



Press Kit
- Summer 2017 -

Click & Boat in a few words

Why Click & Boat ?

Launched in September 2013 by Edouard Gorioux and Jeremy Bismuth, Click & Boat is the result of an obvious report: millions of boats are left dormant in the European ports and represent an important cost for their owners (maintenance, berth, insurance).

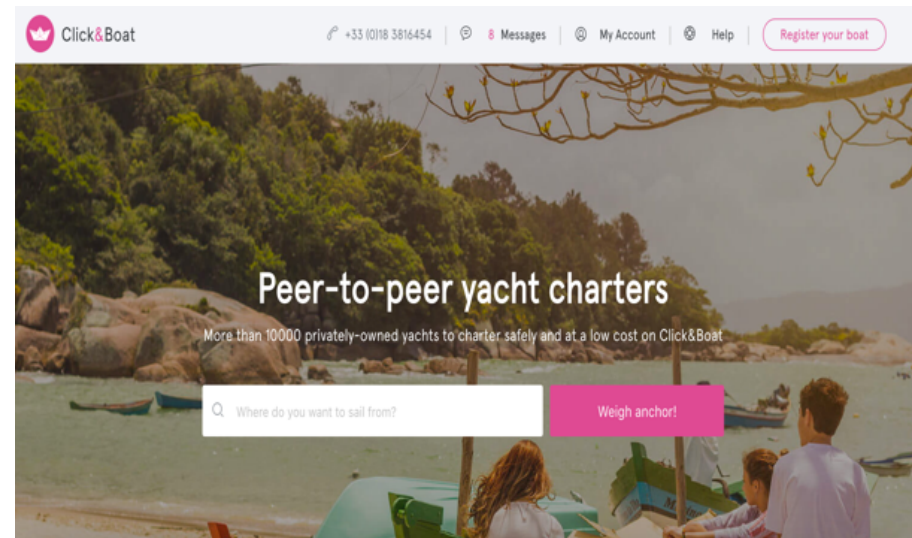
Indeed, the figures speak for themselves: in France, a boat is sailed on average about **ten days a year** and costs about **10% of its price** each year to its owner. At the same time, many people wish to sail cheaply but do not have the means of becoming owner.



What is Click & Boat

Click & Boat is a **collaborative consumption platform** launched in the wake of Airbnb and BlaBlaCar in December 2013 that **connects boat owners and potential renters**. The advantages? A simple, convivial and user- friendly platform as well as a daily comprehensive insurance proposed to the owners.

It is also an up and coming French start- up with international ambitions (it recently raised a 700,000€ fund to accelerate its development, and is now dealing to raise a 3 000 000€ fund).



How does it work ?

For the owner

Individuals wishing to rent their boat create a free announcement on the website Click & Boat. They set their pricing, indicate their availabilities and detail the equipment of their boat. Their announcement is then posted after being approved by Click & Boat's quality service.

For the tenants

Individuals who seek to rent a boat enter their harbor of departure and their dates of hire. A list of available boats is displayed, they select the ones they are interested in, and contact their owners. As soon as a lease application is accepted, they can pay directly online to book a boat.

The exchange between the owner and the tenant (Check-in ; Check-out)

The owner and the tenant meet each other the day of the hiring, and after having done a report of any damage or defects on the boat together, they sign a rental contract (pre edited and completed by Click & Boat) prior key exchange. The same formalities have to be performed once the boat is returned. After the rental, both the owner and the tenant evaluate one other.



400 000
messages sent



96%
satisfied



13,5%
commission



10 million €
donated to the owners



15 000
rentings



60 000
members



35%
cheaper



7 000
boats



2 millions
visitors / year



450%
growth in one year

KEY FIGURES

Click & Boat family



The founders

Jérémy Bismuth : (From Marseille, into Motor Boat)

He studied at Sorbonne and Dauphine, and has a real passion for sailing and power boating.

Edouard Gorioux : (From Brittany, in love with sailboats),

Graduate of Supélec, he worked 3 years as financial advisor before engaging himself in a humanitarian project during which he did a Sailboat journey in Brazil.

