MEO River Concept
The 100% eco friendly wave surf
THE TEAM: both natives & surfers from Annecy!

Charles AUBERT
- Project Manager / full time (OSV) -
- DEEP BACKGROUND IN DESIGN
- DEEP UNDERSTANDING OF RIVER ISSUES
- THE RELATIONAL

Lionel MORLET
- Marketing & Finance / part time -
- DEEP BACKGROUND IN MARKETING
- MASTER EXCHANGE PROGRAM IN ENTREPRENEURSHIP AT THE UNIVERSITY OF ST GALLEN
It comes from a dream, a true need!

To surf

where there are no oceans!

www.meoriverconcept.com
Surf in-land is coming:

Wave garden
- Energy +++
- Costs +++ (7M€)
- Impacts +++ (water)
- Surf +++ (real break)

Flow rider
- Energy + (90kW*)
- Costs + (50k€/m²)
- Impacts +
- Surf + (no fins)

Citywave
- Energy ++ (340kW)
- Costs ++ (100k€/m²)
- Impacts ++ (treated water)
- Surf ++ (static)

Unit surf Pool
- Energy ++ (340kW)
- Costs ++
- Impacts ++ (no water)
- Surf ++ (static)

*90kW = annual energy consumption estimated for 238 families of 4 persons
What it takes to rebuild a dam for surfing?

Location: Boise River Park, Idaho, US

- Energy +++ (natural flow)
- Costs + (40k€/m²)
- Impacts +++
  => green solution
  => ecological continuity
  => positive on site
- Surf ++ (static)

Location: Boise River Park, Idaho, US
Water is Life! We need to protect it!
We did found a place in Annecy!
Annecy Wave: the 1st eco-friendly wave surf!
Why is it eco-friendly?

1- THE WAVE
Clean energy
Safety

2- THE RECEPTION
eco-friendly materials
it fits well to the environment

3- THE RIVER
respectful of the ecosystem & the ecological continuity
The THIOU: a river to rebirth!
A public area with different actors to gather
A space to share

Accès principal à la vague
Piéton & Vélo

Accueil activités
Surf & Pêche
- Location
Stockage matériel
- Sanitaires

Seuil réaménagé

Activité interdite
Ilots avec espace naturel
prélèvement aménagements
piétons :
- Bancs
- Poubelles
- Jeux enfants
- Signalétique
d'information sur le
Thiou

Zone de sécurité
de la vague

Activité interdite

Zone de pêche
et/ou espace
kayak

Espace aquatique
préservé

Retenue de régulation

Espace réservé à la balade
du Thiou Piéton et Vélo
A place to share for fun and learn!
Qualitative study on Annecy

More than **400 answers** in 2 weeks!

- **€ 82%** ready to pay for the activities
- **83%** ready to come at least once or twice a month
- **90%** agree to surf until **14°C** (From March to October)
A sustainable economic model in B to C (annexe)

High season (from June to Sept) :
- Open 4 hours/day
- 12 surfers/h (1440 per month)
- 15€/25€ - free session/lesson of 1 hour

Mid (March - April - May - Oct) & low season :
- Open on weekends & holidays
- From 150 to 450 surfers per months

Main cost structure :
- 3 employees full time

Annual revenue : 180k€
Net income : 20k€
The authorities are behind!

The process work is going on!

We need YOU!
3 main steps to setup the wave:

**Step 1**
Studies

**Step 2**
Construction

**Step 3**
Management
Our services!

1- Consulting
- How to build the wave?
- Who are the actors?
- How to generate a local friendly economy?

- And in addition -
Propose a management plateforme

With our partners:
Our Business Model - Consulting

1) Business Model Canvas – MEO S.A.S Consulting Firm

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Propositions</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAM OWNERS (city hall, private)</td>
<td>To sell our expertise to develop the eco-friendly river wave</td>
<td>Create a new place of activity: river wave for surfing, kayaking</td>
<td>B2B to deliver a concept turnkey</td>
<td>DAM OWNERS (city hall, private)</td>
</tr>
<tr>
<td>HYDROSTADUM: hydropower engineering firm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEPMA: Swiss engineering school</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OSV (local companies)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Resources</th>
<th>Answer to river ecological continuity issues: helps sediments and marine life to circulate better</th>
</tr>
</thead>
<tbody>
<tr>
<td>A dedicated team</td>
<td></td>
</tr>
<tr>
<td>A bunch of studies</td>
<td></td>
</tr>
<tr>
<td>A strong network and community</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Channels</th>
<th>Meetings with Politics or private dam Owners</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Cost Structure</th>
<th>Revenue Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 2 employees (part-time) = 50k€</td>
<td>- MEO River Concept's invoice = 50k€</td>
</tr>
<tr>
<td>- Travel costs = 5k€</td>
<td></td>
</tr>
<tr>
<td>- Administrative costs = 5k€</td>
<td></td>
</tr>
<tr>
<td>TOTAL COST STRUCTURE = 40k€</td>
<td></td>
</tr>
</tbody>
</table>

An incredible potential!

To be respectful of the ecological continuity…

More than 60,000 potential dams to be redesigned in France!

In Europe or Switzerland?

Source: ONEMA
Ecological design thinking for local solutions

New strategic Business Model: evolution or revolution? Revolution!

A global design thinking process for a local Cooperative solution!

- A solution by developing a local business
- And helping for a common problem: protect water!
Join the first eco-friendly wave!

Charles Aubert / +33 679 053 711
Lionel Morlet / +33 652 844 205

meoriverconcept@gmail.com
www.meoriverconcept.com
Meo river concept