



**BlueWorld**  
VOYAGES

ACTIVE LIFESTYLE CRUISING

**Blue World Voyages LLC** (“Blue World” or the “Company”), headquartered in Miami, FL, seeks to raise equity to create a 5-star cruise line catering to active, healthy adults, and those looking to improve lifestyle choices. Projected launch date for its initial vessel is May 2019. An aggressive growth strategy calls for a total of 3 or more ships in operation within 5 years. Additional ships are slated for Asia and South America.



## **Positioning Statement**

Blue World Voyages is the first cruise organization fully dedicated to active athletic, healthy lifestyles and personal discovery throughout the cruise experience.

## **Mission Statement**

Our company is dedicated to serving the active, athletic and healthy lifestyles of our passengers, staff, and crew.

# EXECUTIVE SUMMARY

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Blue World Voyages is tapping the enormous growth market for healthy and active living vastly under served by the cruise industry today



Its distinctive first mover cruise offering is dedicated entirely to active ,athletic, healthy lifestyles and personal discovery



Market performance is driven by innovative, health and fitness marketing partnerships, athletic affinity groups, and targeted owner/investor sales strategies combining to tap more than 42 million healthy living prospects



Resulting in an exciting conservative, low risk travel investment opportunity with superior three ship returns in the range of 52% over five years

# LARGE AND GROWING OPPORTUNITY

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Massive Active  
Market



Concerned About  
Health and  
Wellness



Large ship  
omnibus driven  
growth



Provides opening  
for focused  
specialty concept

Cruisers are increasingly interested in specialty cruises. With 42-million health-conscious adult ages 35-65 in the U.S. alone, we have a large pool of potential customers.

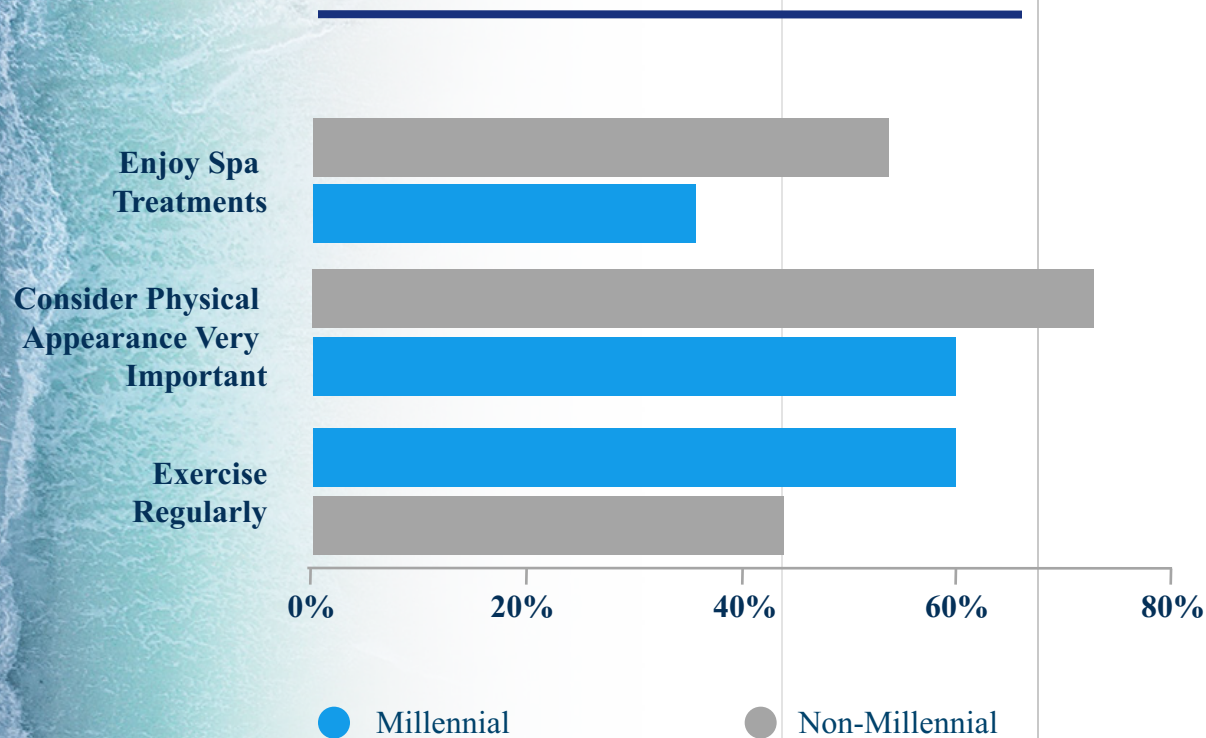
**\$45.6  
Billion**  
2018 Cruise  
Market Size

