



# professional services

market  
products  
testing  
advertising  
reporting  
alliances

blue company development

*Product Action Plan for Waterfront Renovation*

# niche markets

## clean water & clean marinas

The primary market is estimated to be 18,000 marina sites. 12-14,000 existing sites, and 4,000 sites under development, repair or permitting. Currently, clean marina programs are active in over 19 states. Clean marina designations comprise less than 8% of all existing sites. Clean Marina sites are benchmarks for Waterfront Learning Laboratories.

TECHBlue contacts an inter-disciplinary group of professionals:

|                                |                              |
|--------------------------------|------------------------------|
| Marina Owners                  | Marine Contractors           |
| Clean Marina Managers          | Environmental Educators      |
| Marine Equipment Manufacturers | Environmental Regulators     |
| Marine Biologists              | Real Estate Appraisers       |
| Building Officials             | Green Building Professionals |
| R&D Professionals              | Non-profit Administrators    |
| Civil Engineers                | Architects                   |
| Structural Engineers           | Landscape Architects         |
| Grant Writers                  | Waste Water Professionals    |
| HVAC Professionals             | Waterfront Journalists       |



## review feasibility

Conduct a brief proprietary analysis of product potential in waterfront renovation markets:

**Market assumptions for expansion to a \_\_\_\_\_ location.**

**Market focus by segment:**

**Marina Development, Clean Marina, Marina Renovation, Waterfront Homeowners**

**Market share projections:**

**Product introductions, Ramp-up projections, Competitive comparisons**

**Favorable regional market factors:**

**Freight and quality control resources**



| Category   | Marinas     | Expenditure | 10 Years Market            |
|------------|-------------|-------------|----------------------------|
| 1          | 180         | \$25,000    | \$45,000,000               |
| 2          | 360         | \$15,000    | \$54,000,000               |
| 3          | 540         | \$10,000    | \$54,000,000               |
| 4          | 720         | \$5,000     | \$36,000,000               |
| <b>All</b> | <b>1800</b> |             | <b>TOTAL \$189,000,000</b> |

Review potential for Primary Market Area



# products

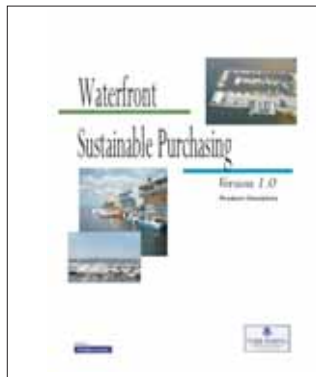
## most impact

Position product technology to produce the greatest positive impact on waterfront renovation. Strive for “water-neutral” goals.

## most effective

Position product technology to influence cost savings for waterfront property owners and marine contractors.

Position product technology to influence regulatory standards for waterfront construction and recreational boating activity.



Sustainable purchasing programs



Boat wash down areas impact the waterways



## research & development

**Core Products** are the main income producing brands and services your company presents to the waterfront market

The process will explore all avenues which enhance and optimize the core product arsenal for clean water and clean marina uses.

**New Product Development** – concepts and ideas are presented to feed the product pipe-line and improve product life-cycles. TECHBlue facilitates new product technologies, in various stages of development.



Inland boat storage reduces waterway impact



Clean water priorities



# testing

## overview

TECHBlue develops independent data for specific waterfront product applications and warranty reviews.

Waterfront sites endure severe site and weather changes. Relative to typical material life-cycles, waterfront conditions may affect the long-term quality of materials. TECHBlue coordinates professional testing services for waterfront construction products. By example:

- wind load testing
- water absorption testing
- salt spray testing
- water recapturing totals



Waterfront testing examples

## what's available

A review of specific material testing procedures and quality control practices, which are site specific and application specific.



## certifications

Not all products maintain certification, nor do manufacturers present complete information. TECHBlue provides a review:

- what's available, versus what's required
- site specific applications versus best practices
- necessary versus cost effective

# advertising

## approach

TECHBlue investigates the most cost effective approach to product advertising. In a digital age, it may not be necessary to spend money on printed materials to introduce your products or new concepts.

Niche industry publications have several avenues to help small companies.



Product notices distributed monthly

## resources

**Publications** – a listing of boating and waterfront trade magazines (over 200) with advertising programs, circulation effectiveness and cost.

**Feature trade articles** – as presentations for environmental, clean water and clean marina programs.

**Blue Review & Product Notices** – are printed in digital formats and distributed to TECHBlue Center proprietary contact lists.

**Web site preparation** – special formats for paperless distribution.



Blue Review distributed quarterly



Feature trade industry articles

# reporting

## portfolios

TECHBlue publishes marina portfolios highlighting sustainable building and environmental applications.

TECHBlue Portfolios help demonstrate industry leadership.



Clean Marina portfolio book

## building demonstrations

Various display technologies are available to present data on green buildings and environmental effectiveness.

TECHBlue coordinates software input for presentations.



Touch screen information kiosk

## digital formats

TECHBlue produces data and information in a number of digital formats to streamline company procedures and teaching tools.

## marina & community awareness

TECHBlue promotes community awareness programs and helps enlist marine industry participation.

TECHBlue maintains a list of community projects which present a forum and product display for new environmental applications.



U.S. Coast Guard Auxiliary instruction at Marina Day event

# alliances

## trade affiliations

TECHBlue maintains membership in a number of industry trade organizations.

TECHBlue is a contributor to a number of community and professional alliances. Associates and collaborators are encouraged to help sustain the development of these open resources.

## marina learning laboratories

A select list of potential projects and site specific marina applications for your products. Waterfront Learning Laboratories are natural test sites.



Action Plan for marina renovation

## manufacturing resources

Manufacturing processes and management systems, which optimize your networking resources, are constantly updated.

## collaborate

TECHBlue develops proprietary tools to help integrate new products into site specific applications. Digital reference libraries are maintained as collection points for project information.

## waterfront professionals

TECHBlue coordinates waterfront expertise with related professional groups (i.e. scientists, engineers, educators, regulators, community leaders) to insure an inter-disciplinary process.



*Independent Inter-disciplinary Industry Specific*

thank you  
for your interest

**TECHBlue Center**

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