



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



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



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**

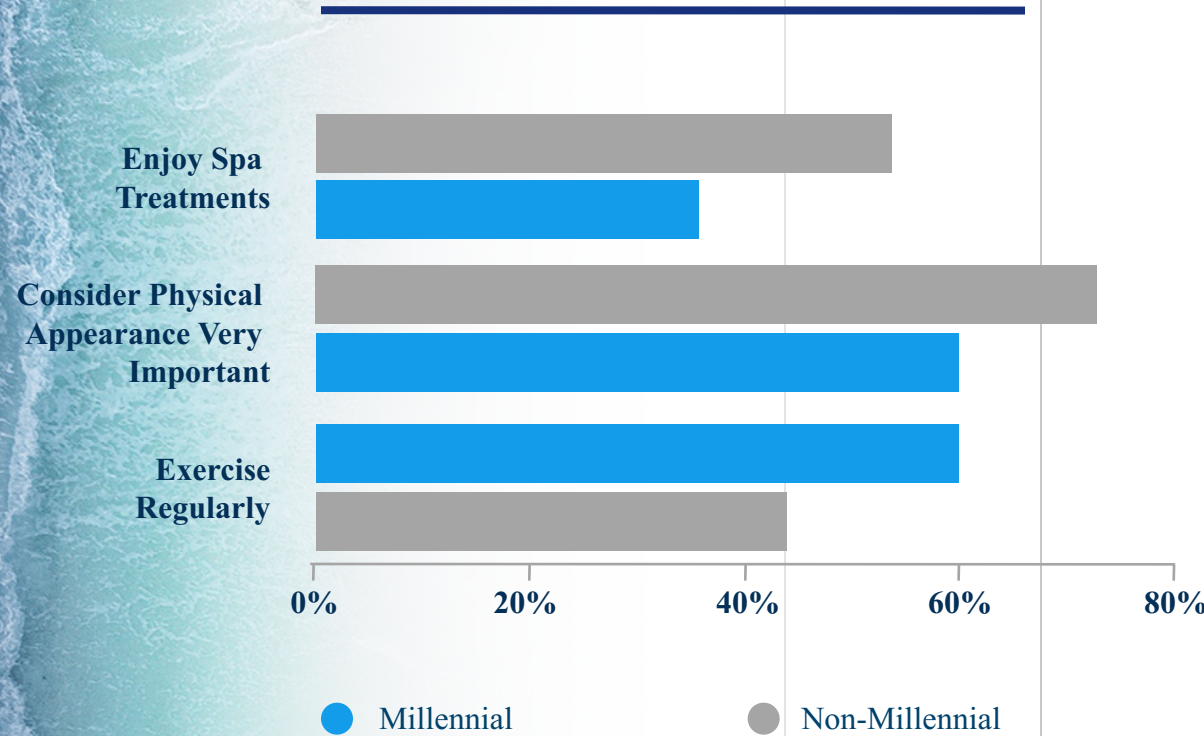
42

Million