**21%**  
Growth in Specialty  
cruise market  
each year  
for the last  
5 years

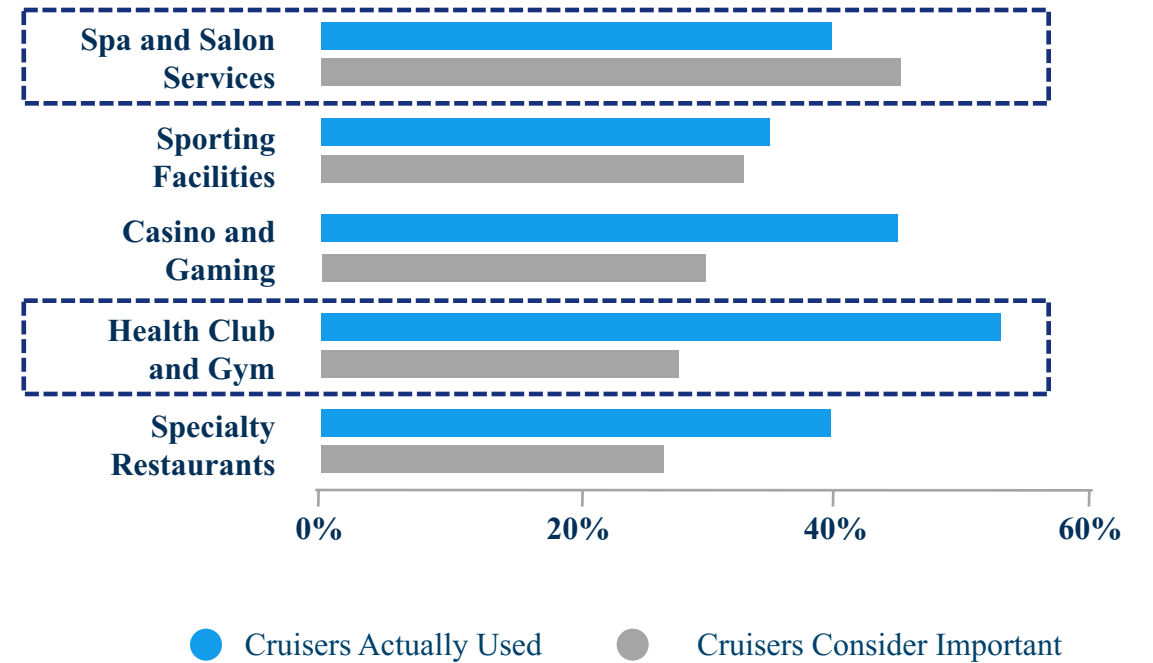
**42  
Million**  
U.S health-conscious  
consumers  
ages 35–65

