

TANARUZ BOATS

Company Business Plan

TANARUZ

ABOUT TANARUZ

We are Tanaruz Boats, a young but ambitious company based here in Rotterdam, The Netherlands. Long story short, we design, develop, and print small-scale luxury leisure boats. We take pride in ensuring we develop the most high-end products, where we put careful attention towards true design engineering and incorporate the highest quality parts and equipment into our boats.

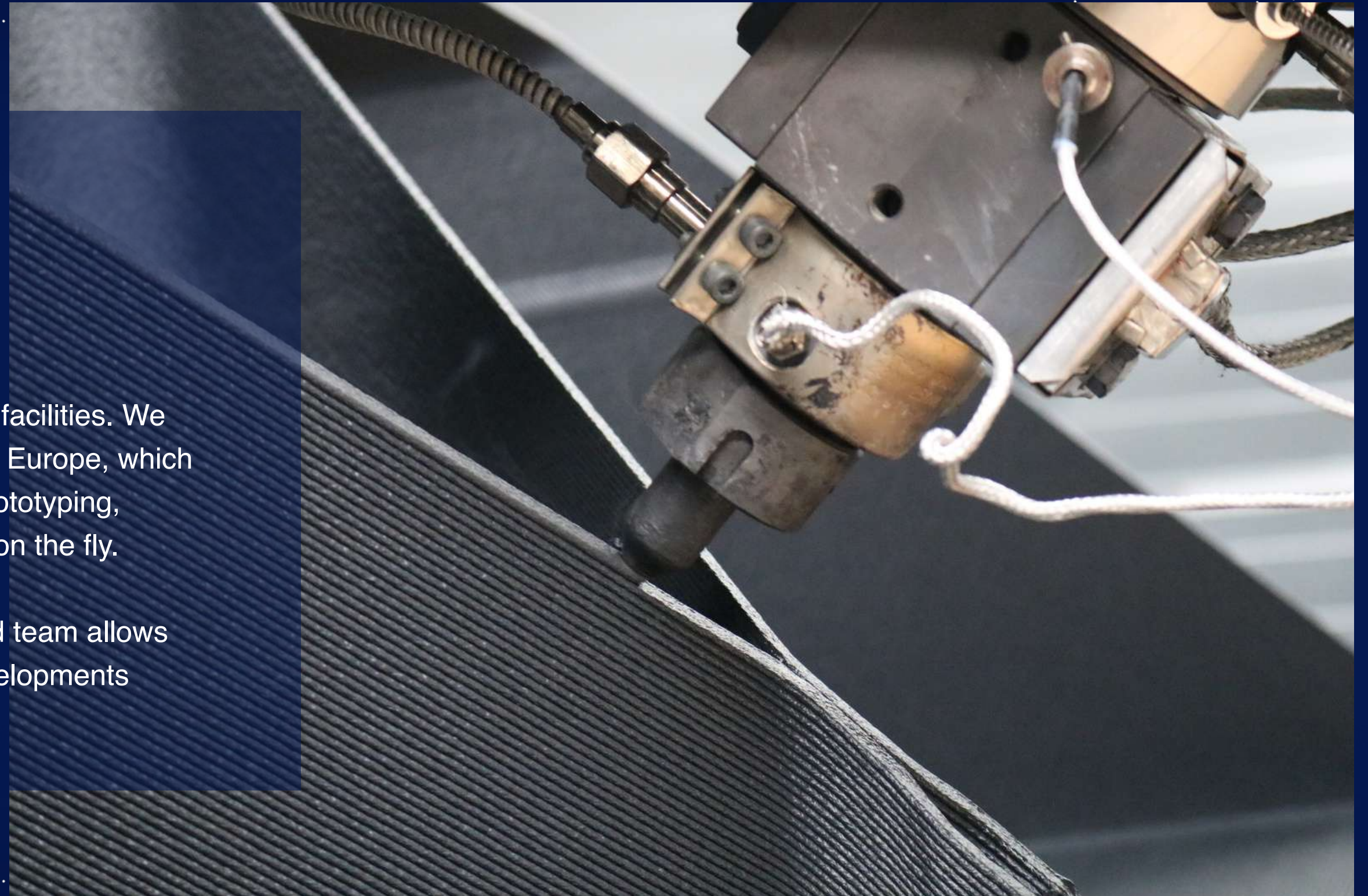
Tanaruz Boats was founded with the vision of revolutionising the leisure boat industry. In a modern world that demands not only beauty and functionality but also sustainability, we chose to leverage advanced 3D printing technology and recycled materials into our product line. With a young and ambitious team, we are committed to creating luxurious 3D-printed leisure boats that are not only visually stunning but also environmentally conscious.



