



EFoil Bend

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Profile



Isaac Kerstetter

Chief Executive Officer

Efoil Bend is led by a founder with a strong background in outdoor adventure, entrepreneurship, business strategy, and marketing. Years of experience climbing, backpacking, running, fishing, and engaging with outdoor communities creates an authentic connection to the brand's core audience.

ABOUT THE FOUNDER

Strengths and Skills:

- Deep understanding of outdoor adventure culture and customer motivations
- Business and marketing expertise
- Strong communicator skilled at building partnerships and managing client experiences
- Leadership and customer service experience

As the operator, the founder will oversee:

- Lesson instruction and customer experience
- Marketing, branding, and social media
- Retail gear sales and customer consultations
- Financial management and growth planning

Collaborators:

- Manufacturer partners (existing relationship from Efoil Cape Cod)
- Seasonal instructors (summer add ons)

Description of Business



MISSION

To promote adventure and community and create an unforgettable outdoor experience.



VISION

To build the Pacific Northwest's leading efoil business, through lessons, tours, and retail sales.

Product

Efoil Bend is a premium electric hydrofoil lesson and adventure experience launching in Oregon as a regional expansion of the established Efoil Cape Cod business. .

Location

Bend, Oregon is one of the fastest growing small cities in the United States, consistently ranking as a top destination for outdoor recreation and tourism. Its rapid development, strong economic inflow, and high median income make it an ideal environment for launching premium adventure experiences like efoiling

Overall Industry

The efoil industry is one of the fastest growing segments in water sports, driven by advances in battery capacity, lightweight carbon boards, and the rise of experiential tourism. Globally, the efoil market is projected to surpass \$100M by 2028, with high demand in scenic, adventure driven destinations.

Competitors

Despite Oregon's booming outdoor tourism industry, projected at over \$15.6B spent annually, there are very few efoil operators in the region, creating a perfect window for first mover advantage.

Impact

Efoil Bend aims to fill this gap by offering premium, instructor led experiences designed for tourists, affluent adults, and outdoor athletes seeking something new, exciting, and accessible.

Aesthetic



VALUES

- Safety first
- Accessible adventure
- Professionalism and instruction quality
- Sustainability
- Community and connection to nature
- Innovation
- Flow, fun, and freedom

Product + Services



Rent
\$ 400-500 per day

Discounted over longer times.
This includes your eFoil, 1-2
batteries, battery charger, and
shipping.



Lessons
From \$200

FLY over the water in a
private 90 minute eFoil
lesson! eFoils are
surprisingly easy to learn!

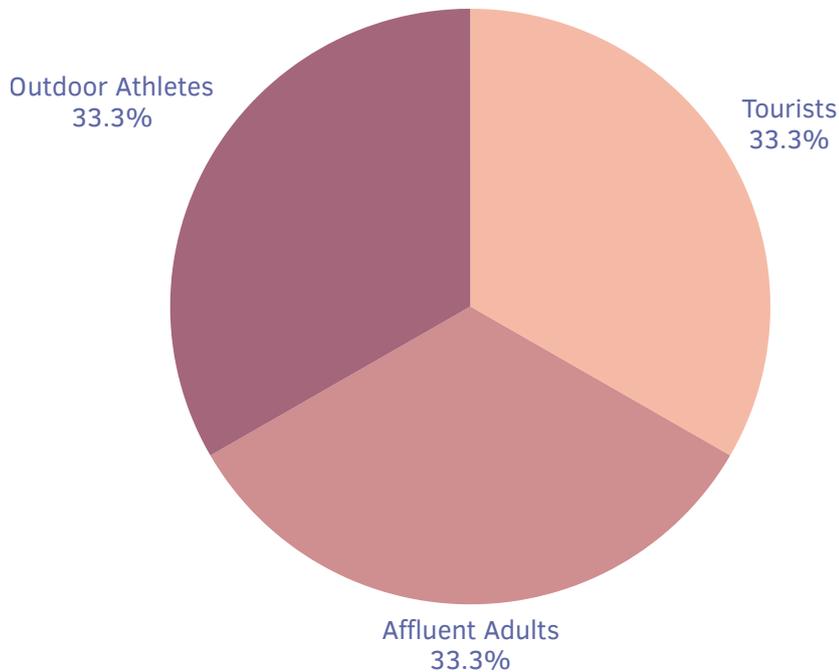


Buy
\$ 12,599-14,499

For large discounts between
\$400 - \$1,000, we can buy
closer to wholesale prices and
provide expedited shipping.

