

Where are you joining us from?

Southwest Harbor...

Write in the chat

Starting in a few minutes 👍

Lobster Profitability Simplified

Partner



We are so glad you are here!



Jay Friedlander

Co-Founder



Jordan Motzkin

Co-Founder

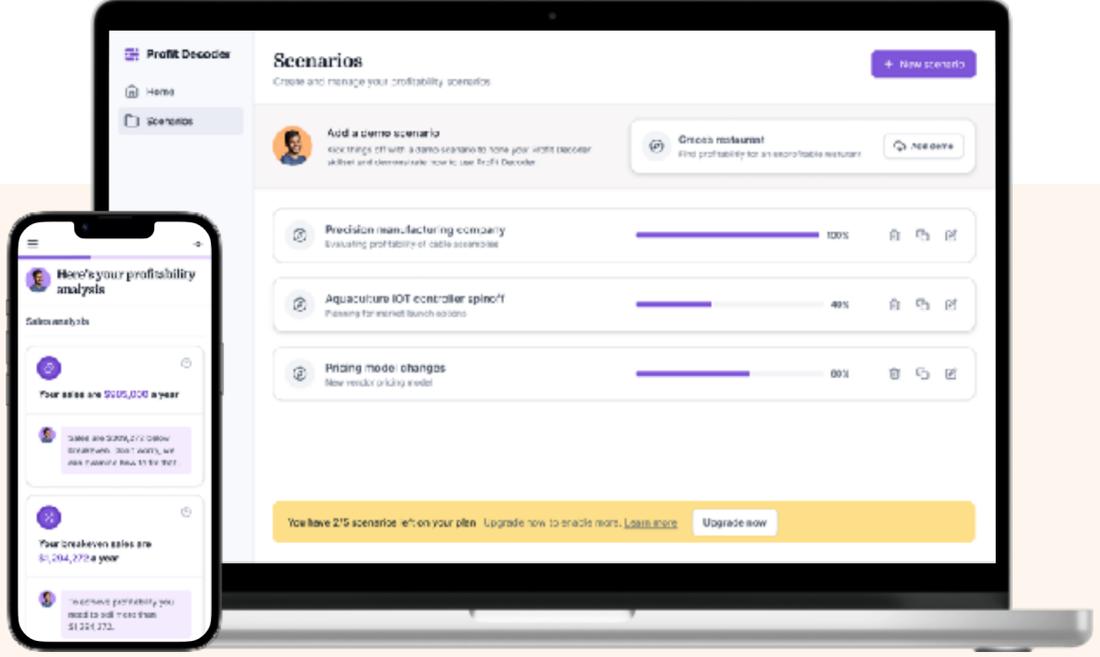


Coaching and software to accelerate profitable growth



Coaching & Training

Essential skills + actionable frameworks



Software

Get a grip on financials in minutes

We have helped 100s of entrepreneurs grow profitably



SANCTUARY KITCHEN



Good Life NATURALS



How this will work



Scheduled to
go for 60m



Participants
will be muted



Ask questions
via the chat



We are recording
this session

Today's agenda

1 The profitability challenge

2 Small changes have big impacts

3 Profit Decoder

4 Questions

5 Get your account

*Thank
you* →



ISLAND
INSTITUTE

✦ Special offer

**Details on how
to get your FREE
Profit Decoder
account at the
end of the webinar**



How painful is understanding your financials?



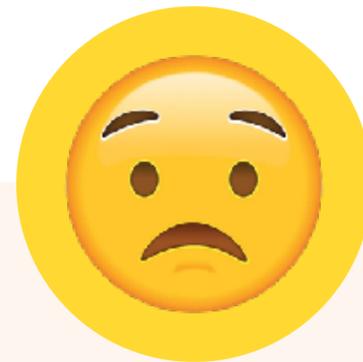
1

No
pain



2

Mild
pain



3

Moderate
pain



4

Severe
pain



5

Very severe
pain

Being a small business owner is tough

4 yrs

84% of small businesses reach profitability



Data shows mentors are vital to small business success

86%

Of small businesses don't review financial statements



Financial Literacy and the Success of Small Businesses: An Observation from a Small Business Development Center 2014

#1

Reason for failure is financial mismanagement



Why do businesses fail? A study of U.S. small businesses 2019

**2024 Maine lobster landings
were a 15-year low.**



March 2025 PRELIMINARY DATA FROM MAINE DEPARTMENT OF MARINE RESOURCES

Soaring costs on fuel, bait, traps, repairs...