WHAT MAKES US DIFFERENT?

One thing that makes Tanaruz unique is our working facilities. We have our own robotic 3D printer, one of the largest in Europe, which allows us to go through a very efficient process of prototyping, where we can experiment and optimise our designs on the fly.

Our printer combined with our small but very talented team allows us to take full advantage of conducting all of our developments in-house under one roof.



PROBLEM SOLVING

Tanaruz Boats is at the forefront of revolutionising the leisure boat industry by addressing several critical challenges and introducing innovative solutions. Our mission is to not only deliver beautiful and functional boats but to also ensure sustainability is considered at every stage of production and use.

- 1** ——— **MINIMISE PLASTIC WASTE:** Tanaruz Boats tackles the global issue of plastic waste by producing our boats with a fully recycled plastic and glass-fibre compound sourced from household plastic waste within the Randstad in the Netherlands. This not only reduces environmental impact but also actively contributes to cleaning up our planet.
- 2** ——— **REDUCING HARMFUL EMISSIONS:** Our commitment to a sustainable future extends to the propulsion system. All Tanaruz boats are 100% powered by electric propulsion, eliminating harmful emissions in our waterways and sound pollution associated with traditional diesel engines in the boating industry.
- 3** ——— **CUTTING DOWN PRODUCTION TIME:** We've developed a novel method that combines 3D printing with boat design, addressing major issues such as uninterrupted closed layers, material strength, warping, and printing fractures. This not only ensures a faster production process but also enhances the overall quality and durability of our boats.



CIRCULAR ECONOMY

Tanaruz Boats is committed to closing the loop of boat building. Our boats are made entirely from a recycled plastic and glass-fibre compound sourced from household plastic waste. By utilising recycled materials, we not only prevent the addition of more plastic waste to the planet but also set the stage for future recycling.

Our mission to join the circular economy is to retain all our plastic material used for production within our sold fleet; this includes shredding the boats and reusing the materials for printing new boats, contributing to a sustainable circular economy.

In summary, Tanaruz Boats is more than a boat manufacturer. It's a pioneer in sustainable leisure boating, offering a solution that aligns with the values of the modern consumer and the needs of our planet.

TANARUZ

THE WORLD'S MOST LUXURIOUS 3D-PRINTED LEISURE BOAT

PURPOSEFUL DESIGN | GENUINE SUSTAINABILITY | ROBUST PRINTING

OZARE 6.5

Derived from the Italian word “osare” - meaning to Dare. Bearing the perfect proportions and curvaceous design language seen in Italian vehicular design, the name Ozare pays tribute to our determination to go against the norm, and our daring nature to explore.

As a young start-up, we faced many difficulties on our journey. But as all fearless boats do when facing storms, we take on the waves and keep moving forward.

We dare to keep going, we dare to explore, and we dare to be different.





PURPOSEFUL DESIGN

The Ozare fleety is designed for cruising within inland waters, including lakes, city rivers, and canals. This model is a stunning representation of the future of boating. Its asymmetrical seating layout, purposeful stepping surfaces, and spacious corridors for versatile comfort and easy manoeuvring make the Ozare the most luxurious 3D-printed leisure boat on the market.