Target Customers

Efoil Bend focuses on three high value customer segments already proven successful in coastal adventure economies:



FILLING A GAP



1. Tourists

- 29+ million annual visitors to Oregon
- Motivated by unique, scenic, bucket list outdoor experiences
- Likely to book premium priced adventure packages

2. Affluent Adults

- High income households
- Looking for exclusive experiences
- Willing to purchase eFoils after demos

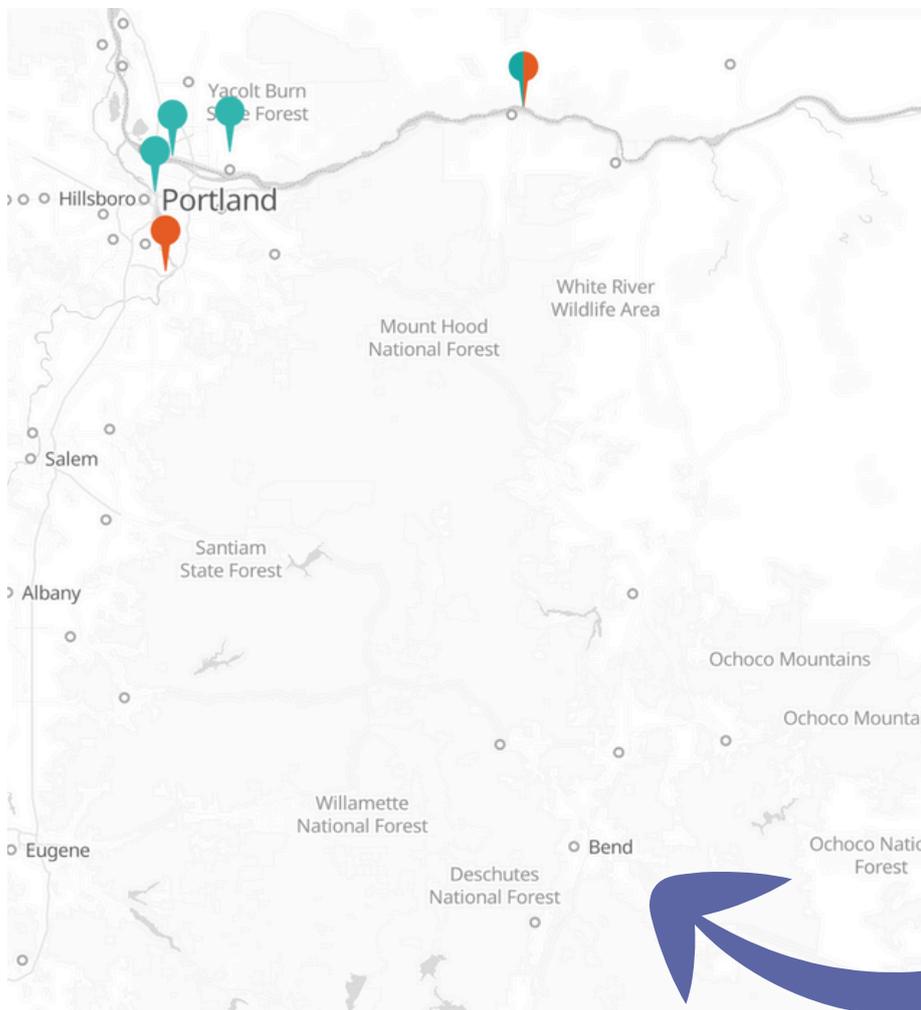
3. Outdoor Athletes

- Surfers, climbers, snowboarders, trail runners
- Regular consumers of new outdoor technology
- Motivated by progression, challenge, skill development

Competitive Analysis

Business	Location	Offering	Notes
Big Winds	Hood River, OR	eFoil demos + Reseller	Largest and most established operator in the region
Efoil PDX	Portland, OR	eFoil demos	Urban audience, smaller scale
Efoil Northwest	Portland, Columbia River area	eFoil demos	Seasonal only, limited lesson structure

Filter By: ● Classic Foil Reseller ● Demo & Reseller ● Demo Partner ● Reseller



OUR COMPETITIVE ADVANTAGE

- First mover advantage: **No direct eFoil competition in Bend**
- Hybrid business: Lessons and retail sales

Overall Industry

MARKET SHARE

Metric	Estimate Year 1	Estimate Year 3
Oregon total annual eFoil market size	~US\$ 1.5 million	~US\$ 1.8–2.0 million
Annual revenue forecast	~US\$ 226k	~US\$ 400-450k
Market share (statewide)	~15%	~20-25%
Niche market share (inland/adventure lakes Bend)	~50%+ of niche	~70-80% of niche



SWOT ANALYSIS – EFOIL BEND

STRENGTHS

- Only efoil business in Bend/Central Oregon
- Premium 1:1 and group lessons
- Manufacturer relationship for retail sales

WEAKNESSES

- New brand with no local recognition
- High startup cost and seasonality
- Requires strong safety and instructional presence

OPPORTUNITIES

- Bend’s booming tourism industry
- Exclusive outdoor adventure experiences trending upward
- Untapped affluent adventure demographic