# INTERESTED IN ACTIVITY AND WELLNESS

Millennials Are Most Focused on Health & Wellness



Wellness Is Increasingly Important to Cruisers

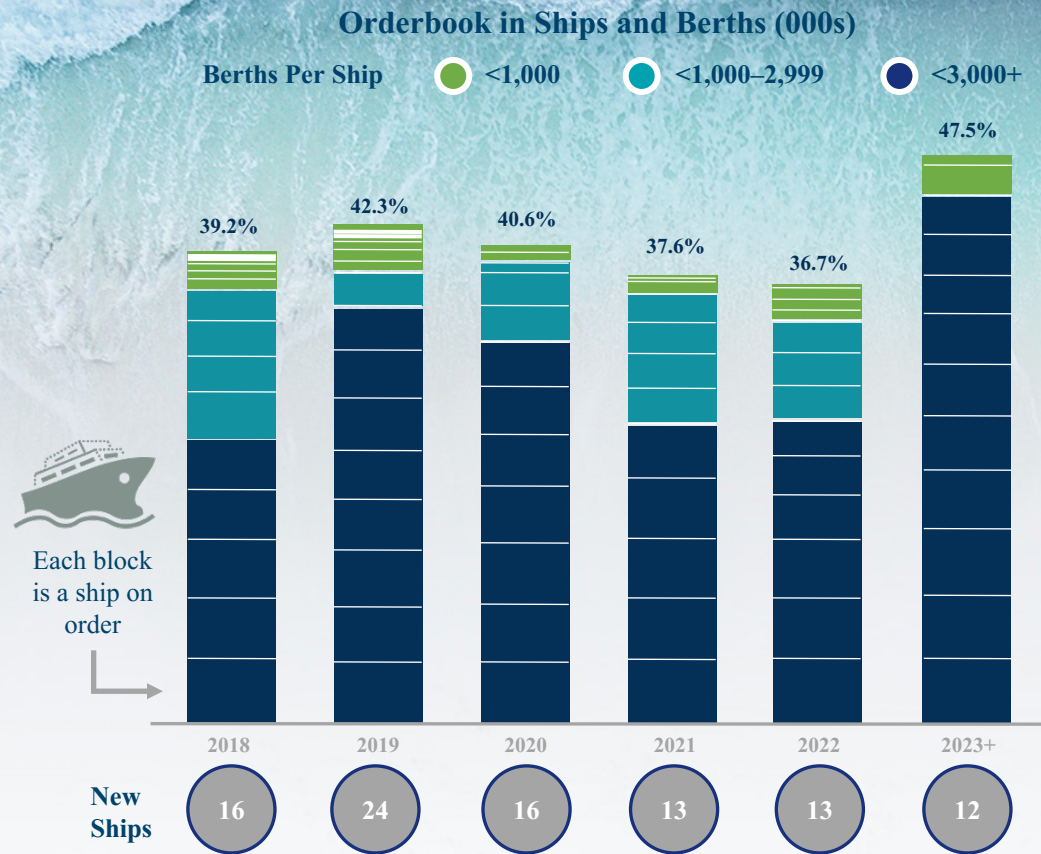


Sources: CLIA, Global Wellness Institute.

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# LARGE SHIP “OMNIBUS” GROWTH LEAVES OPENING FOR SPECIALTY FOCUSED CONCEPT

## Global Cruise Orderbook



Destination Spas / Resort

One location / No exploration

Large Cruise Ships (1000+)

Crowds compete with/dilute focused healthy agenda

Land Based Vacations

Inconvenient exploration / Logistics

Sources: Cruise industry news, interviews.

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# INNOVATIVE PRODUCT AND MARKETING

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Innovative first mover product strategy focused on active lifestyles.

Supported by creative, focused fitness and athletic activity marketing partnerships.

And lucrative direct sales tactics targeted at:

- Theme Charters
- Investor / Founders
- Owners Residences

# A luxury product with a hyper focus on active athletic, healthy lifestyles on board and ashore.

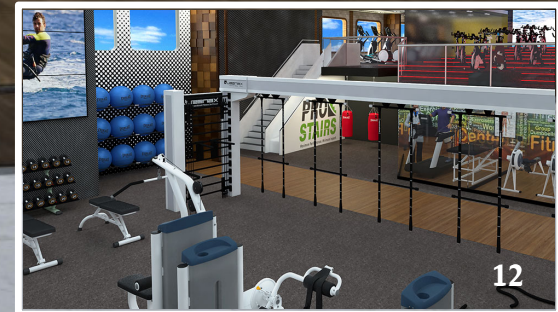
CATEGORIES	RELATIVE POSITION	COMMENTS	KEY POINT OF DIFFERENCE	COMPETITION COMMENTS
Emotion / Attitude		Assertive, In Control, Self Actualized		Varied / Unclear
Formality / Shipboard				
Design		Forward, Contemporary, Nautical Design		Most Competition is Luxury vs. Casual Sophistication
Cabins		Competitive Size and Design		Hard to Compete on Cabin Design / Look
Spa		Competitive with Top Tier		Spas Now a Common Amenity
Cuisine / Dining		Quality / Healthy, Less Formal	★	Healthy Cuisine / Strong, Unexploited Niche
Sports		Best / Most Diverse Afloat	★	"Active" Athletic An Unexploited Niche
Casino		Competitive Option		Commonly Available
Shoreline / Excursion		Diverse / Activity Driven, Unique in Choices	★	"Active" Shorex an Opportunity
Itineraries		Unusual / Exploratory		Exploratory / Discovery, A Growth Niche Now
Size		Small Size Vessel Relative to Facilities and Services	★	Vessel Size can Spilt Between Large and Too Small
Passengers		300 PAX of "One Mind"		Varied in Larger Ships Smaller Ships More Homogeneous
Pricing / Packaging		Substantial Inclusiveness for Total Healthy / Activity Experience Specialty Activity Priced Separately		Basic Activity Product Few Athletic Specialties