GENUINE SUSTAINABILITY

Immerse yourself in the future of boating with our 3D-printed electric boats. Tanaruz Boats is committed to sustainability, with boats made entirely from recycled materials and powered by electric propulsion. This not only aligns with environmental concerns but also positions Tanaruz Boats at the forefront of green boating solutions.

ROBUST PRINTING

Through the integration of 3D printing, we redefine the possibilities of boat production. This advanced technology not only streamlines manufacturing processes, significantly reducing manual labour but also allows for intricate designs and unparalleled customisation. With our own printer, we are able to design, customise, and print on the fly.



CUSTOMISABILITY

Tanaruz Boats takes personalisation to the next level with the Tanaruz App. Customers can use the app to customise various elements of their boats, ensuring that each vessel is a unique reflection of the owner's preferences.

The Ozare 6.5 made its debut at HISWA te Water 2023, capturing considerable attention from both visitors and the media. Following its public introduction, our demo boat underwent rigorous water trials and test drives in Lathum, The Netherlands.

Under challenging weather conditions and surpassing the maximum recommended capacity, the Ozare 6.5 demonstrated exceptional performance, surpassing expectations. The trials underscored its resilience, showcasing a remarkable ability to navigate adverse conditions while maintaining stability.

These successful water trials not only reaffirms the Ozare 6.5's capabilities but also positions it as a standout choice for those seeking a vessel that excels in both design and performance. The Ozare 6.5's ability to exceed expectations in adverse conditions highlights its potential to redefine the leisure boating experience.





OUR VALUES

SLEEK DESIGN FOR STYLISH CRUISING

Elevate your water adventures with the Ozare 6.5's sleek and modern design, ensuring you cruise in unparalleled style. Stand out on the water with a vessel that seamlessly combines aesthetics, performance and sustainable ethics.

TAILORED TO YOUR PREFERENCE

Embrace the freedom to personalise every detail of your boating experience. The Tanaruz App empowers our customers to effortlessly adjust the boat's design and equipment, ensuring it aligns perfectly with their unique preferences. It's not just a boat, it's your boat, crafted to match your distinct style.

BUSINESS SUPPORT FOR RENTAL COMPANIES

For those in the boat rental market, we understand the importance of customisation to meet the company's unique needs. The Ozare 6.5 offers a range of options specifically designed to support your business. From adaptable designs to versatile equipment, we provide the tools you need to elevate your boat rental offerings and meet the diverse preferences of your clients.

BUSINESS MODEL

Embarking on a strategic market approach, Tanaruz Boats is set to unveil the Ozare 6.5 model to the public in March 2024, with an eye toward profitability and scalability. Our vision extends beyond this flagship model, as we are currently developing the second model within the Ozare series; a compact version of the 6.5 with the goal to diversify our customer base, this will be unveiled in May 2024.

In catering to both B2C and B2B markets, our primary focus in the B2B sector is on boat rental services. This deliberate diversification enhances revenue streams and fortifies our position in the maritime industry.

What sets Tanaruz Boats apart is not just our innovative designs but also our scalable business model. The key element to this scalability lies in our utilisation of 3D printing technology. By strategically placing 3D printers at each expansion location, we can produce the Ozare 6.5 (and future models) on-site. This approach is not only logistically advantageous but also more resource efficient and cost-effective. It eliminates the need to manufacture boats centrally in The Netherlands and subsequently ship them worldwide.

The integration of 3D printing into our business model empowers us to seize opportunities on a global scale, enabling Tanaruz Boats to swiftly establish a presence in new markets while maintaining the quality and craftsmanship that define our brand. As we chart a course towards March 2024 and beyond, our scalable approach positions Tanaruz Boats as a profitable and sustainable force in the marine industry.

