

Stanley Widmer Associates, Inc.

http://gust.com/c/stanley_widmer_associates

"ONE TOUGH BOAT" summarized the Navy Test Pilots. They failed to break this virtually indestructible boat so we want to build a lot more.

Business Summary: Stanley Widmer Associates, Inc. is an industrial engineering and design firm that recently began building military boats. We improve product function and reduce manufacturing costs through novel and creative solutions for commercial, industrial and government customers worldwide. From original concept through prototyping, we fulfill challenging project criteria and deliver superior, cost-effective solutions.

Product/Services: Our military spec rotational molded boat incorporates Stanley's patented "kiss-offs" throughout the hull. Kiss-offs add structural strength to the rotomolded walls and they offer multiple vectors for shock wave mitigation during shock impacts. Our boat flexes, absorbs violent impacts, and protect occupants, propulsion and gear from trauma. Cross-linked plastic doesn't corrode, crack, rot, rust or dent. It is low maintenance and unsinkable.

Customer problem: Boats built today from steel, aluminum or fiberglass suffer from several inadequacies. They corrode, bend, crack, rot, rust, and jar occupants from repeated wave impacts. They are high maintenance and sink.

Target market: We have developed a boat that is extremely tough, unsinkable, abrasion resistant and requires little maintenance. It will survive the harshest abuse presented to it whether it's a shallow rocky river, rough seas or kamikaze operators and get people home when riddled with bullet holes. Our initial market is US (and US friendly) military and law enforcement. We already have interest from DHS, USCG, Suriname, Australia, India and much of Europe.

Management: What specifically makes our team uniquely qualified to continue this business is the simple fact that we have already accomplished successful projects. After facing innumerable problems and challenges in the design/development/tooling/molding/manufacture of the 7 meter, we delivered a functional prototype to the Navy which was a tremendous success.

Customers: Navy, Army, Coast Guard, Homeland Security, harbor patrol, oil rigs, search and rescue, Customs, Sheriffs, DNR, Fish & Wildlife, riverine operations, basically any Government Agency needing boats.

Sales/Marketing strategy: The Total Cost of Ownership (TCO) of a boat is more than the purchase price. TCO includes all costs associated with owning and operating it. Capital asset purchase considerations must include both the asset cost and other elements of the TCO to reflect actual cash flow. Advantages: 1) indestructible and maintenance free hull, 2) diesel power, and 3) jet drive. Once TCO of a boat is analyzed, our product shines above aluminum and fiberglass.

Business model: SWA will design, develop, manufacture, inventory and distribute superior rotationally molded products. Our central focus and core business is in proprietary products marketed and sold to the marine industry.

Competitors: The competitors we face have aluminum hulls which crack, dent, corrode, sink, and transfer shock to occupants. Examples are 1) Zodiac H733 Mid I/O RIB Boat \$248,744.42 each and 2) U.S. Coast Guard Response Boat - Small (RB-S) \$361,224 each

Competitive advantage: Competitive advantage is ownership of proprietary technology US Patent US6460478 (Widmer - 2002). Greatest barrier to entry is the \$3 million 60 foot rotomold oven.



Company Profile:

URL: <http://www.widmerboat.com>

Industry: Business Products and Services

Employees: 6

Contact:

Andy Stone

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Financial Information (USD):

Company Stage: Full Product Ready

Previous Capital: \$3,000,000

Monthly Net Burn: \$100,000

Pre-money Valuation: \$25,000,000

Capital Seeking: \$6,000,000

Management:

Stanley Widmer, President

Paula Widmer, Treasurer

Andy Stone, General Manager

Gary Gustafson, Design Engineer

Advisors:

Lawyer: Dicke, Billig & Czaja, PLLC

Accountant: Mayer, Porter, Beinhorn & Rowe, Ltd.

Investors:

None

Location:

1406 Prairie Ave. NW, Unit A

Staples, MN, 56479

US

Financials* (USD)	2010	2011	2012	2013	2014
Revenues	1,200,000	1,200,000	9,558,000	16,617,000	21,879,000
Expenditures	1,200,000	1,200,000	9,081,780	13,931,550	17,909,500
Net	0	0	476,220	2,685,450	3,969,500