THREATS

- Competitors could expand into Bend
- Permitting/insurance regulations
- Short season (weather-dependent)

LOGO



OPENING COLLAB (SAMPLE)



THE 4PS OF MARKETING

GUIDED ELECTRIC HYDROFOIL EXPERIENCES

- 1:1 eFoil Lessons (90 min)
- Group Lessons (2–4 participants)
- Retail Gear Sales
- Accessible for complete beginners
- Scenic locations, high quality equipment

PREMIUM VALUE BASED PRICING MODEL

- 1:1 Lesson: \$200
- Group Lesson: \$120–\$140 per person
- Retail Sales: 10–20% commission on \$9K–\$15K boards
- Video Package Add On: \$40–\$60

PROMOTION

- Instagram Reels + TikTok (GoPro POV, drone shots)
- SEO-optimized website with booking system
- YouTube shorts of lessons
- Local adventure influencer partnerships (SICKOS)

BEND, OREGON

- Delivers mobile based lessons at pristine lake locations.
- Online Booking Platform (website + mobile)
- Instagram + TikTok direct messages
- On-site pop up demos at lakes, festivals, and Bend summer events

Financial Plan

STANDARD LAUNCH BUDGET

(3–4 boards) over 100 day period

EXPENSES

CATEGORY	COST
Equipment	\$24,000–\$30,000
Marketing and Advertising	\$500–\$1,200
Daily Operations	\$2000–\$5000
TOTAL	\$26,500– \$36,200

FINANCIAL PROJECTIONS

US\$	FY'26
Revenue	\$76,000
Expenses	\$31,350
Profit	\$44,650



REVENUE

CATEGORY	COST
Sales	\$20,000
Lessons	\$56,000
TOTAL	\$76,000

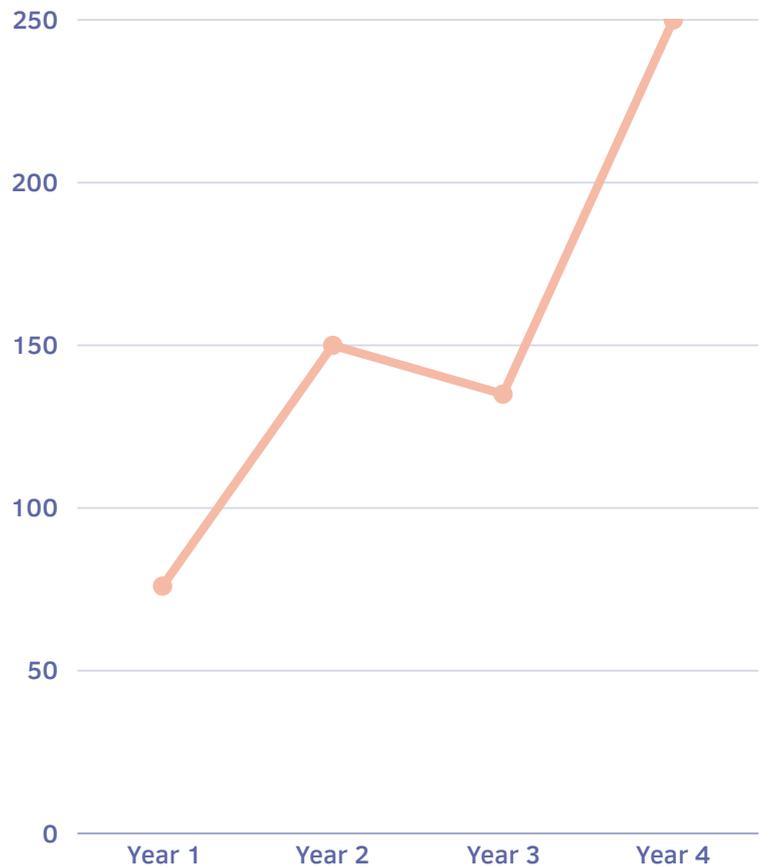


Future Plans

NEXT STEPS

- Finalize launch locations and permits
- Order 3–4 efoils through manufacturer partner
- Build website and booking system
- Create branded content (GoPro, drone, lifestyle shoots)
- Reach out to potential brand partners
- Implement marketing pipeline (social media)
- Hire seasonal instructor support
- Launch soft opening demo days

PROJECTED REVENUE (THOUSANDS)



2026

- Successfully launch Efoil PNW for the first full summer season.
- Book 250+ lessons in year one and reach \$50K+ revenue

2027

- Establish partnerships with at least 3 local businesses

2028

- Expand to multiple locations across the PNW (Hood River, Bend, Portland).
- Add tours, memberships, and a full retail efoil shop.

2030

- Grow revenue to \$150K–\$250K annually and become the region's flagship efoil brand



Contact us for
further inquiries



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