CUSTOMER SEGMENTS

B2B

Affluent young professionals/prodigies;
Seniors exploiting age regression:

- Looking for a boat that has exciting/striking designs.
- Interested in the luxury goods market.
- Looking for a young element.

Boat rental service companies:

- Looking for customisable boats.
- Durable boat shell (underwater + interior) to protect against wear and tear.
- Boats designed for incredibly easy maintenance.
- Relatively affordable and has an appealing design.
- Option to renew fleet after 5 - 10 years period without having to spend significant capital on entirely new boats.
- Recyclability of boat hulls provides rental businesses the opportunity to improve their sustainability profile.

B2C



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- We own our 3D printing facility.
- Competitive retail pricing through efficient production costs.
- Beneficial partnerships.
- Unique product with unlimited expansion potential.
- Our products give consumer waste a second purpose
- The products we introduce to market are recyclable.
- Flexible and efficient customisability.
- State-of-the-art equipment, electrical systems, and technologies.

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- Our current overhead and development costs are high in comparison to potential future production levels.
- 3D printing is a new production method for boats; this carries a certain amount of skepticism within today's consumer.
- The consumer must be informed and shown that a 3D printed boat is just as safe and brings additional benefits.
- Every new business goes through a significant start-up phase and incurs significant initial costs.
- Building a strong brand name and reputation for quality takes a lot of effort, time and money.
- Production establishment is capital-intensive.

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- Due to the vast amount of opportunities for collaboration between retail and recreation, the importance for online visibility and communication are consequently becoming more crucial.
- Increasing awareness of social issues and regard for marine life.
- Applying innovative techniques and materials.
- Licensing, franchising and export.
- Global incentives to cut (plastic) trash production in half during the next 10 years.
- Customers expect to customise products delivered to their needs.
- The manufacturing process is simple to implement in new locations, allowing us to print directly within new markets without having to ship from the Netherlands.

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- There can be competition and copycat businesses with potentially better funding anywhere in the world.
- In the maritime industry, laws and regulations are frequently strengthened which requires permanent engineering work.
- Future competition may become more intense, including from abroad.
- There is constant pressure on costs and retail prices.

COMPETITION

Indirect: Other small leisure boat manufacturers that use traditional boat-building methods.

Direct:

1. Royal 3D

- Strength: 11 years in the engineering market.
- Weakness: Only has production facilities.

2. 10XL

- Strength: Established a 3D printing production company.
- Weakness: No design capabilities.

