



2021

ANNUAL REPORT

SURF STARTERS INC.



A SUMMER OF SUCCESS

We began Surf Starters to share our years of experience teaching the basics of wakesurfing and eFoiling to friends and relatives, young and old here on Walloon Lake. We live for joy and smiles after the first success – and the laughter after dad's colossal wipeout!

After one summer, we have risen to #1 on TripAdvisor for Walloon Lake.

Our Rapid Ride Method™ for eFoiling and Surfing allowed every rider to find success on the water.

Our eFoil demos were wildly popular with both riders who joined us and onlookers watched to watch the awesome Lift3 from Lift Foil. Surf Starters is a Lift Affiliated company, providing consultation to potential Lift customers.

Our Introduction to Wakesurfing lessons have put smiles on the faces of even the youngest riders.

Next year, we hope to bring joy and success to more people through targeted ads and strategic partnerships with local businesses.

"Every rider found success on the water"

NUMBERS AND IMPACT

30+

Over 30 people successfully learned to Surf or eFoil this summer with the Rapid Ride Method™ developed by Surf Starters.

13%

13% of our total revenue went to online advertising In Facebook, Instagram and Adwords campaigns. Our ads generated 5,842 impressions resulting In 261 clicks. Google Advertising also contributed to a total of 790 Users on surfstarters.com, the bulk of which came from referrals.

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Three platforms; Facebook, Instagram and SurfStarters.com, were the main ways In which we connected with customers. Easy online booking through Amelia, payment through stripe and online waivers through SmartWaiver ensured a smooth experience from the first contact through fulfillment.



OUR REVIEWS SAY IT ALL

Learned a Lot, Had a Blast

"Had a great lesson with Ben. He's a great coach and great person. The best part was that we had about 4 beginners and he was able to provide unique advise to us all."

Joshua G, 5 stars for Beginner Wakesurfing

Tremendous time with Surf Starters

"Amazing session with Ben! He is so organized and methodical about teaching E Foiling. He really makes it do-able and fun. Can't believe my son was up and foiling in his first session! He LOVED it!"

Mark W, 5 Stars for Intro to eFoiling

Great Teachers and Coaches

"What a great couple of young guys! Ben and Aden worked with us over the course of a week and got everybody up behind the boat wake surfing between the ages of 6 and 51. Five people total varying experience from some water skiers Jennifer John Robbie Courtney Margot and Coleman all thank you."

GreenVanDad, 5 Stars Beginner Wakesurfing



WE LIKE TO LOOK GOOD, TOO



Logo



Sticker



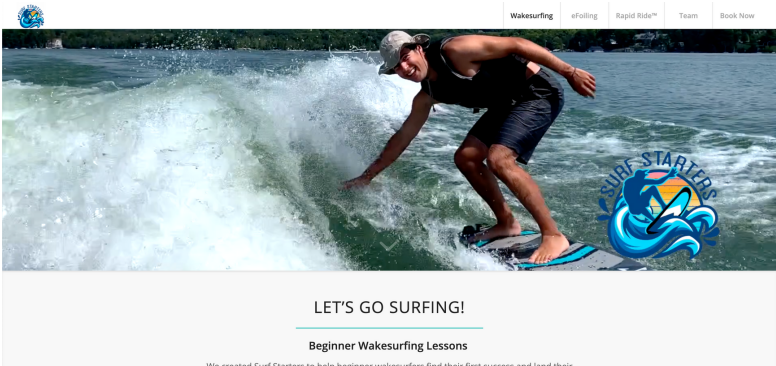
Business Card
Front



Business Card
Back



Facebook and Instagram Advertisements



surfstarters.com homepage
with consistent style
and embedded video



REFLECTING ON YEAR ONE AND LOOKING FORWARD

After one summer, Surf Starters paid back It's operational expenses and turned a profit, all while delivering competence and confidence to people new to water sports.

Our reviews were outstanding for both Wakesurfing and eFoiling lessons, and we never failed to help someone find success on the water.

Through good creative and targeted social media ads, we amassed thousands of Impressions and hundreds of visitors to our website surfstarters.com

Next year, we hope to expand our reach through strategic partnerships with local businesses and a greater online presence

Here's to enjoying watersports on the beautiful Walloon Lake.

Surfs up.
The Surf Starters Team

