



The  
Model Yacht  
Club

## MODEL YACHTS IN MIXED REALITY

The Model Yacht Club invents the first e-sport in open air

4.51m



# WHAT WILL SUPERYACHT OWNERS WANT NEXT ?

Source : How intelligent is your business ?  
Superyacht intelligence - The Superyacht Group

Cool stuff

Smart systems

Fun

Toys

Go Anywhere

Innovation

Hybrid

Exploration

Philanthropy

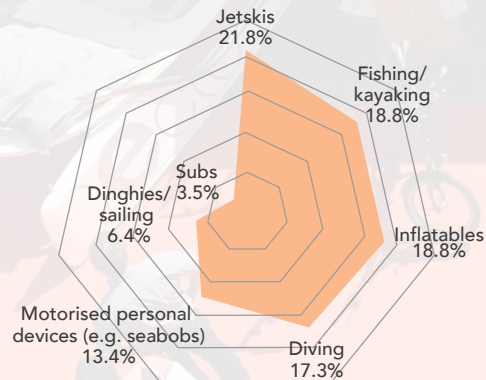
Environment friendly

Efficient  
Technology

# THE SUPERYACHT TOYS MARKET

Today, owners and captains are engaged more than ever in the purchase and management of the equipment on board. As clients become more discerning in the **saturated charter market**, more owners are looking to **promote their yachts** by having a wide selection of equipment with an incredible array of water toys available to guests.

## TYPES OF TOY ON BOARD



## SUPERYACHT TOYS MARKET KEY FIGURES

The annual value of the toy market is 534 million euros for the approximately 5010 superyachts in circulation.

## YACHTS AND SUPERYACHTS KEY FIGURES

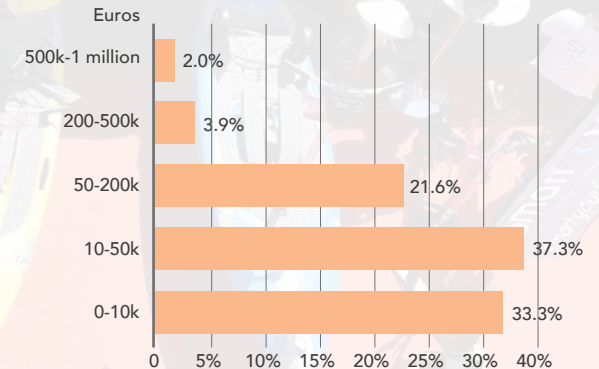
Yachts up to 24m number : > 5010

Yachts between 15 to 24m number : 600 000

## YACHTS AND SUPERYACHTS NEW BUILDING

+/- 125 Yachts of more than 24m are produce per year  
+/- 9000 boats between 15 and 24 m are produce per year

## TYPICAL ANNUAL SPEND ON TOYS



## SOURCE

The Superyacht Annual Report Tenders & Toys 2017  
[The Superyacht New Build Report 2019](#)