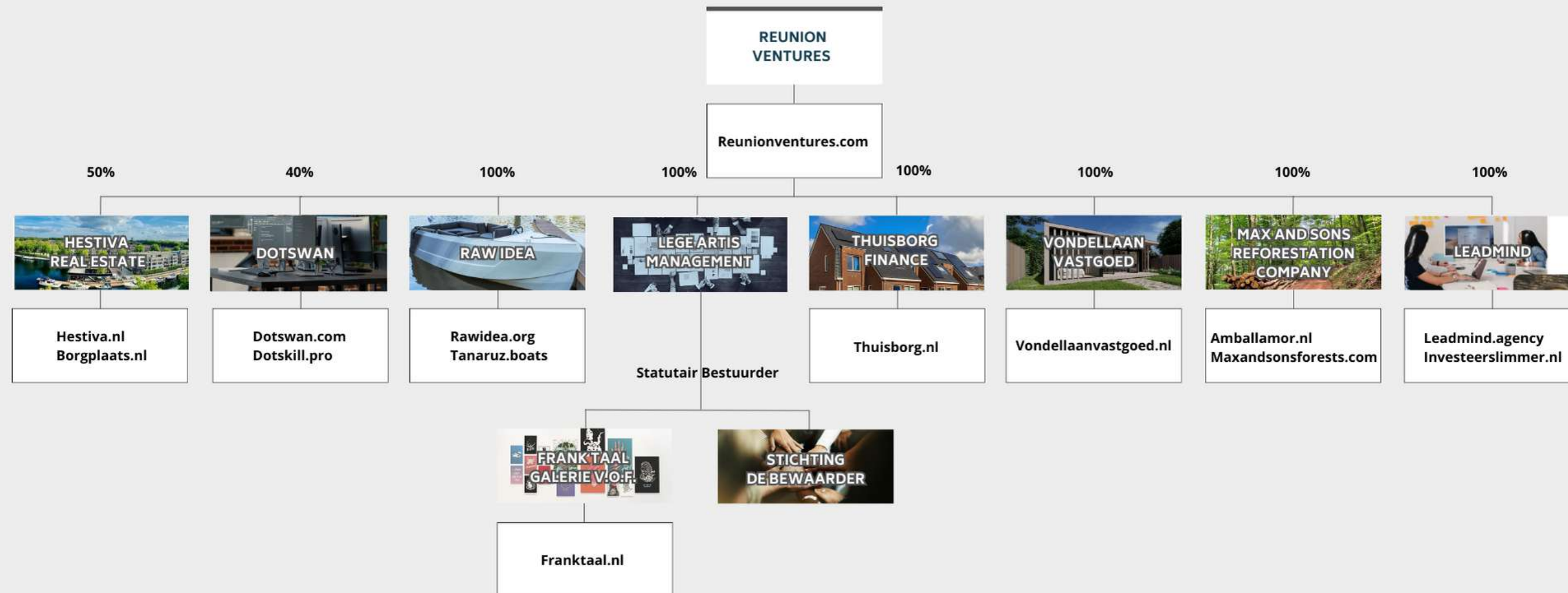
3. Impact Boats

- Strength: Young company selling 3D-printed boats with a focus on traditional design.
- Weakness: No production facilities, total dependence on suppliers and outsourcing their engineering and production.

TANARUZ BOATS

- A strong vision and adamant ambition for purposeful design, genuine sustainability, and durable print production.
- Tanaruz Boats possesses very strong in-house skillsets within design, engineering, and 3D printing capabilities.
- Affordably priced + 3D-printed + customisable boats are something that no other company can provide.
- Our unique selling points are part of our negotiating position with clients and suppliers.
- All Tanaruz boats are made-to-order using our recycled plastic compound, which eliminates production material waste and reduces our carbon footprint.
- Tanaruz Boats is committed to incorporate electrical propulsion and any/all sustainable equipment and systems.

THE COMPANY



Reunion Ventures is a dynamic and forward-thinking holding company, dedicated to driving innovation and success across several industries. With a comprehensive portfolio of businesses, Reunion Ventures serves as a catalyst for growth, leveraging its expertise and resources to unlock the full potential of each venture. As a trusted partner, Reunion Ventures fosters long-term strategic relationships, empowering businesses to thrive in today's competitive landscape.

THE TEAM



We may be young, but we are incredibly ambitious. Our team consists of a product developer, printing specialist and a sales professional, and we may use other possibilities from the holding like marketers (Leadmind). What sets our team apart is our commitment to horizontal relationships. Managers and junior team members collaborate within a shared office space, free from rigid working hours. This approach enhances team cohesion and fosters improved communication. Through this collaborative work style, our team consistently pushes boundaries, turning the seemingly impossible into reality.

CURRENT STATUS

FROM STARTUP TO SCALE-UP

Currently, we are in the crucial stages of research and development, solidifying our production processes. To organize a circular-economy we need to purchase a shredder and grinder. Material use will be reduced immediately. Tanaruz will focus on optimizing its in-house development and production processes to ensure efficient manufacturing and timely delivery of boats. We will invest in skilled personnel, state-of-the-art equipment, and quality control measures to maintain the highest standards in boat production.