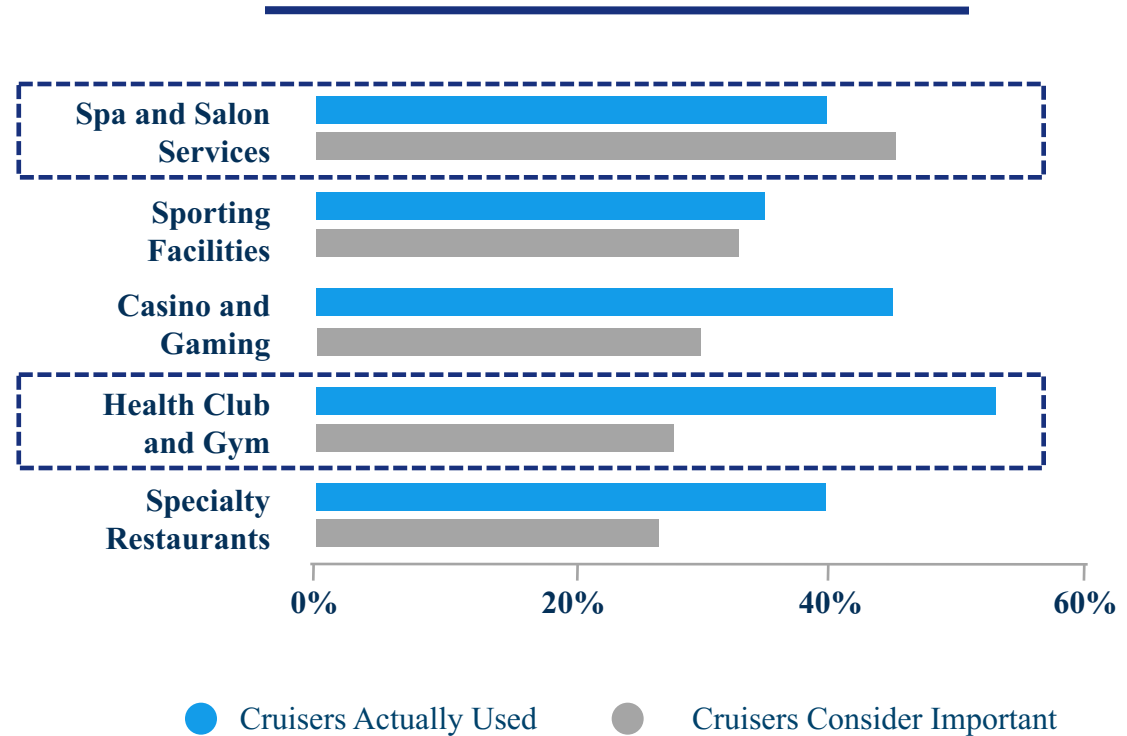
**U.S health-conscious
consumers
ages 35–65**

INTERESTED IN ACTIVITY AND WELLNESS

Millennials Are Most Focused on Health & Wellness



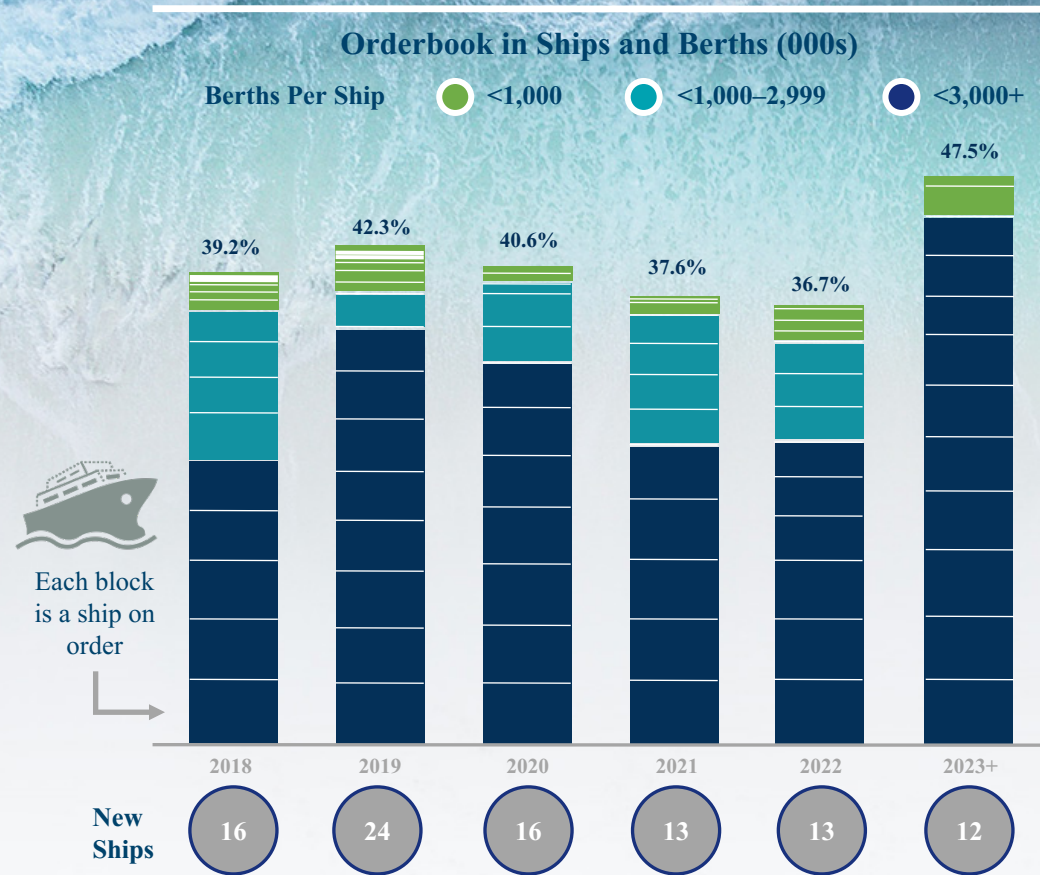
Wellness Is Increasingly Important to Cruisers



