



FANAUTIC
CLUB

DOSSIER FRANCHISE

Basic version



FANAUTIC



Discover a new way of sailing

FANAUTIC Fanautic is a sailing club that allows you to sail all year long without having to worry about the berth, insurance nor maintenance.

Sail with only **3 steps**

Select your base

Choose your boat

Choose when



And just enjoy ...

www.fanauticclub.com / info@fanauticclub.com

Barcelona - Valencia - Santander - Bilbao - Mallorca (Arenal Central - Alcudia - Sa Rápita - Port Adriano) - Málaga - Marbella - Benalmádena
Ibiza - Gran Canaria (Las Palmas - Puerto Rico Mogán) - Pontevedra (Vigo - Sanxenxo - Combarro) - Cádiz - Alicante - Mataró - Granada



A UNIQUE CLUB TO SHARE YOUR PASSION FOR THE OCEAN

Fanautic Club is an innovating and revolutionary business concept. It is profitable, up to date, enjoyable and adapted for this socioeconomic lifestyle we are living.

Our goal: To be located in as many ports on the Mediterranean coast as possible, and in the near future, the rest of the Spanish coastline.

Our mission: To bring the ocean closer to all of those who love to sail, by giving them the opportunity to enjoy a boat all year around, without having to invest, assume expenses, or experience the countless problems and concerns that are associated with a boat.

Through an easy subscription to Fanautic Club, our Members can enjoy sailing all year around from one day, a weekend or a whole week with complete freedom, alone or in company of family or friends.

Our innovating and exclusive Reservation Programme iClub has an organized calendar so that members can easily and independently reserve the dates for their trips. This is an efficient way for both members and bases to manage the use of the yachts.





Our members, depending on their subscription, can enjoy a minimum of monthly trips from half a day plus unlimited Last Minute trips with reservations less than 24 hours before.

iClub will manage the trips in an efficient and flexible way so the clients can design their own personalised calendar.

FANAUTIC CLUB will take care of the clients' training and maintenance, supervision and cleaning of the yacht, plus organising activities for the members during low season.

The same as a tennis club or a gym, our clients/members will not have to worry about anything, our product will always be ready for use.

Amongst other things, the setup of the Club allows the members to meet others with the same hobbies as them in the activities we regularly organize, and in by fostering the feeling of the exclusiveness it means to be a part of this collective

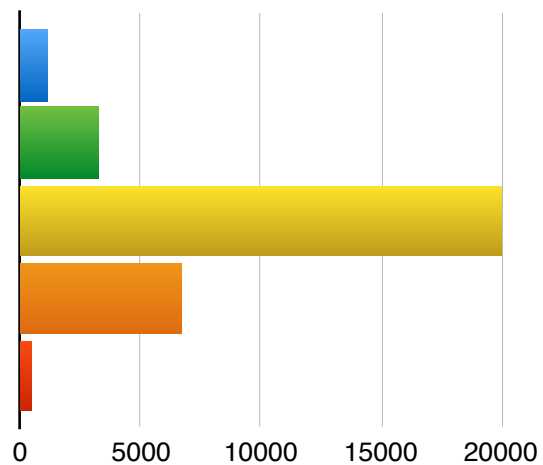
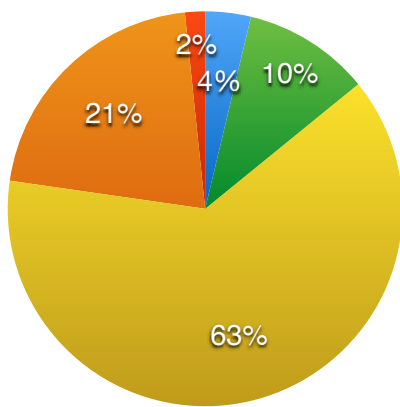
Our Loyalty program, having agreements with the main multinationals in the country, guarantee our clients continuation and their great satisfaction with the product.