PURPOSE

Our primary objective is to scale up operations to meet market demands effectively. This involves the acquisition of new large-scale 3D printing printer(s) and recycling equipment, integration of CNC machines for higher market segments, and an expansion of our R&D capacity, accompanied by an increase in our engineering team. For 2024, Tanaruz aims to sell a total of 38 boats, including both consumer and rental models. This projection is based on market research, demand analysis, and our production capacity. With effective marketing and distribution channels in place, we are confident in achieving this target.

FOOTPRINT

In **2025**, Tanaruz will embark on an ambitious expansion strategy, focusing on international sales and establishing a franchise market for our 3D printing technology. This initiative will allow us to install printers in key locations worldwide, enabling local production of Tanaruz boats to meet regional demand efficiently. Additionally, we will enhance our service department to provide comprehensive support to our global franchise partners, ensuring smooth operation and maintenance of the printing facilities.

For the rental market we would like to start a lease-leaseback construction. This innovative approach will enable rental operators to lease their boats back to Tanaruz, using their rental income as payment. By offering this flexible financing option, we empower rental businesses to expand their fleets without significant upfront costs, while simultaneously bolstering our own inventory and market presence.

DEVELOPMENT CHECKPOINTS

Successfully achieved efficient printing parameter calibration through intensive internal R&D

Conducted FEM calculations based on actual usage and conducted independent material testing

Evaluated all essential onboard equipment and conducted crucial water trials

Engineered pioneering boat structures with unique features tailored to 3D printing

Upgraded our fleet with the latest Ozare 6.5 model

Positioned our model boat at Wijnhaven Rotterdam to facilitate client test drives

Introduced innovative boat designs to our lineup

Integrated recyclable materials & equipment into our production process

Produced several successful hulls to establish predictable production outcomes

Established our production line from scratch, featuring one of Europe's largest 3D robot printers, enabling the production of hulls up to 10m in length.

Pioneered a novel method merging 3D printing with boat design, addressing critical issues like uninterrupted closed layers, material strength, warping, and printing fractures.

The primary focus of our engineering team revolves structural integrity through modern naval architecture strategies, hull performance efficiency, effective overlap of pioneering design with feasible engineering.

The primary focus of our printing specialisation centred on pinpointing precise printing parameters encompassing temperatures, layering speeds, material pump pressures, and printer accelerations.

Our team's overarching goal is the creation and advancement of innovative technology facilitating the printing of boats and other maritime objects.

**RESEARCH &
DEVELOPMENT**

COMMERCIALISATION STRATEGY

- Tanaruz Boats aspires to secure orders EU-wide, followed by expansion into other markets.
- To facilitate this growth, Tanaruz is executing scaled-up marketing, sales, and PR strategies.
- The marketing approach revolves around enhancing brand awareness and recognition.
- To ensure this, Tanaruz consistently secures coverage in reputable press publications.
- Tanaruz Boats maintains membership with HISWA Recron.
- Active involvement in PR campaigns and trade shows is a consistent strategy for Tanaruz Boats.
- Tanaruz Boats has a dedicated sales and marketing team.
- The Tanaruz application serves as a direct communication tool with customers, allowing them to seamlessly select and order their desired boat immediately.

LEGISLATION & APPLICATION

- Overview of Intellectual Property (IP) and its protection measures.
- Tanaruz Boats has invested in various IP protection strategies to ensure operational security, including:
 - Registration of the brand name as an EU trademark.
 - Ongoing work on IP for (structural) boat designs.
 - Keeping 3D printing calibration parameters confidential as proprietary information.
- In addition to ensuring commercial growth and safeguarding distribution channels, Tanaruz Boats has directed investments towards the development of the Tanaruz Application:
 - Accessible online for IOS/Android users.
 - Empowering users to swiftly order and customise available Tanaruz Boats.