...with largest activity facilities per passenger afloat



# Two full decks of fitness and wellness

ERATION



# Most extensive spa facilities per person afloat



With diverse outdoor facilities



...and sports options



HANK HANEY GOLF

Outside  
MAGAZINE - TELEVISION - ONLINE



Blue World  
VOYAGES

# HEALTHY MENU

Wide range of healthy menu options

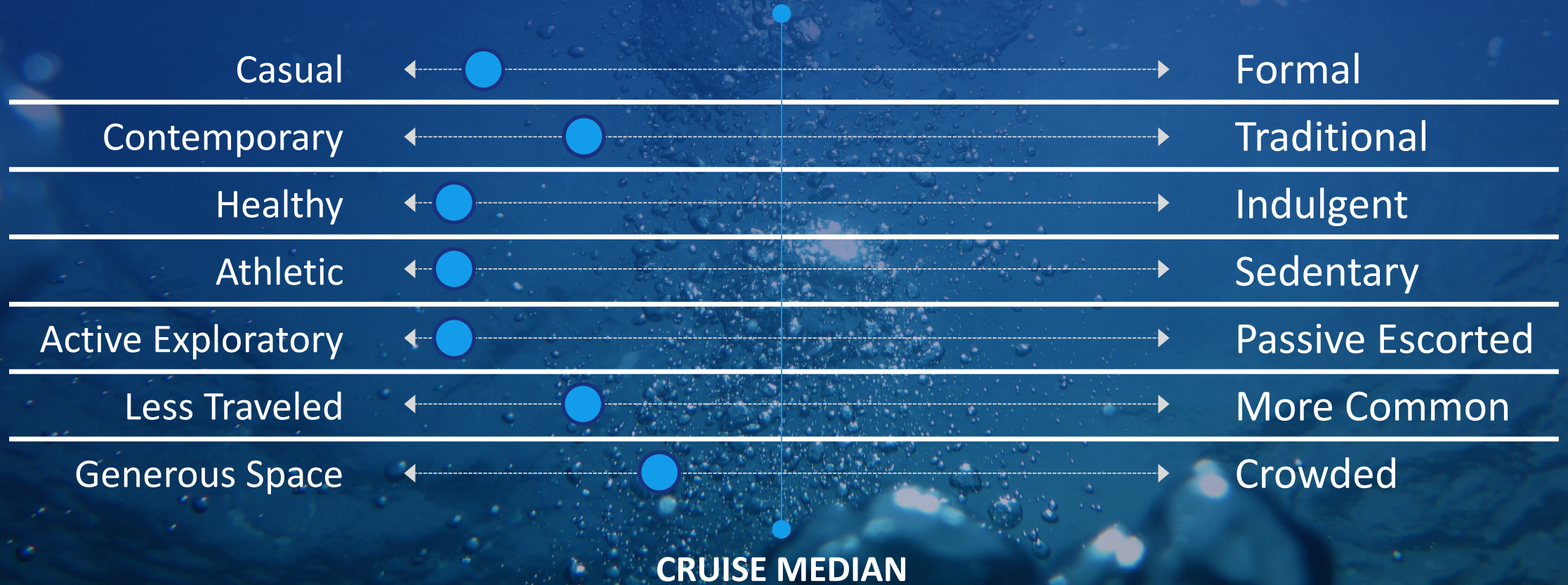




# ACTIVE SHORE EXCURSIONS



# CREATES A PRODUCT FOCUSED ON ACTIVE LIFESTYLES



# RESULTING IN A SINGLE FOCUSED MISSION

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1

## One Mind / One Body

Committed passengers and staff

2

## Healthy menu options

3

## Active Shorex

4

## More activity space / passengers



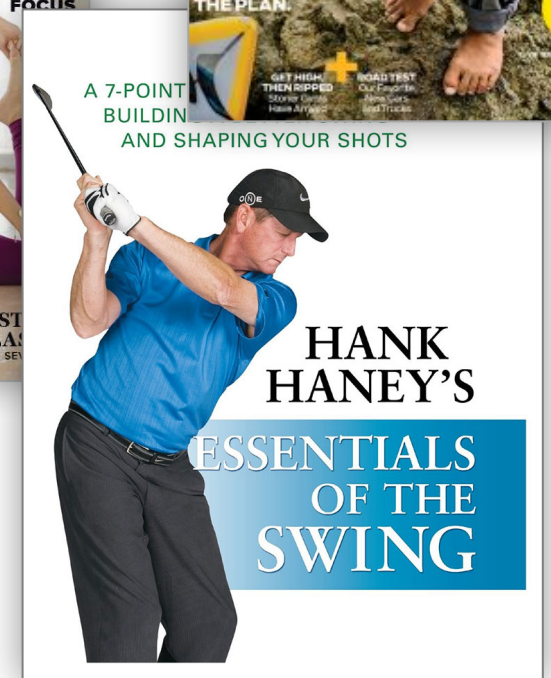
Sophisticated, relaxed,  
environment committed to  
healthy athletic active lifestyles  
and personal discovery.

# INNOVATIVE MARKETING PARTNERSHIPS

Unique athletic / activity focus makes Blue World attractive to a host of media /marketing partners to drive revenue / publicity

## SAMPLE PARTNERSHIP AGREEMENT

- Online / Print Coverage
- Commission Revenue for credited passengers
- Sponsored theme cruises



# DIRECTLY TAPPING AN ENORMOUS MARKET OF MOTIVATED POTENTIAL ACTIVE CRUISERS AT LOW COST

TARGET*	AUDIENCE SIZE
Well + Good	8M
Hank Haney Golf	2M
Gaiam	2.5M
Runners World	2M
Outside Magazine	2.5M

\*partial list of active target partners

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# OWNER/INVESTOR SALES STRATEGY

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Targeted approach to crowd fund investors and sales of owners residences builds an early following of brand ambassadors jumpstarting load factors and initial concept funding



# CROWD FUNDING INVESTORS

Crowd fund efforts builds early awareness and a large base of committed cruisers as part of a 5000 member Blue World Voyages Founders Club

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**TARGET  
OUTREACH**            20.5 Million

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**INVESTMENT  
