lucky enough to have been able to perfect the 'skin-foam' plastic when I obtained a contract to manufacture high-end surf skis. I call my creation Poly2

Thank You



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