“ENJOY THE SEA WHENEVER YOU LIKE”



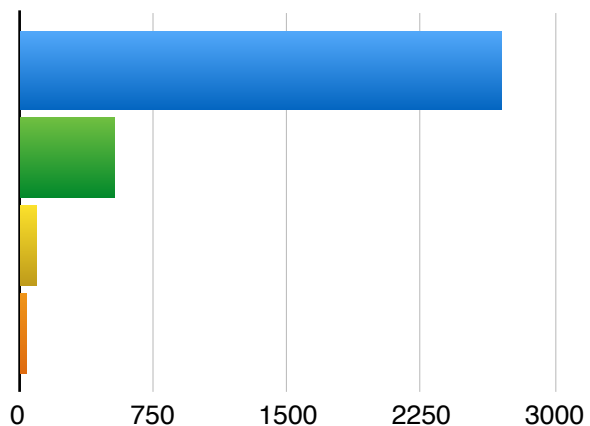
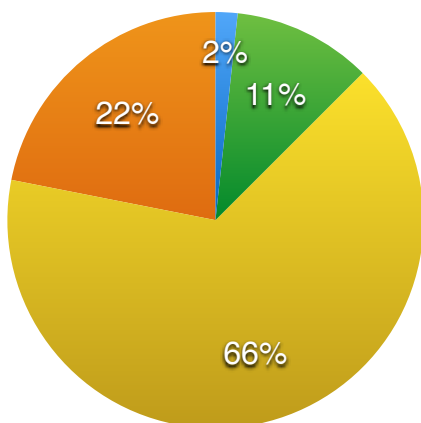
The Fira de Barcelona Market with collaboration with the National Nautical Enterprise Association emitted a total of 36.445 official nautical certificates in Spain in 2013, distributed in this way:

- Yachtmaster (1.179)
- Yacht Skipper (3.286)
- Skipper of Pleasure Boats (P.E.R) (19.956)
- Basic Sailing Skipper (P.N.B) (6.663)
- Jet Ski licences (519)



Interestingly, that same year a total of 3.023 boats registered, distributed in these lengths:

- Up to 8 metres length (P.N.B) (2.692)
- From 8 to 12 metres length (P.E.R) (533)
- From 12 to 16 metres length (Yacht Skipper) (108)
- From more than 16 metres length (Yachtmaster) (36)



Fanautic is a new business model, therefore there is not much real competition.

The only other similar options for those who are passionate about the sea, are the Sailing Clubs where the concept is similar, but do present several significant differences:

Usually they manage several businesses at the same time

They are not specialised

- Therefore, their products do not progress
- They promote their products using the Clubs' boats without control
- They DO NOT do significant recruitment campaigns
- They DO NOT have a spirit of evolving and improvement
- They DO NOT have the support of a central base
- They DO NOT have an Investigation and Developing department
- They DO NOT have reservations nor management technology



With the information provided in this in this report, there is a total of 26.619 people with new navigation licences and only 3.225 new boat registrations.

How do the 23.394 other people make use of their new licences?

1. A very high percentage WILL NOT use it, either not knowing the options of how to use it or having the preconceived idea that a boat is inaccessible.
2. A high percentage will opt for charters.

CHARTER COMPANIES (Prices July-August)	€	Days
CANARIAS SAILING CHARTER	2.960 €	7 Days
VELA NÓMADA (34 ft. sailboat)	2.550 €	7 Days
VELA DREAMS (36 ft. sailboat)	2.860 €	7 Days
BARC. B. CHARTER (31 ft. sailboat)	350 €	1 Day



	€	Days
`MEDIUM` Tariff (31 ft. sailboat) Barcelona	300 €	Minimum 18 !!



3- Some people will opt for the Sailing Clubs

Sailing Clubs may seem an economical alternative, but actually we CANNOT consider them as real competition because:

- ☆ You CANNOT make your personalised calendar
- ☆ You CANNOT sail with whoever you like
- ☆ You CANNOT sail whenever you want
- ☆ You DO NOT have technical support
- ☆ The boat is used by various clients, resulting in wear and tear
- ☆ Buying with our `MEDIUM` tariff the price is similar, but without the substantial advantages we offer.