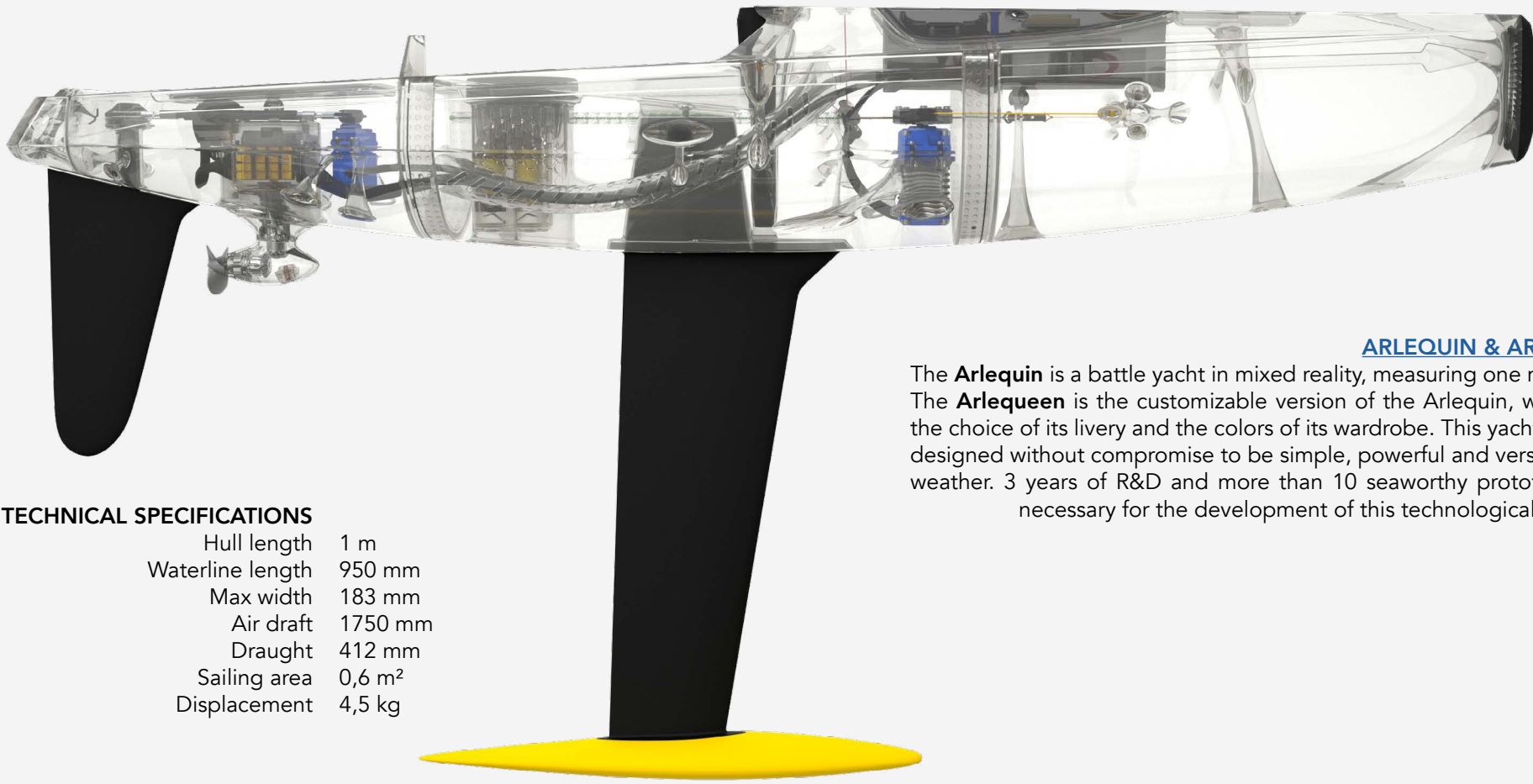
## MODEL YACHTS IN MIXED REALITY

### GAME DESCRIPTION

This brand **new gaming experience** updates the traditional model yacht regattas, with **fun battle racing modes**, thanks to Microsoft HoloLens **mixed reality** headsets. Each game lasts about 15 minutes and is played with a maximum of 12 competitors (real or virtual), sailing alone or in teams. The rules of racing are simple, the only one to know is: Priority on the right. To spice up the parties, the sailboats are equipped with a small electric thruster as a boost or brake, depending on the events and the game mode chosen (regatta, battle / race, capture the flag...). It energizes the games and allows to navigate in low wind condition.

### OUR PARTNERS





#### TECHNICAL SPECIFICATIONS

Hull length	1 m
Waterline length	950 mm
Max width	183 mm
Air draft	1750 mm
Draught	412 mm
Sailing area	0,6 m <sup>2</sup>
Displacement	4,5 kg

#### ARLEQUIN & ARLEQUEEN

The **Arlequin** is a battle yacht in mixed reality, measuring one meter long. The **Arlequeen** is the customizable version of the Arlequin, which offers the choice of its livery and the colors of its wardrobe. This yacht, has been designed without compromise to be simple, powerful and versatile in any weather. 3 years of R&D and more than 10 seaworthy prototypes were necessary for the development of this technological little gem.





## GO TO MARKET & PARTNERSHIP

### MARKETING STRATEGY

- Demonstrations with journalists and influencers from tech, gaming and yachting
- Pictures in iconic sailing spots (castles and gardens, hotels, resorts...)
- Advertising campaign on yachting, luxury and tech press

### PARTNERSHIP ADVANTAGES

- Purpose an innovative toy on board the yachts
- Create links and win the loyalty of the next generation (X,Y,Z) of buyers
- Create unique experiences and events during boat shows, private visits...
- Add Mixed Reality games and applications (learning, sail training, maintenance...) thanks to the holographic headsets and IoT smart systems.

# THE CLUB

The Model Yacht Club is a digital club where each skipper could plan and invite other skippers, to their own private regatta in small committee. Our sailing spot partners (hotels, resorts...) and the future Club Houses in franchise, could create prestige events and sponsored corporate regattas. And each year, The Model Yacht Cup, will be the grand esport competition, organise in partnership with medias and events planner like [The Superyacht Group](#)



## REGATTA CATEGORIES

**Prestige** regattas, combining sailing and luxury

**Corporate** regattas, media and business oriented

**Friendly** regattas, family and entertainment oriented



## THE ESPORT TRENDS FOR THE NEXT 5 YEARS

- More contents about teams (their stories, their lifestyles...)
- More girls (so more interest from [beauty and fashion sponsors](#))
- More physical interactions (emergence of XR Esports)

Source : CES 21 conference  
The Technological revolution of esports



## OTHER SPORT TRENDS

- Growing need of urban people to reconnect with nature
- Sailing has never so much fascinated the general public, brands and medias.
- New societal challenges and digital technologies are replacing the traditional sports model.

## PERSPECTIVES

### SCALE 1 : PRODUCTS RANGE

the reduction of component costs and the arrival of affordable MR helmets around 2024 (less than 1000 €), will allow us to scale the game to a wider audience with new sailboats and accessories.

### SCALE 2 : CLUB HOUSES IN FRANCHISE

Opening of Club Houses in franchise with rental sailboat, boat storage for owners, derived aquatic leisures for all seasons and additional MR games... To make more accessible the practice, especially in large cities.

### SCALE 3 : THE FIRST ESPORT IN OPEN AIR

Model Yachting in Mixed Reality owns unique advantages to generate an important enthusiasm from spectators (streaming) and therefore for media and sponsors (Luxury, Fashion, Tech, Tourism and travel industries...) :

- Amazing places to play all around the world with infinite content possibilities
- Low cost design, making and participation compare to offshore racing
- Innovation laboratory to showcase the creativity of fans and teams
- Fun advertising in Mixed Reality (holograms in the game)



**DWS**  
- Dyna Wing Sail -

DWS is the model yacht builder and the owner of The Model Yacht Club.  
For more information, please visit our website : [www.dynawingsail.com](http://www.dynawingsail.com)



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