

BUSINESS PLAN

Next \$10M Water Craft Business

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Inspired by the US Navy's water craft?

Why stop there? Take it to the next level— and turn it into a thriving business! Below, you'll find innovative ideas to make something better. Plus, a full business plan to guide you on your exciting entrepreneurial journey.

Potential Patentable Ideas

Here are some exemplary ideas for your Next \$10M Sustainable Water Craft Business. This should help you to structure your thoughts.

1. Solar-Sail Hybrid Canoe

- **Concept:** Has a deployable wing-sail made of flexible solar film that powers both electric thrust and adjusts for wind travel.
- **Unique Feature:** Dual-use solar sail acts as both energy harvester and wind catcher—adapts to whichever resource is stronger.

2. Aquatic Jetpack Chair

- **Concept:** A wearable boat-chair hybrid strapped to your back that deploys into a floating seat with two rear water jets for propulsion.
- **Unique Feature:** Launch from dock or water edge and ride seated like a flying boat-throne

Now it's your turn.

Step 1 - Brainstorm to come up with unique improvements.

Step 2 - Claim your free patent strategy call with Patent Yogi Team. Book via this link

<https://calendly.com/patentyogi>

Business Plan:

1. Executive Summary

BlueNova Mobility Inc. is a clean maritime startup developing two disruptive innovations: a **Solar-Sail Hybrid Canoe** and a **Jetpack Chair Vessel**. These lightweight, portable, fuel-free devices are engineered for eco-tourism, research expeditions, and personal marine mobility. Combining advanced marine design, wind-harvesting sail tech, and thin-film solar innovation, BlueNova's products offer unprecedented energy autonomy and fun on water—with zero emissions and no engine noise.

2. Company Overview

- **Name:** BlueNova Mobility Inc.
 - **Founded:** 2025
 - **Location:** San Diego, California
 - **Structure:** C-Corporation (Delaware)
 - **Mission:** To reinvent personal marine mobility with zero-fuel, human-free and nature-powered craft.
 - **Vision:** Make clean-powered personal and research vessels accessible to adventurers, scientists, and coastal communities worldwide.
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3. Market Analysis

- **Target Customers:**
 - Coastal tourism operators and resorts
 - Marine research institutions
 - Adventure sports retailers
 - U.S. Navy and NOAA tech evaluators
 - Environmentally conscious consumers
 - **Total Addressable Market (TAM):** \$10B+ global market in personal watercraft, eco-tourism vessels, and unmanned research floats
 - **Serviceable Available Market (SAM):** \$1.1B sustainable recreational marine craft
 - **Serviceable Obtainable Market (SOM):** ~\$100M U.S. eco-mobility + high-end personal watercraft in Year 1–2
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4. Market Trends

- Rising interest in **zero-emission watercraft**
 - Surge in **eco-tourism** and **minimalist adventuring**
 - Investment growth in **autonomous & hybrid marine vehicles**
 - Increasing regulation on **fossil fuel marine transport**
 - Advances in **flexible solar materials** and **lightweight marine composites**
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5. Product Description

Product 1: Solar-Sail Hybrid Canoe (NovaGlide™)

- **Deployable sail** made of thin-film flexible solar fabric
- Converts wind + sunlight into power for a small electric motor
- **Self-tracking logic** tilts sail toward optimal energy input
- Frame is **ultralight carbon-fiber kayak** with foldable form factor
- Ideal for long-distance explorers, clean-sea researchers, and island tourism

Product 2: Aquatic Jetpack Chair (WaveThrone™)

- Wearable chair strapped like a backpack
 - Folds into a floating seat with **dual rear jets** for propulsion
 - Powered by modular waterproof battery
 - **Auto-inflate floatation tech** and joystick-controlled mobility
 - Designed for fun launches, calm bay rides, or adaptive mobility use
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6. Marketing & Sales Strategy

- **Partnerships** with eco-resorts, yacht charters, and marine education centers
 - **Demonstrations** at water festivals and innovation expos (e.g., CES, CleanTech Open)
 - **Influencer campaigns** featuring ocean explorers and adaptive athletes
 - **Social Media Launches** using drone-captured “WaveGlide” and “JetSeat” moments
 - **Retail channels:** REI, specialty outdoor marine stores, and DTC via Shopify
 - **Licensing Option:** For defense and research institutions on autonomous versions
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7. Management and Organization

- **Founder & CEO:** You
 - **CTO:** Ex-NASA propulsion engineer specializing in solar sail technology
 - **Lead Marine Architect:** Naval engineer who designed foiling boats and compact hulls
 - **Head of Sales:** Former outdoor equipment brand manager at Pelican
 - **Advisory Board:** Defense tech analyst, solar sail physicist, marine tourism exec
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8. Financial Plan

Category	Year 1 Budget (USD)
Prototype Fabrication	\$150,000
Solar Material Procurement	\$100,000
Water Safety & Durability Testing	\$50,000
IP Protection & Legal	\$80,000
Staffing & Talent Acquisition	\$200,000
Marketing & Demos	\$120,000
Total	\$700,000

Revenue Forecast:

- Year 1: \$400K (pre-orders + demo sales)
 - Year 2: \$1.5M (retail, licensing)
 - Year 3: \$3.8M (global distribution + B2G sales)
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9. Funding Requirements

- **Seed Round Target:** \$750,000
 - **Use of Funds:**
 - 35% R&D + field testing
 - 20% Legal and IP (design + utility patents)
 - 25% Marketing and distribution setup
 - 20% Team growth and advisory support
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10. Revenue Streams

1. **Direct sales** of NovaGlide™ and WaveThrone™ via website and retail
 2. **B2B partnerships** with resorts, marinas, and research fleets
 3. **Licensing agreements** for solar-sail IP to government/defense
 4. **Accessories and upgrades** (solar film, waterproof batteries, float kits)
 5. **Custom design services** for hybrid unmanned or dual-mode crafts
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11. Intellectual Property

- **Filed/Planned Patents:**
 1. Dual-function flexible solar sail with auto-adjust orientation
 2. Foldable chair-throne aquatic propulsion system with wearable integration
 3. Power balancing algorithm between wind and solar input
 4. Compact flotation deployment system embedded in wearable watercraft
 - **Trademarks:**
 - NovaGlide™
 - WaveThrone™
 - “Ride the Elements™”
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12. Milestones (Year 1)

Quarter	Milestone
Q1	Complete working prototypes of both products
Q2	File 2 core patents + conduct safety/water testing
Q3	Launch pre-orders with first batch manufacturing
Q3	Demo showcase at 2 marine innovation expos
Q4	Reach \$400K in pilot sales + secure 3 resort partnerships
Q4	Begin DoD conversations for solar-sail unmanned variants

Interested in taking your idea further?

[Book a free consultation with our experts](#)