His credo : « *Done is better than perfect* »



The team

In a few months, the team expanded and has now twenty employees with varied and complementary skills. All capacities are combined to bring the best to our startup, in particularly for its international development thanks to international collaborators coming from Croatia, Italia and Spain.

« From the beginning of our adventure, our goal was to bring together motivated people who believed in our project. We are now settled in Boulogne-Billancourt and working on a barge !

The owners are delighted: **Martine's testimony**



Martine

Owner of a sailing boat in La Rochelle, France

Is Click & Boat your first collaborative consumption experience ?

« I already knew and practiced carpooling since two years but Click & Boat was my first boatpooling experience ! »

What do you like the most in these peer-to-peer experiences ?

« First I noticed a natural friendliness between users. Give the fact that each can alternately supplier or requester established. But what I like the most is the respect everyone has for the nature and for the equipment. »

And what do you like least ?

« The behavior of the people who dissociate peer to peer consumption but are not in the spirit of sharing. They think too traditionally and still consider themselves as being part of a « seller client » relationship. Thus, when you are in the position of the seller, you can sometimes hear things such as « I pay, I require! » or « I pay so I neglect the material ». You have to show yourself either diplomat or strict. Indeed, sometimes warning the other users is the solution. This is the reason why I appreciate the fact that users evaluate one another. »

Would you recommend Click & Boat to your friend ?

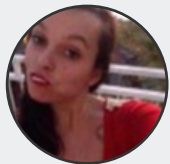
« Yes definitely, I talk about Click & Boat when I have the opportunity and I share my experience because it is great. The boat is shared, people are happy and it is a very good way for me to share expenses while making discover my passion : sailing. »

The tenants are thrilled: **customer reviews**



Jérôme – April 2015

A magical journey around the islands of Lérins. Thank you again Laurent for this beautiful day in family. The picnic was perfect, and we had a lot of fun watching the broom of starving seagulls. It will be a pleasure for us to come back.



Jessica – May 2015

It was a wonderfully day for the bachelorette party for my best friend. Nicolas was very nice and we were pleased to share this moment with him on his boat. Thank you very much and see you soon !



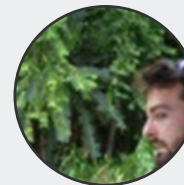
Eric – July 2015

Robert is a very serious a reactive person. We spent an excellent day in the coves and we provide to do it again soon. I recommend Robert and won't hesitate to rent this boat again.



Johan – august 2015

Hello Denis, Thank you very much for the nice sailing day, showing the beautiful coastline, small bays and coves. We also enjoyed the sailing explanation, it is perfect for people with some sailing experience to get extra training. We specially want to thank you for the great hospitality. Best regards, Johan & kathy



Damien – august 2015

Nice and rigorous owners. We were 3 adults and 2 children and the boat was perfect. We leased it between 7h30 and 19h and it allowed us to appreciate our day thoroughly. I strongly recommend this renter who also gave us great pieces of advice and who regularly made sure that we had all we needed.

A simple, intuitive and functional app'

Click & Boat launched in December 2014 the first mobile app allowing everyone to rent someone else's boat safely!

The founders, Jérémy Bismuth and Edouard Gorioux are strongly convinced that this app responds to a real demand:

«Our users often share us their remarks and this mobility is one of their wishes ». Moreover, « almost 500 000 users of the Internet platform for peer- to-peer boat rental are eagerly awaiting the Click & Boat app. It will make their desire to sail even easier to achieve: with ease and in just a few clicks, one can contact an owner and hire the boat of his dreams for his next holiday. »

A clear, efficient, user-friendly and particularly complete app.

It enables the owner of boats to manage their reservation requests alone; and facilitates the tenants in their research of the perfectly adequate boat.

The watchword: book when you want, where you want

Numbers talk for themselves: an increasing number of online reservations are made directly from smartphones or tablets. Jérémy and Edouard, the founders of Click & Boat wanted to offer even more mobility to their owners and renters by allowing them to manage everything from their smartphone.