RANGE**            \$500 –1000/  
                              per person

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**TARGET  
MEMBERS**            5000

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**TARGET  
DOLLARS**            5 million

ALL INVESTORS WILL BECOME MEMBERS  
OF OUR “FOUNDERS CLUB”

**FOUNDERS CLUB BENEFITS INCLUDE:**

- \$150 on-board Sports & Spa credit each time you sail with us
- Early Booking Privileges
- Founders Club Sail Away Party
- Cabin Upgrades (when available)

\* You must redeem these discounts within 24 months of our inaugural sailing. Cruise discounts are transferable, but must be used within 24 months. Those investors who qualify for free cruises will sail in our standard cabins.

# OWNERS CLUB INVESTORS

Sales of 26 residences provides a substantial base of growth capital and a loyal early base of owner /cruisers.

A committed group of important loyalists with benefits of the owners club.

## BWV Owners Suites Sales – Financial Model

Assumptions:	Sq. Feet	Price	Qty.	Build-Out	Sales
				Cost	Cost
One Bedroom Suite	650	\$2,200,000	16	\$300,000	6%
Two Bedroom Suite	850	\$3,200,000	10	\$400,000	6%
<b>Revenues:</b>					
Total Revenues		\$67,200,000			
<b>Expenses</b>					
Build-Out			\$8,800,000		
Sales Cost (Commissions)			\$5,734,000		
Legal			\$210,000		
Marketing, PR, Sales			\$1,719,000		
<b>Total Expenses</b>			<b>\$16,463,000</b>		

**Projected Net Funding from Owners Suite Sales**

**\$50,737,000**



# INVESTOR OWNER / PARTNERS

Together crowd fund investors and owners residences form an important early loyalty and capital base **lowering start up risk.**

**BlueWorld**  
FOUNDERS CLUB



**BlueWorld**  
OWNERS CLUB

MEMBERS	CAPITAL
5000	~\$5.0
26	~\$50.0
<b>4000 – 5000</b>	<b>\$55.0</b>

USE OF FUNDS	SOURCE OF FUNDS
SHIP PURCHASE \$30–35M	SEED LOANS \$.35M
REFIT \$26M	NET CROWDFUNDED INVESTMENTS \$4.25M
OPERATING CAPITAL \$20M	NET OWNER'S SUITE SALES \$50.7M
TOTAL \$76–81M	SHIP FINANCING \$10M
	TRADITIONAL EQUITY \$15M
	TOTAL \$80.3M

With commitment and incentives to continue loyalty over time.