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













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.

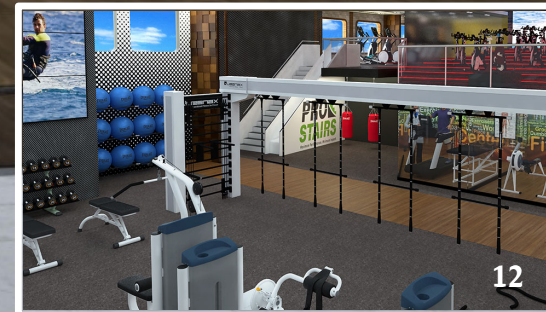
CATEGORIES	RELATIVE POSITION	COMMENTS	KEY POINT OF DIFFERENCE	COMPETITION COMMENTS
Emotion / Attitude		Assertive, In Control, Self Actualized		Varied / Unclear
Formality / Shipboard				
Design		Forward, Contemporary, Nautical Design		Most Competition is Luxury vs. Casual Sophistication
Cabins		Competitive 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



HEALTHY MENU

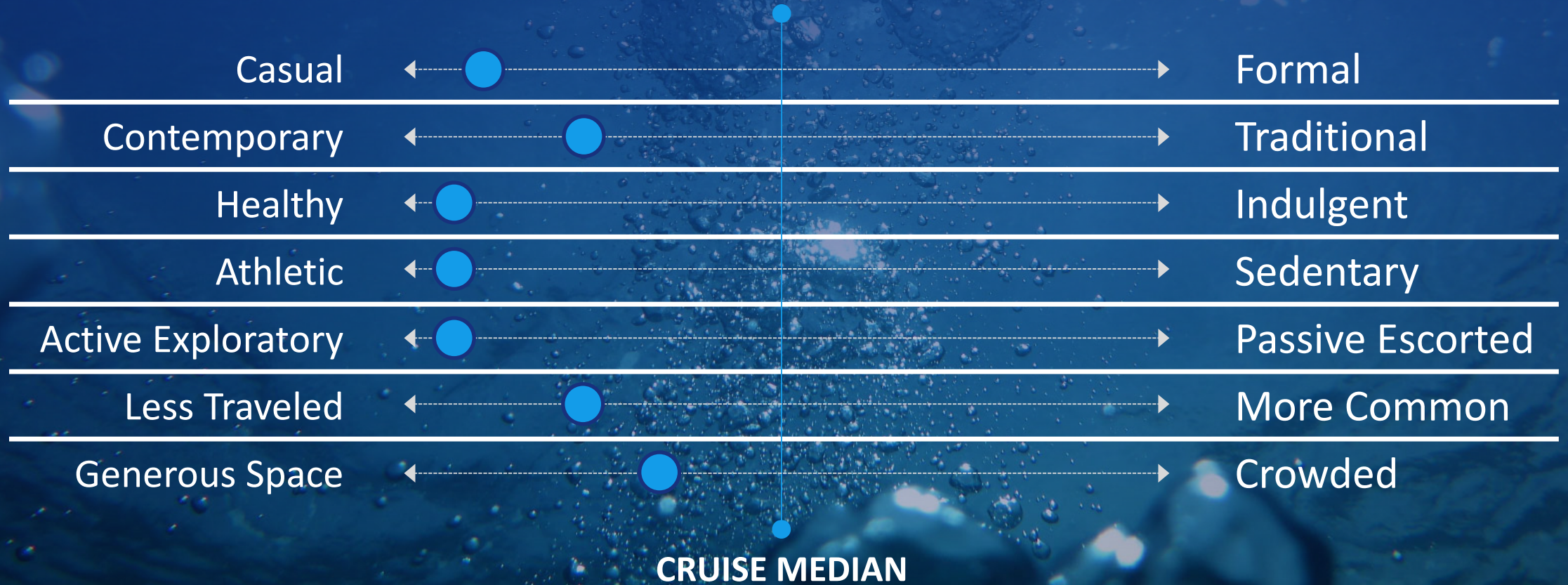
Wide range of healthy menu options



ACTIVE SHORE EXCURSIONS



CREATES A PRODUCT FOCUSED ON ACTIVE LIFESTYLES



