Fliteboard

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Fliteboard Product to Platform Transformation

Innovative Hardware

Fliteboard's foundation is its cutting-edge electric hydrofoils, renowned for high-quality materials and patented technology. These products are more than just boards; they are the entry point into a revolutionary water sport experience.

The Flite App Ecosystem

The digital heart of the platform, the Flite App, empowers users to track performance, share experiences, compete globally on leaderboards, and connect with a vibrant community. It transforms individual rides into a shared, engaging journey.

Expansive Partner Network

A global network of over 140 "Fliteschools" and 330+ authorized resellers provides essential support, lessons, and demos. This network not only drives revenue but also fosters local hubs for the sport, strengthening community bonds.

Comprehensive Services & Support

Ensuring a seamless and trustworthy experience, Fliteboard offers robust services including maintenance, critical firmware updates, and dedicated customer assistance. This commitment to support builds user confidence and long-term loyalty.

Value Creation

→ Riders
→ Instructors
→ Rentals
→ Operators
→ Developers
→ Fliteboard

Value for Riders & Instructors

→ Riders get verified instructors, local lessons, and safer learning experiences

→ Performance tracking and community features in the system

→ Provides teachers with an ongoing student recruitment system

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Value for Rentals, Operators, & Developers

→ Rental operators obtain fleet management tools

→ Implementation of in-app booking functionality

→ Data-driven insights improve safety and operational efficiency

→ Third-party developers have the ability to market

Value for Fliteboard

→ Company generates recurring revenue.

→ Platform works to build customer loyalty which makes customers less likely to leave the platform.

→ System enables e-foiling to grow into a sports system which people can access worldwide.

The Pillars of Platform Growth: Three Network Effects

Our strategy is built on cultivating three distinct yet interconnected network effects, each contributing to the exponential growth and value of the Fliteboard ecosystem.

Direct Network Effects: Community & Connection

As more users join the **Flite App** and its global community, the platform's value skyrockets for every individual. More riders translate into richer opportunities to share experiences, compete on dynamic leaderboards, and forge connections, making the app inherently more engaging and 'sticky' for all.

Indirect Network Effects: Ecosystem Expansion

The platform's appeal amplifies with the inclusion of more partners, such as **Fliteschools, authorized resellers, and dedicated service providers**. An expanded network of partners means a greater array of lessons, exciting events, and essential services, which in turn attracts more users. This creates a powerful, self-reinforcing cycle where user growth fuels partner growth, and vice versa.

Data Network Effects: Intelligent Personalization

With every ride tracked and every piece of data shared, the Flite platform becomes smarter and more capable. This continuous influx of data enables the development of superior features, including **personalized ride analytics, finely tuned recommendations, and more intelligent community functionalities**. This feedback loop ensures the app grows increasingly valuable and useful over time, constantly adapting to user needs.

Projected Impact: Strong & Sustained Growth

Network effects in digital platforms, particularly those with strong community and data-sharing features, can significantly drive user engagement and platform value.

The strength of these effects depends on user participation, community size, and the richness of platform features." - Aral et al., 2025

Moderate to Strong Direct Effects

As the **Flite community blossoms**, social features like leaderboards, ride-sharing, and group challenges will become central to the user experience, creating a deeply ingrained sense of belonging and competition.

Strengthening Indirect Effects

The expansion of our partner ecosystem will bring more Fliteschools, repair centers, and event organizers, which will significantly **enhance the platform's attractiveness** for both new users seeking access and new partners seeking a thriving customer base.

Increasing Data Network Importance

The continuous flow of user data will allow Fliteboard to deliver increasingly **personalized and optimized experiences**, from custom ride insights to tailored product recommendations, ensuring continuous platform improvement.

Our competitive edge: Fliteboard's integrated approach to hardware, software, and community fosters a unique, self-reinforcing ecosystem, providing a significant barrier to entry for competitors and accelerating our market capture.

User Acquisition Strategy

1. Convert Existing Owners

- Automatic onboarding from product activation
- Ride tracking, badges, milestones
- Seamless hardware–app sync

2. Use Fliteschools & Partners

- App required for lessons and progress tracking
- Post-lesson stats + shareable highlight cards
- Partners push app to every new rider

3. Social Sharing & Competition

- Auto-generated ride clips/maps for IG/TikTok
- Leaderboards + seasonal challenges
- Referral rewards for inviting friends

4. Bring in Non-Owners

- Demo events unlock stats only via app
- "Shadow mode" to follow pros and learn
- Resort partnerships for viral UGC

5. Build Local Communities

- Rider groups and lake/shore chapters
- Local meetups, events, speed challenges

6. Creator & Influencer Boost

- Challenges with water-sports creators
- "Pro Rider of the Week" content
- Early access for influencers

Monetization
Strategy

Thank you!

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