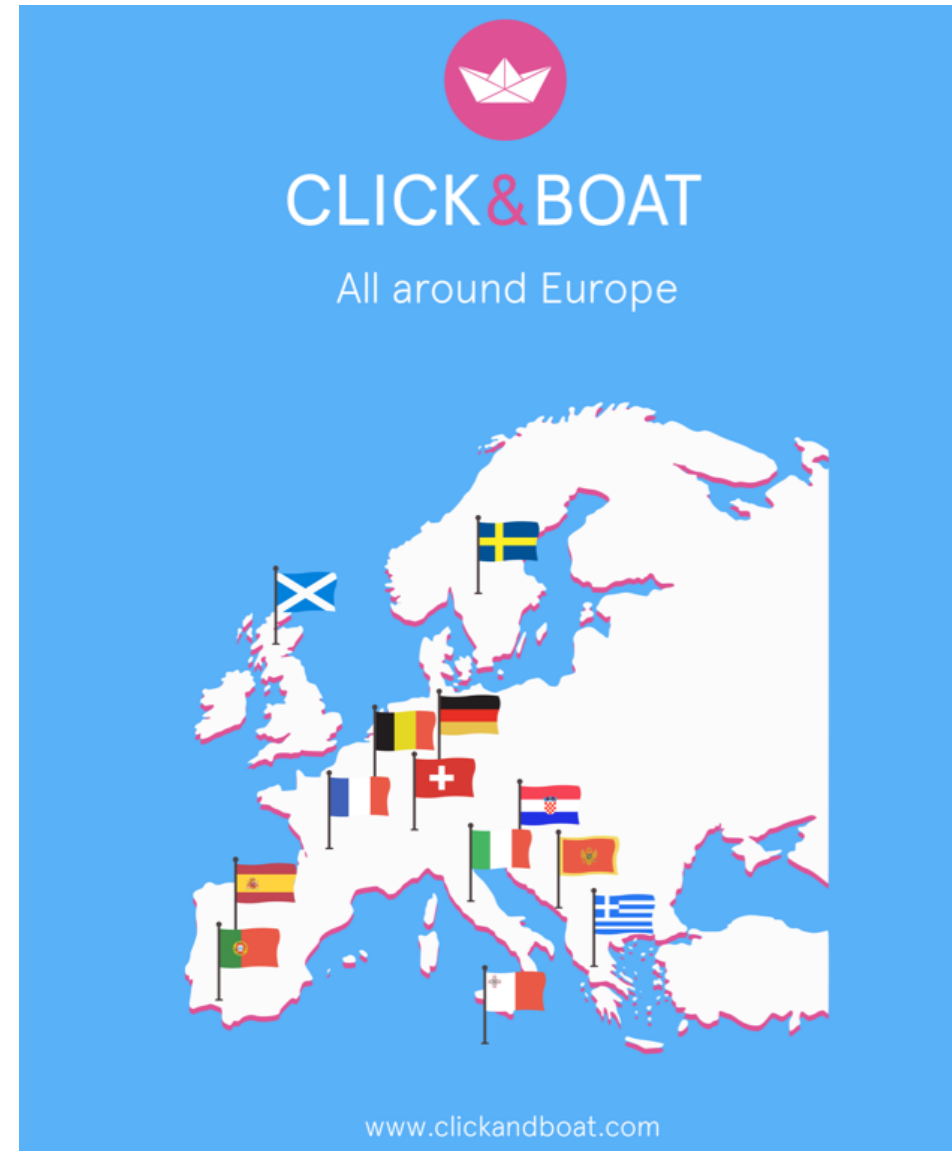
Click & Boat world wide

Thanks to its 5 languages website and its international team, Click & Boat is now présent in more than 20 countries world wide. The young startup just launched in 5 countries : Croatia, Greece, Spain, Italia and Malta where Click & Boat agent can directly deal with owners.