KEY ACHIEVEMENTS

- Creation of two models adapted for streamlined manufacturing, paving the way for a diverse library of designs.
- Deployment of one of Europe's largest fully integrated 3D production printers.
- Creation of the Tanaruz app enabling boat customisation, client tracking, and support.
- Achievement of printing a 6.5m length boat within a week. Compared to manufacturing a comparable boat, this normally takes between 6 months up to a year (depending on competitiveness design).

DEVELOPMENT PLAN

	2024	2025	2026
Technical	<ul style="list-style-type: none">• Attainment of EU safety certification.• Expansion of available designs for customisation.• Initiation of production for various Tanaruz Boats types.• Focus on Intellectual Property (IP) production and patenting technology.	<ul style="list-style-type: none">• Introduction of milling machines.• Targeting average lengths of 8 – 10m.• Ongoing R&D and production optimisation.• Introduction of new designs for customisation.• Focus on second department – construction parts.	<ul style="list-style-type: none">• Reduction of production time for the smallest boats.• Further expansion of production manufacturing capabilities.
Market	<ul style="list-style-type: none">• Targeting a minimum of 38 boat sales.• Full-scale brand introduction into the Dutch market.• Strengthening brand recognition through PR campaigns.• Brand introduction into EU/ intercontinental markets.	<ul style="list-style-type: none">• Aim to increase sales to a minimum of 100 boats.• International brand recognition and development.• Setup Franchise department• Lease-back construction possibilities	<ul style="list-style-type: none">• Achievement of established brand recognition.• Establishment of production facilities outside the EU.
Production	<ul style="list-style-type: none">• Expansion of our production and R&D team.• Establishment of new production facility/facilities.	<ul style="list-style-type: none">• Introduction of material recycling facilities.• Focus on IP protection.• Start production construction (tinyhouses/windmills etc.)	<ul style="list-style-type: none">• Targeting a minimum production output of 150 boats annually.• Expansion of design teams.

BUSINESS PLAN & REVENUE MODEL



Leveraging 3D manufacturing technology significantly reduces manual labour requirements. As a result, Tanaruz benefits from substantially lower manufacturing costs compared to traditional methods, ultimately translating to reduced product prices for consumers.

The selling price of the product encompasses raw materials, electricity, labour, spare parts, third-party materials, and equipment maintenance costs.

2024



- Boat Sales Target: 38.
- Anticipated Revenue: €430.000.
- New Market Focus: EU.

2025



- Boat Sales Target: 100.
- Anticipated Revenue: €4.000.000.
- New Market Expansion: Asia, Australia.

2026



- Boat Sales Target: 150.
- Anticipated Revenue: €8.600.000.
- New Market Expansion: US; Africa.

CONCLUSION

With a steadfast focus on innovation, leadership, and customer satisfaction, Tanaruz is poised for unprecedented growth and success in the years to come. Our expansion plans for 2025 reflect our commitment to pushing boundaries, embracing new opportunities, and solidifying our position as a trailblazer in the 3D printing industry.

As we forge ahead, Tanaruz will continue to uphold the highest standards of quality, sustainability, and integrity, driving positive change and shaping the future of boat manufacturing on a global scale. 3D printing has expanded into various sectors, including aerospace, healthcare, automotive, education, and the consumer market. It is used for prototyping, custom part manufacturing, medical implants, and even in the food industry. Companies employing 3D printing have reported being more cost-effective and flexible. Customers are satisfied with shorter lead times, lower production costs, and the ability to obtain personalized products. Technological advancements in 3D printing have led to faster print speeds, higher resolution, and the use of a wider range of materials, including metals and biological tissue. The popularity of 3D printers continues to rise, driven by technological advancements, diversification of applications, and affordability. This technology has the potential to continue transforming both industries and individuals and is expected to have a lasting impact on production and prototyping.

The value of 3D printers sold worldwide is expected to increase more strongly than the number. Revenue expectations for 2023 show a 19% increase, while the increase in the number of systems sold is expected to grow by 9%. For investors, the 3D printing market offers significant opportunities for long-term growth and returns .