Start sailing with only 3 steps

Decide where



Choose your yacht



Choose when

L	M	X	J	V	S	D	
			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	20	19	
20	21	22	23	24	25	26	
27	28	29	30	31			





The Franchise

The leading Club in Spain

The only one that lets you:

- Sail in all the bases
- In the Mediterranean, the Cantabrian Sea and the Atlantic
- Sail all year long without concerns

Fanautic concedes franchises to certain profiles, people that are experienced and service orientated or related to the nautical industry.

Coordination and the ability for the bases to work as a team is fundamental, as well as understanding and dedication to the business.

For our national expansions we look for young or experienced, self-employed with initially part-time dedication, but with the intention of dedicating themselves full-time when certain goals are made within a short to medium period of time.

The already established businesses with portfolios of clients, nautical professionals, boat rental businesses or shipyard representatives are our preferences to when it comes to considering expansion.

 <p>MINISTERIO DE INDUSTRIA, TURISMO Y COMERCIO</p>	<p>SECRETARÍA GENERAL DE TURISMO Y COMERCIO INTERIOR DIRECCIÓN GENERAL DE COMERCIO INTERIOR SUBDIRECCIÓN GENERAL DE COMERCIO INTERIOR</p>
<p>CERTIFICADO DE INSCRIPCIÓN EN EL REGISTRO DE FRANQUICIADORES</p>	
<p>MANUEL GARCÍA GARCÍA, JEFE DE SERVICIO DE LA SUBDIRECCIÓN GENERAL DE COMERCIO INTERIOR, COMO ENCARGADO DEL REGISTRO DE FRANQUICIADORES.</p>	
<p>CERTIFICA:</p> <p>QUE RECIBIDA LA COMUNICACIÓN PERTINENTE, EL FRANQUICIADOR QUE SE IDENTIFICA AL PIE HA SIDO INSCRITO EN EL REGISTRO DE FRANQUICIADORES CON EL NÚMERO (NIFRA) 2014/2839/04/07/5/F, DE CONFORMIDAD CON LO DISPUESTO EN EL REAL DECRETO 201/2010, DE 26 DE FEBRERO, POR EL QUE SE DESARROLLA EL ARTÍCULO 62 DE LA LEY 7/1996, DE 15 DE ENERO, DE ORDENACIÓN DEL COMERCIO MINORISTA, POR EL QUE SE REGULA EL EJERCICIO DE LA ACTIVIDAD COMERCIAL EN RÉGIMEN DE FRANQUICIAS Y LA COMUNICACIÓN DE DATOS AL REGISTRO DE FRANQUICIADORES.</p> <p>Y PARA QUE CONSTE A TODOS LOS EFECTOS SE EMITE EL PRESENTE CERTIFICADO EN MADRID A 28 DE ENERO DE 2014.</p>	
	
<p>NOMBRE O RAZÓN SOCIAL DEL FRANQUICIADOR FANAUTIC CLUB, S.L. CIF/NIF B57766727 DOMICILIO C/MANUEL GUASP, Nº 6 PROVINCIA BALEARES PAÍS DE ORIGEN NOMBRE COMERCIAL FRANQUICIA FANAUTIC CLUB</p>	
<p><small>CORREO ELECTRÓNICO: Sgomin.sscoc@comercio.mineco.es</small></p>	<p><small>P. DE LA CASTELLANA, 162 28046 MADRID TEL: 91 3499321 FAX: 91 3453323</small></p>



Inauguración de Fanautic Club Barcelona - Febrero 2014



Actividad de socios - Marzo 2014



"Adelántate al Salón" Actividad de captación - Abril 2014



Nuestro compromiso

Marketing

- Know how Fanautic Club in marketing and the functionality of the business

Licence

- 1 Management operating system licence

Support

- Help in the search and management of the first boat in the `Owner Member` model

Exclusivity

- 5 years

Administrative support

- Legal support with contracts for clients and owner-members
- Management of informative applications via corporative web
- Training on how to use the operating system
- Press release management, calculation of related costs for advertising, ongoing monitoring of positive responses to advertising.
- User manuals: systems, marketing, activities, loyalty and conservation of our members and iClubs' operational manual

Marketing support

We include the following material;