# CONSERVATIVE ASSET INVESTMENT AND PRICING

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Acquiring and renovating  
existing ships lowers  
investment costs and break  
even



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Allowing for lower / all  
inclusive structures vs  
luxury competitors



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Creating a smaller  
distinctive high value ship  
with attractive returns

# CONSERVATIVE ASSET MANAGEMENT

Blue World expects to deliver a focused small ship luxury experience with a conservative asset acquisition and operating strategy

**BLUE  
WORLD  
EXISTING**

**LUXURY INDUSTRY**

**NEW**

	<b>BLUE WORLD EXISTING</b>	<b>LUXURY INDUSTRY NEW</b>
Acquisition Cost/ per berth	165K	\$600+
Pricing (ppd)	\$475 INCLUSIVE	\$700+
Target Load Factor	80%+	95%+
Deployment	3 ships	Multiple ships
Size	300	500–1,000
Services	outsourced	outsourced

# STRONG / EXPERIENCED MANAGEMENT

Blue World Management has significant experience across all facets of the concept strategy and execution. Including cruise, hospitality, spa and fitness.

## Development Management



**Gene Meehan**

*Founder and Chairman*

Health, fitness and spa entrepreneur for over 30 years. Competitive rower, climber and golfer.



**Mike Carrol**

*V.P. Planning & Development*

Appointed by President Obama as Inspector General of USAID. Tennis and golf.



**Brian O'Neill**

*Creative Director*

Launched iconic brands like Kia Motors, EA Sports and Dell Computer. 8 time CLEO award winner. Sport fishing and Cubophile.

## Executive Management



**John B. Richards**

*Co Founder & CEO*

Former President of Starbucks, EVP Four Seasons Hotels, CEO Elizabeth Arden RD Fitness Training, Golf Tennis



**Fredy Dellis**

*Co-Founder*

*Former President and CEO The World At ResidenSea*  
Developed the first luxury residential ship concept, "The World" and successfully sold residences to UHNW individuals. Cyclist.



**Diane Trieste**

*VP Wellness*

Director, product development, Canyon Ranch, Tuscan AZ, Lennox, MA, Las Vegas, NV and Canyon Ranch at Sea Canyon Ranch Living Facilities. Hiking and Cycling.



**Hal Gassenheimer**

*CFO*

Harvard MBA, Former Treasurer of Cunard and Seabourn Cruise Line. Squash and speed walking.

## Advisory Board



**Tim Andriola**

*Blue World Executive Chef*

Tim has trained and worked in some of the most prestigious kitchens in the U.S., including Chez Panisse, Charlie Trotter's, and Tra Vigne. He specializes in farm to table cuisine.



**Joyce Landry**

*CEO Landry & Kling*

L&K is the largest cruise ship charterer in the US. Joyce was inducted into the "Cruise Industry Hall of Fame" in 2006. Competitive rowing, meditation and yoga.

# YIELDING ATTRACTIVE RETURNS

Investors are projected to earn 52% annual return based on a 3 ship model and exit in 5 years

## FINANCIAL SUMMARY

	Pre Launch	2019	2020	2021	2022	2023
Vessel 1		\$27,716	\$45,756	\$51,187	\$51,939	\$56,057
Vessel 2			\$34,270	\$50,402	\$53,772	\$56,202
Vessel 3					\$38,963	\$50,112
<b>Total Revenue</b>		\$27,716	\$80,026	\$101,589	\$144,674	\$162,371
<b>Operating Expenses</b>						
Ship Operating Expenses		\$19,536	\$54,438	\$64,218	\$90,586	\$107,491
Sales, General & Administrative	\$2,936	\$8,973	\$13,790	\$16,680	\$23,523	\$22,934
<b>Net Income*</b>	\$(2,936)	\$(794)	\$7,778	\$16,278	\$23,156	\$24,511
<b>EDITDA</b>	\$(2,937)	\$1,695	\$20,145	\$30,654	\$45,778	\$52,738
Cash & Equivalents	\$24,039	\$32,054	\$42,912	\$64,600	\$86,373	\$113,740
Property & Equipment, net	\$31,000	\$123,511	\$114,666	\$179,306	\$173,126	\$161,636
Long Term Debt	\$30,000	\$81,917	\$78,250	\$126,200	\$118,238	\$109,614
Equity	\$20,539	\$71,547	\$79,328	\$117,106	\$141,261	\$165,762

Levered IRR 52%\*

# STRATEGY SUMMARY

