Swell Advantage

Swell Advantage is offering a cloud-based, mobile-enabled enterprise management software for marinas, waterfronts, and yacht clubs.

94%
398 / 422

67%
10722 / 15902
Feet Used

Waitlist: 149 boats / 8154 feet
Active Vacancies: 24

Utilities
OPERATIONS
Facility
Dashboard
Waitlist
Tradelist
Leave Notices
Reservations
Plans

PORT of SAN DIEGO

PILOT PROJECT

In 2017, Swell Advantage partnered with the Port of San Diego to advance the development of its smart marina application. Swell Advantage is a technology start-up, developing operation support tools to assist marina professionals to automate and optimize their operations and enhance customer experiences.

Swell's smart marina application provides decision making support to assist marina managers in slip allocation resulting in increased revenue. The application also manages boater communication with the goal of building stronger and safer marina communities. The application assists managers to understand how individual boaters use their facility, how efficiently operations are running, and if the marina is maximizing slip revenues. The one-year pilot project was completed in collaboration with a local marina in San Diego Bay.

HIGHLIGHTS

SWELL ADVANTAGE

Square

In 2019, Swell Advantage teamed up with payments and Point of Sale (POS) Company Square to better service marinas and waterfronts across the US and Canada and meet boaters' customer service expectations in a digital world.
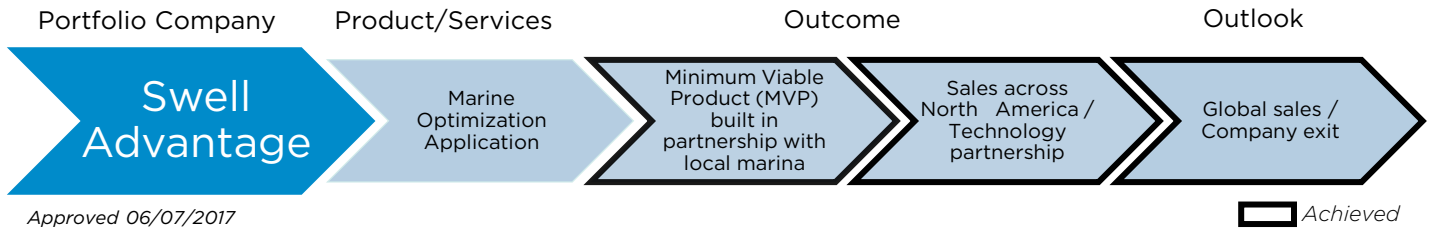
CURRENT STATUS

Since the completion of the pilot project, Swell Advantage has finalized the development of their smart marina app in partnership with a local marina in San Diego Bay, generated sales across North America, and established strategic technology partnerships.

Scorecard: Swell Advantage / FY21-22

PILOT TIMELINE: Board Approval: 06/20/2017 Start Date: 07/1/2017 End Date: 09/1/2018

PILOT OVERVIEW

Tracking progress from pilot project to commercial success

Portfolio Company	Product/Services		Outcome	Outlook
Swell Advantage	Marine Optimization Application	Minimum Viable Product (MVP) built in partnership with local marina	Sales across North America / Technology partnership	Global sales / Company exit

Approved 06/07/2017

☐ Achieved

KEY PERFORMANCE INDICATORS & HIGHLIGHTS

OVERALL KPI	Benchmark maximum potential revenue	Identify highest value boater who fits the marina opening	Streamline customer communications through community management platform (CRM)	Deliver clean modern user interface (UI/UX)
FY20-21 Highlights	**Pilot Project completed. Major milestone completed;** **Square integration** - On May 30th, 2019 Swell teamed up with payment and point of sale company Square to enhance their customer experience and compliment their current product. **1% to the planet** – Swell's first donation was to the Great Ocean Cleanup. **Expansion** – Since the completion of the pilot project, Swell Advantage has obtained contracts with some of the major waterfronts and marinas in North America and is now looking to expand into Australia.			
FY18-19 Highlights	Revenue per foot and revenue per boater developed	Achieved with additional identified internal changes to maximize revenues	Successful CRM platform developed with system including email, text and phone	Built in Google infrastructure and latest in UI/UX best practices implemented

Pilot Financial Closing Summary

*$150,000 Buyout

— Port Actual Cumulative   ■ Buyout agreement

On November 10, 2020, the Port received a buy-out payment of $150,000, concluding the pilot.