- 1.000 flyers
- Promotional stand
- 500 business cards
- First user's manuals
- Support to design recruitment flyers and Open House Day



As well as physical support and assistance in setting up of:

- P.E.R (Master of pleasure boats) exam
- Visit and emails to collective professionals
- Open House Day
- Appearance in Boat shows



The bases' advantages

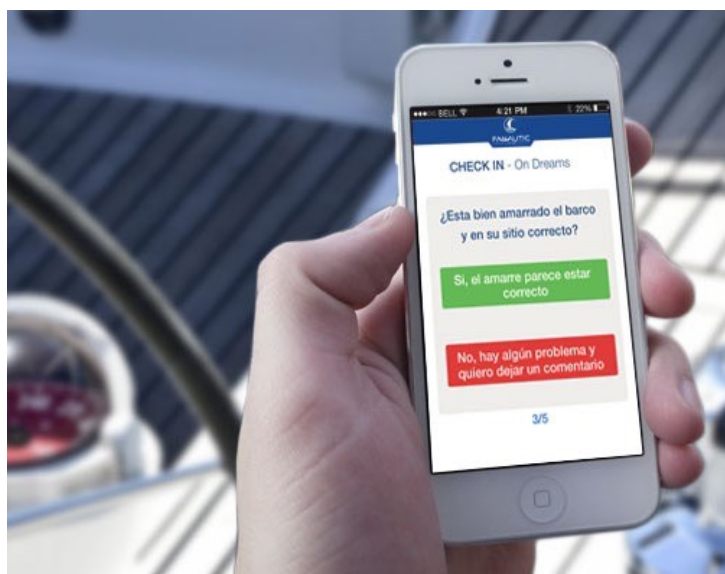
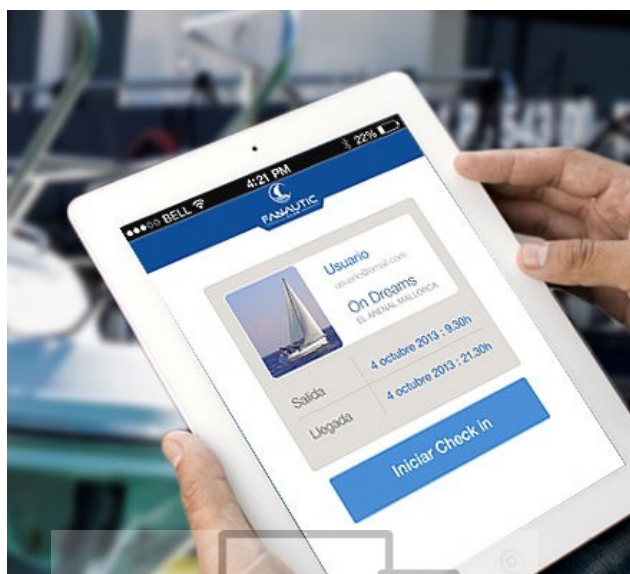
- Without any risk: verified business
- Benefits from the other bases' experience
- Without expensive initial investment
- Profit from the first months
- Easily attainable break-even point
- Clients committed for a minimum of one year
- Frequent payments paid out
- Cash- flow permanently flexible
- We know our market: the schools, the collectives, the `Professional Schools`, our principal client's suppliers
- Immediate Start-up
- Great potentiality for ex-students and certified people with no options
- Possibility for a high profile within the sailing community
- Compatibility with other businesses
- A perfect complement for Sailing Schools that already exist.
- No competition with Sailing Schools
- Office structure already organized
- Added value to the students/clients from the schools, collectives, etc.
- Convenience for the Clubs' activities
- Constant exclusive Merchandising development from the Central Base



The constant improvement in the profitability in the different bases, is one of the Fanautic Clubs' main goals.

In a market where high operational and functional costs determine the operating accounts for the nautical business, our I+D department constantly work on trying to discover new resources to improve their service and reduce costs.

Fanautics' new Maintenance App, iCheck, is an accessory that permits the agents on each base to control in an easy and efficient way the maintenance status of their yachts, also creating in the user a `social responsibility`, by helping the base receive immediately a report on any kind of deficiency that might occur, and this way be able to keep optimal maintenance on the yachts without any extra cost for permanent staff on the bases.



