

YOUR 10-STEP BOAT CLUB LAUNCH ROADMAP

1 |

DEFINE YOUR VISION & BUSINESS MODEL

Decide on your shared boating concept (e.g., Freedom Boat Club model) and establish your version for success.

2 |

UNDERSTAND YOUR MARKET AND CLIENTS

Research your audience, identify in-demand boat types, and find gaps in your local marina network using surveys and market insights.

3 |

CREATE A FINANCIAL PLAN

List all startup costs (boats, insurance, staff, software, etc.) and recurring expenses. Plan membership pricing and projected revenue to secure funding.

4 |

CHOOSE THE RIGHT LOCATION

Select marinas with excellent access, fuel availability, parking, and amenities. Check local regulations and seasonality (coastal vs. inland).

5 |

BUILD YOUR FLEET

Start small and scalable (2-5 boats are sufficient to launch). Focus heavily on safety, reliability, and maintenance efficiency from day one.

6 |

SET UP MEMBERSHIP STRUCTURES

Define how members will join and use boats—whether through unlimited access, pay-per-use, or shared-ownership tiers. Be transparent about all rules.

7 |

GET INSURED & STAY COMPLIANT

Work with marine insurance specialists for liability and hull damage coverage. Ensure compliance with maritime authorities, safety standards, and regional licenses/ certifications.

8 |

CHOOSE THE RIGHT TECHNOLOGY

Implement smart, all-in-one systems (like MOXSEA) to manage reservations, maintenance, billing, and member communication efficiently.

9 |

MARKET YOUR CLUB

Build a strong online presence (website, social media). Host demo days and local events. Encourage word-of-mouth referrals, as members are your best ambassadors.

10 |

BUILD COMMUNITY & RETAIN MEMBERS

A thriving club is built on strong relationships. Offer exclusive events (boating, clubs, tournaments) and use technology (like the MOXSEA App) to foster belonging, share trips, and gather feedback.

Navigate the **10 essential** steps to **turn your vision** into a **successful, shared boating reality.**