

H07040 – European Intellectual Property Rights for sale

Surf-launched Recreational Remote Controlled Bait Boat

- Opportunity to purchase the Intellectual Property Rights (IPR) in Europe for a world first product in a niche market.
- Purchase of the European IPR will grant the buyer exclusive manufacturing, trading and distribution rights in any or all of the 30 European States of his choice.
- Bait boats are used by anglers and fishermen the world over; however the Surf-launched Recreational Remote Controlled Bait Boat has many key features and capabilities that make it unique in the market.
 - It is fully submersible, totally self-righting and unsinkable.
 - It can be launched in the sea or large lakes in waves of up to 2m.
 - It is able to plough through surf, transverse huge swells in the ocean or on windy dams and lakes, and jump the crests of 1.5m rolling waves.
 - It can be totally submerged in the waves re-appearing fully righted each time and will stay on course in wind and rain.
 - It has a powerful, yet quiet, motor and can reach speeds far exceeding ordinary carp bait boats used on dams, rivers and lakes.
- The product has appeal for both anglers and family recreational use and therefore has an extended niche market reach compared to other bait boats.



- Demand for the product has been proven in South Africa with a high level of positive feedback from its users.
- The market for carp bait boats in Europe is well established, particularly in the UK.

Highly profitable business model

- The marketing, manufacturing and distribution of the product will provide a highly profitable business model:
 - § Recommended Retail Price: over £800 (€1,200)
 - § Cost to produce: under £400 (€600)
 - § Estimated annual demand: 2500 boats per year
 - § Potential annual revenue: £1.7m (€2.5m)
- The product offers profit margins approaching 100% of the production costs which will provide an excellent return on investment.
- Further potential exists to sell £750 (€1,125) worth of accessories thus further increasing the business value of the product.
- Both the product design and its fabrication processes are fully developed and ready for commercialisation.



Offers are invited for the European Intellectual Property Rights (IPR)