RESULTING IN A SINGLE FOCUSED MISSION

1

One Mind / One Body

Committed passengers and staff

2

Healthy menu options

3

Active Shorex

4

More activity space / passengers



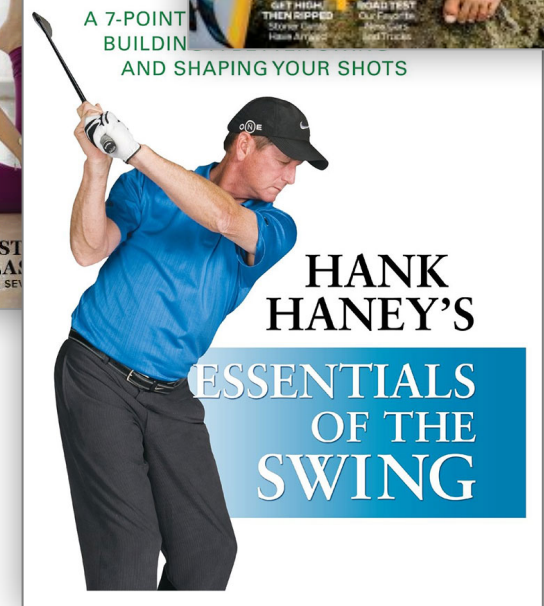
Sophisticated, relaxed,
environment committed to
healthy athletic active lifestyles
and personal discovery.

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

OWNER/INVESTOR SALES STRATEGY

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

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
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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%

Revenues:

Total Revenues	\$67,200,000
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Expenses

