

Business Plan – Nautic.Bot

Executive Summary

Nautic.Bot is a nautical technology startup dedicated to developing portable and rechargeable aquatic thrusters for maritime rescue and recreational use. The main product is a lightweight, compact electric thruster controlled by wireless joystick, featuring high-efficiency lithium battery and ergonomic design. The company offers an accessible, sustainable, and technically robust solution with national support and an OPEX revenue model, ensuring financial predictability and customer loyalty.

Revenue Model

Nautic.Bot adopts a fully OPEX-based model, where customers pay for monthly equipment usage without the need for purchase or initial investment. The complete package includes operation, maintenance, support, and updates. The final package price considers profit margin from thruster sales.

- **Monthly subscription:** R\$ 150/unit – covers technical support, preventive and corrective maintenance, hardware modernization, and software updates.
- **Implementation fee:** R\$ 2,500/unit – initial cost for activation and thruster customization, including logistics and system integration.

Market Analysis and Opportunity

According to Business Research Insights (2023), the global marine salvage services market was estimated at approximately US\$ 5.78 billion, with projected growth to US\$ 7.8 billion by 2032. While these numbers indicate a positive trend, it is essential to contextualize them for the national scenario. Brazil has over 8,000 km of navigable coastline and approximately 500,000 registered vessels (Brazilian Navy data, 2024). Additionally, there is significant growth in water sports, nautical tourism, and river and coastal rescue operations, representing a robust potential market for portable electric propulsion devices and rescue equipment.

Currently, the Brazilian market is dominated by imported, high-cost products such as Seabob (Germany), Yamaha Seascooter (Japan), and Sublue (China), ranging between US\$ 3,000 and US\$ 10,000 per unit. These solutions primarily serve the premium segment, limiting their reach. In this context, Nautic.Bot fills a strategic gap by offering accessible, sustainable equipment with national support, enabled by a subscription model.

Link:

<https://www.businessresearchinsights.com/pt/market-reports/marine-salvage-services-market-116079>

Operational Plan and International Production

Nautic.Bot's administrative headquarters will be located in São Paulo, while manufacturing and assembly take place in China, in partnership with manufacturers. The international model enables cost reduction, industrial scale, and quality control. The company maintains R&D, logistics, and technical support operations in Brazil, ensuring excellence and proximity to customers.

Marketing and Sales Strategy

The marketing strategy is based on digital presence, strategic partnerships, and practical demonstrations. Online campaigns will be conducted with nautical segment influencers, presence at fairs such as Rio Boat Show and SP Boat Show, and partnerships with resorts, marinas, and diving clubs.

Financial Planning (2028-2032 Data)

The following financial data were extracted from the spreadsheet Modelo_Mercado_Consolidado_V2ALT.xlsx, covering the period from 2028 to 2032.

Year	Net Revenue (R\$)	COGS + Maintenance (R\$)	Gross Profit (R\$)	EBITDA (R\$)	EBITDA Margin (%)
2028	371,348	407,467	-36,119	-156,119	-42.0%
2029	1,269,492	1,240,688	28,804	-91,196	-7.2%
2030	2,478,532	2,110,486	368,046	248,046	10.0%
2031	2,327,402	1,183,259	1,144,143	1,024,143	44.0%
2032	2,159,000	617,779	1,541,221	1,421,221	65.8%

The business shows a gradual maturation curve, with negative EBITDA in the first two years (2028-2029) due to initial implementation costs and production scaling. From 2030 onwards, the model becomes profitable, reaching EBITDA margins of 44% in 2031 and 65.8% in 2032, sustained by increasing recurring contracts and dilution of fixed costs.

The break-even point is projected to occur between 2029 and 2030, and the estimated payback (time required for a project's accumulated cash flow to equal the initially invested capital) is approximately three years after the start of scale operations. The cost structure includes 15% taxes (Simples Nacional), 10% maintenance, and general and administrative expenses of R\$ 120,000 annually.

It is worth noting that this financial projection represents what Nautic.Bot aims to achieve from the first anchor client and initial contributions or investments. All these values are subject to change.

Risks and Mitigation Strategies

The main business risks involve exchange rate fluctuations, dependence on imported components, and technical certifications. Mitigation strategies include long-term contracts with Chinese suppliers, currency hedging, and progressive nationalization of the supply chain.

Competitive Analysis

The competitive analysis identifies three major groups:

1. **Premium international manufacturers:** Seabob, Yamaha Seascooter, and Subblue offer advanced products, but at high cost and with restricted support.
2. **Independent national importers:** Small retailers offer imported equipment but without maintenance structure, firmware updates, or extended warranty, which increases the cost of ownership.
3. **Nautic.Bot:** Differentiates itself by offering a monthly subscription of R\$ 150/unit and implementation fee of R\$ 2,500/unit, including logistics, customization, and technical support. This approach ensures revenue recurrence, customer loyalty, and entry barriers through the integration of hardware, software, and local technical service.

The company can also explore strategic alliances with public rescue agencies, marinas, and resorts, strengthening its position as a complete national solution for aquatic propulsion and portable rescue.

Regulatory and Environmental Aspects

Nautic.Bot is aligned with Brazilian Navy regulations and ABNT NBR 15468, which addresses the safety of underwater propulsion equipment. The plan includes conformity certification by INMETRO, as well as simplified environmental licensing, considering use in coastal and river ecosystems.

From an environmental perspective, the product employs sealed electric motors with zero direct emissions and low underwater noise, reducing impacts on marine fauna. Recyclable lithium-ion batteries are collected through reverse logistics and material reuse programs, ensuring compliance with circular economy policies.

Conclusion and Investment Potential

Nautic.Bot combines technology, sustainability, and scalability in a recurring and highly profitable business model. With projections of over 1,200 active thrusters by 2032 and growing EBITDA exceeding R\$ 1.4 million, the project demonstrates economic viability and potential for global expansion. The business model ensures predictable revenue and customer loyalty, positioning Nautic.Bot as a solid opportunity for investors interested in nautical innovation and positive impact.