WEB APP



Members reservation Management

iClub is an innovative and exclusive online managing reservation system that permits the Fanautic Club members to organize their trips in a comfortable and flexible way, allowing them to book trips of only a couple of hours or several days.

iClub will keep the yachts' calendar organized with total efficiency, without having to pay staff for repetitive administrative tasks nor the organisation and distribution of trips.

iClubs back-office allows us to manage with entirety the Club, giving us total control of the management of our members, the calendar and our fleet of yachts.

Furthermore, our recruitment system for potential members will be listed in an organized way according to the preferences of the possible clients we get throughout the management of Fanautic Club.



Administration Base Manager

The Investigation+Development department has designed a new version of iClub, much more complete, intuitive and with new functions based on the accumulated experience of the current version.

The reports made by all our clients over time has been the basis to provide the new reservation managing program with characteristics that converts it in even an even more efficient and functional program.

The reminder email of your next reservation, the possibility that every yacht has its own personalised schedule, a more agile and efficient credit transfer or the possibility to exchange messages between the members are only some of the updated functions.



Members payment



	Month	Year
Premium Member	550 €	6.600 €
Medium Member	300 €	3.600 €



Premium Member	430 €	5.160 €
Medium Member	240 €	2.880 €

Members and yachts 5-year projection





PUESTOS, CLUBES Y MARINAS

Fanautic
Un Club de navegación
que se adapta al cliente



Lo primero que se pregunta la gente es ¿Qué es un club de navegación? Esta pregunta tiene respuestas como clubes de navegación en general, se trata de una manera alternativa de navegar que ofrece olvidarse de obligaciones, pero sintiendo a la vez la libertad que navegar es.

Fanautic, el club para navegantes sin barco, desembarca en Eivissa

El club de navegación Fanautic, que permite a sus usuarios navegar todo el año sin preocupaciones, inauguró su nueva base en la isla de Eivissa sábado 9 de mayo. El acto, al que acudió el



salonnautico
INTERNACIONAL DE BARCELONA
15 - 19 DE FEBRERO 2014
PORT VELL

De costa a costa Zona de acción Tendencias 350

Ocean Masters NY-BCN Copas Américas De regalo en regalo

30.1°C de máxima

propio es posible

de navegación para todos los bolsillos
regar varias semanas sin tener el barco en propiedad

Los alumnos de San José Obrero conocen el CN s'Arenal

El pasado 21 de marzo el Club Nautico de Eivissa organizó una visita de bienvenida para conocer de primera mano las ventajas de navegar sin barco en un club nautico.



Los alumnos del colegio San José Obrero venen el capo de un barco por el puerto de Eivissa.

CAMPOS OCIO

El club de navegación Fanautic estrena nueva base en sa Ràpita

El tiempo acompaña y crece. Fueron muchas las personas que se acercaron hasta sa Ràpita para disfrutar de los placeres del mar a bordo de una lancha de última generación.



Fanautic presentó su base en sa Ràpita en una jornada de puertas abiertas.

Carsharing geht auch mit Yachten

Kein Charter, kein Eigenkapital: Der "Fanautic Club" wird mit seinen neuen Konzepten von ausländischen Teilzeit-Skippern genutzt.

MESSERSCHMIDT



**Managing
Director**

Diego Orallo 38 years old

In 2002 he worked for 3 years as a Doctor on call, and shortly after that he started as an independent businessman.

In 2007 he started his business adventure in the Sailing Clubs, combining it with his job in the family business, Event Organisation and Management in Global Eventos Palma.

With his 7 years of experience in the sector, he is successfully leading this innovative, original and successful project.



**Expansion
Director**

Fernando Larunbe 33 years old.

Born in Madrid, and has been living in Majorca since he was 25. Graduated in physical education, and was instrumental in the opening of a prestigious Fitness centre, which he lead until he decided to change sector and dedicate himself to the nautical world on his own.

His charm and education make him an original and daring Expansion Director with the main goal being the expansion of FANAUTIC CLUB.