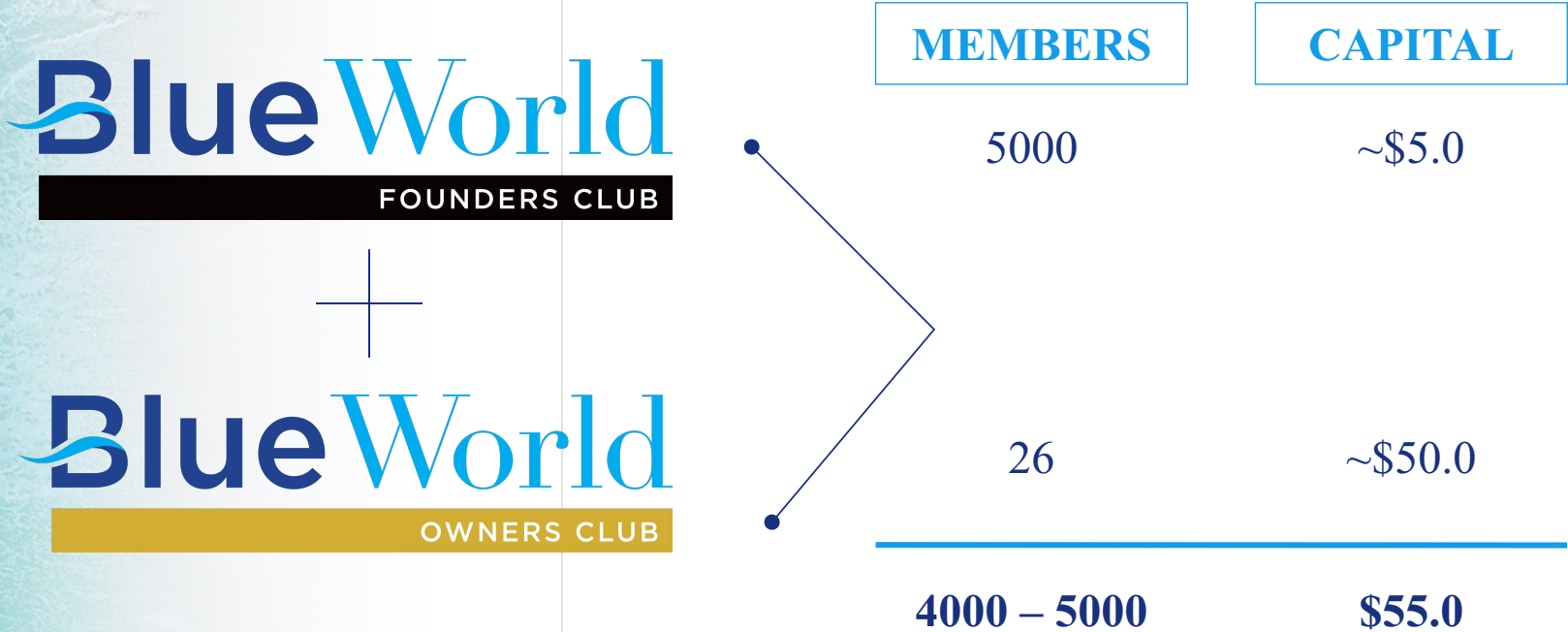
Build-Out	\$8,800,000
Sales Cost (Commissions)	\$5,734,000
Legal	\$210,000
Marketing, PR, Sales	\$1,719,000
Total Expenses	\$16,463,000

Projected Net Funding from Owners Suite Sales

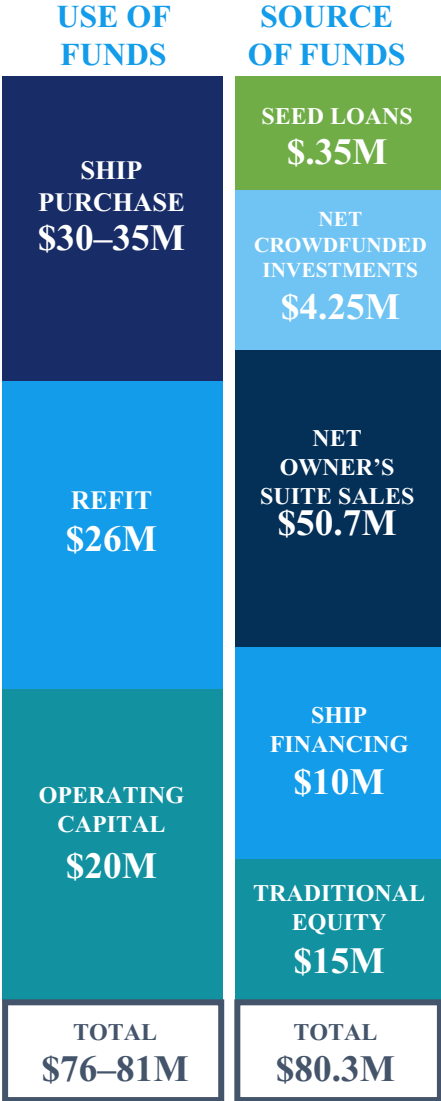
\$50,737,000

INVESTOR OWNER / PARTNERS

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



With commitment and incentives to continue loyalty over time.



CONSERVATIVE ASSET INVESTMENT AND PRICING



Acquiring and renovating
existing ships lowers
investment costs and break
even



Allowing for lower / all
inclusive structures vs
luxury competitors



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

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
Total Revenue		\$27,716	\$80,026	\$101,589	\$144,674	\$162,371
Operating Expenses						
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
Net Income*	\$(2,936)	\$(794)	\$7,778	\$16,278	\$23,156	\$24,511
EDITDA	\$(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