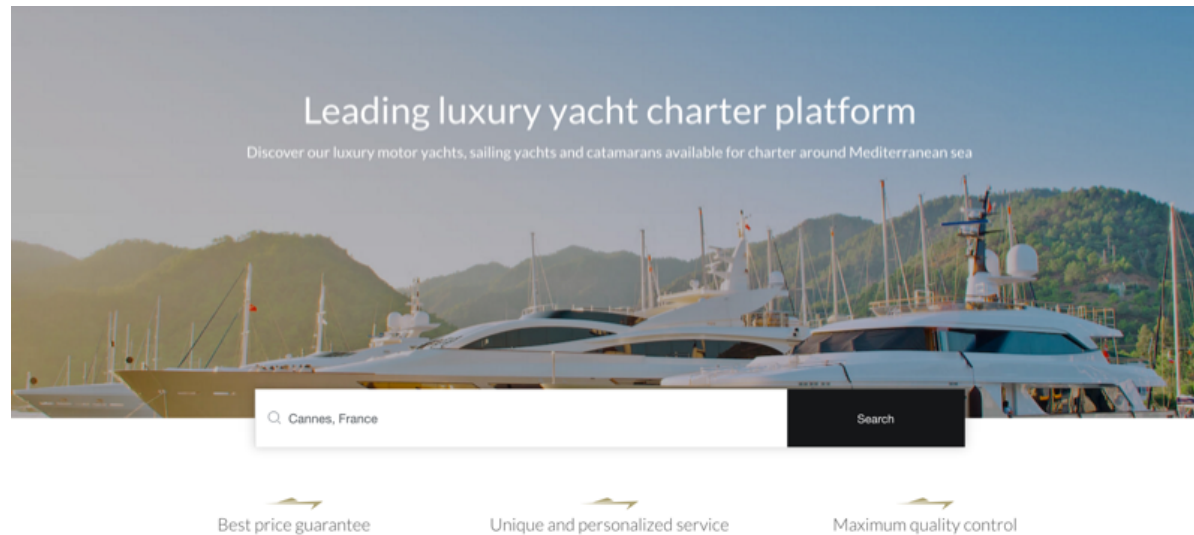
Renters are not only French, they come from every countries.

The website www.clickandboat.com brings a reassuring solution to boaters who were not very comfortable to find a boat abroad, even with the internet.

The website, **really well referenced on the internet** is a perfect solution for tenants to find a boat everywhere thanks to a website translated into their own language and thanks to a multilingual and responsive team



The latest news : Click & Yacht



« Our main focus is to make the yachting world accessible and transparent to the largest number of people »

Click & Yacht is the result of an obvious report: **booking a luxury yacht on the internet for a week or for a few hours is almost an impossible task.**

Launching of a new **luxury yacht charter booking platform on internet** - named Click & Yacht, with already more than 500 referenced yachts- is going to revolutionize the yachting codes and it is expected to **disrupt the way of booking luxury yachts.**

500 Yachts

Longer one: **100** meters

Prices : from **950€** per day to **190 000€** per week

Any questions ?

How to be sure the members of Click & Boat are reliable?

It is sure no one rents his boat to a complete stranger! This is why Click & Boat emphasize on the reliability and the security of its platform. The members (owners and tenants) are systematically assessed. This permits us to remove the boats in poor condition or to drive away the renters that don't respect the equipment. Following our first year, the average ranking was 4,8/5. This demonstrates the reliability of our platform. Furthermore, the peer-to-peer clients tend to take better care of the boats than when they rent through regular agencies: the accident rate recorded after thousands of rentals is very low.

Are the owners and tenants insured?

100% of the boats on Click & Boat are insured for peer-to-peer boat rental. Therefore, all the renters are covered by the owner's insurance and have to put down a deposit (just like they would do during a regular renting) in order to cover the franchise in case of damage. Click & Boat also proposes to its owner members an optional daily insurance charged 26€ by day of lease.

What's Click & Boat business model?

Publishing an announcement is completely free for the owners, such as the registration (for both owners and renters). Click & Boat levies an 11% excl. Tax commission on the transactions.

They talked about us :



Entreprendre

MEN'S UP tv
l'homme au quotidien

Le Monde.fr

Europe 1

ouest
france



La Provence

Challenge^s

Les Echos

JDN
JOURNAL DU NET



CourseAuLarge
PREMIER QUOTIDIEN DE LA VOILE SUR INTERNET

voilesnews
Le magazine internet de la voile

VOILES
et voiliers.com

YOUBOAT
.FR



L'EXPRESS

addyness
Les ressorts de la nouvelle économie



RTL
leberry.fr
TourMaG.com
1^{er} JOURNAL DES PROFESSIONNELS DU TOURISME



rtbf.be

Le Télégramme

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