Portland Press Herald March 2024 VALUE OF MAINE LOBSTER FISHERY REBOUNDS IN 2023 DESPITE SMALLEST CATCH IN 15 YEARS

In 2024, lobstermen set
285,000 fewer traps.



March 2025

MAINE LOBSTER LANDINGS HIT A 15-YEAR LOW IN 2024

We help you understand your business

1

Conceptual drawings



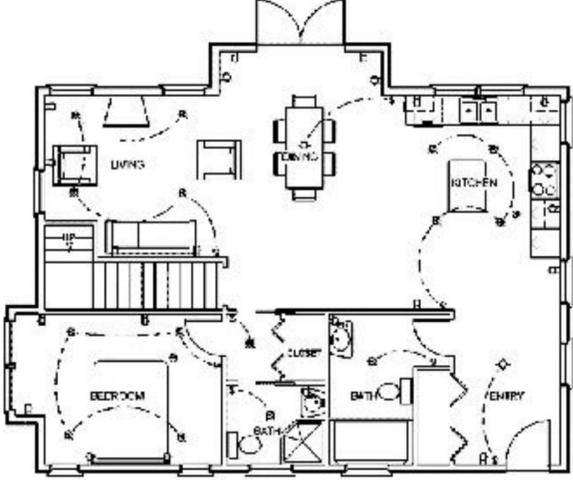
 Profit Decoder

Business model



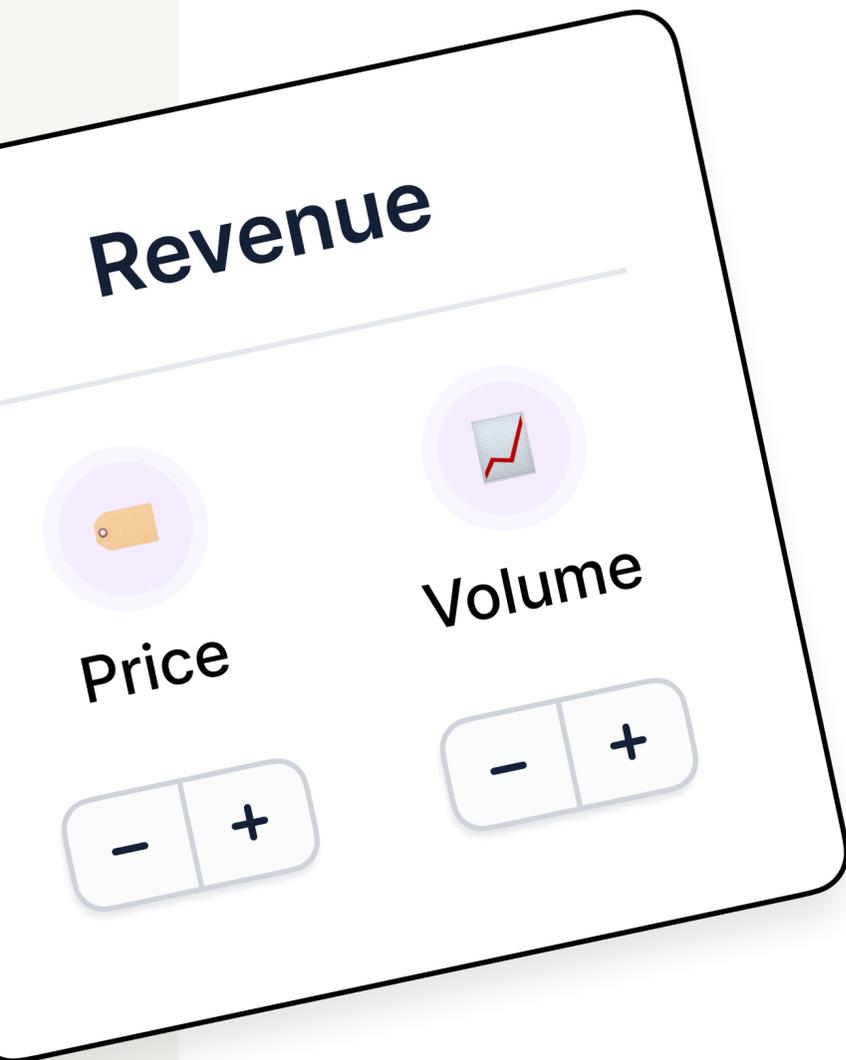
2

Full architectural plan

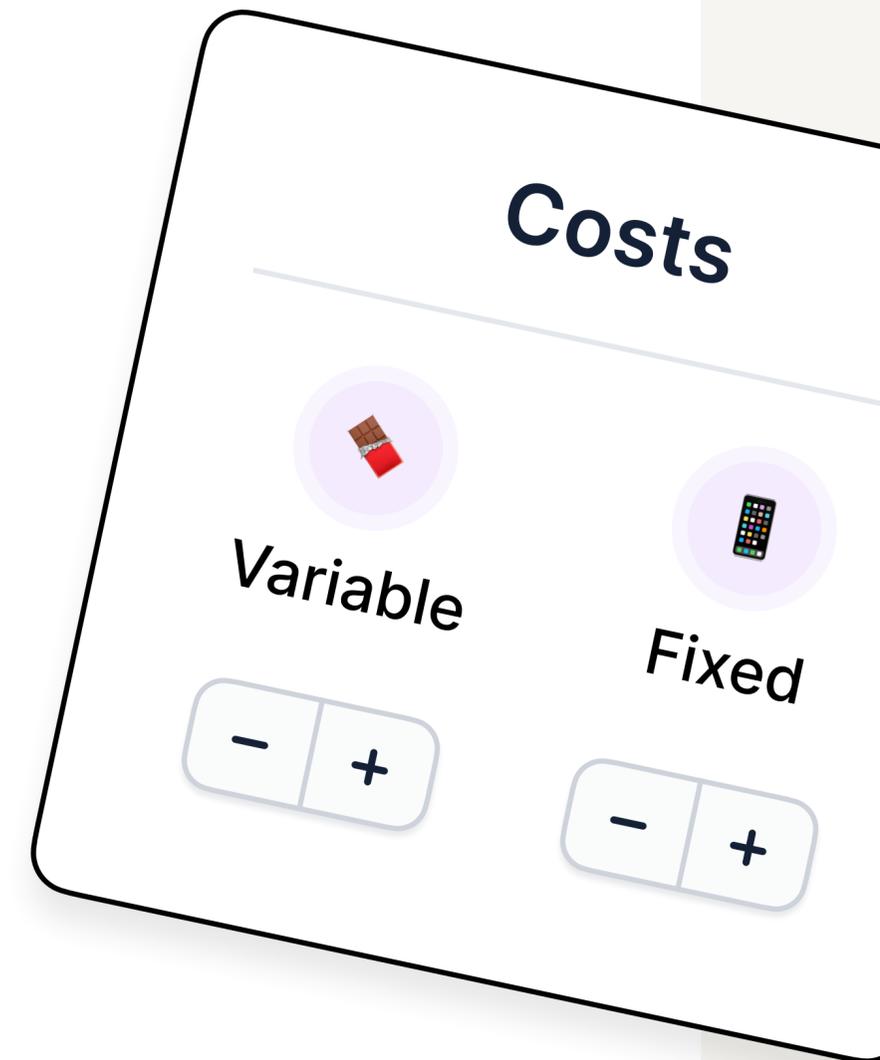


 Pro-forma

Business plan

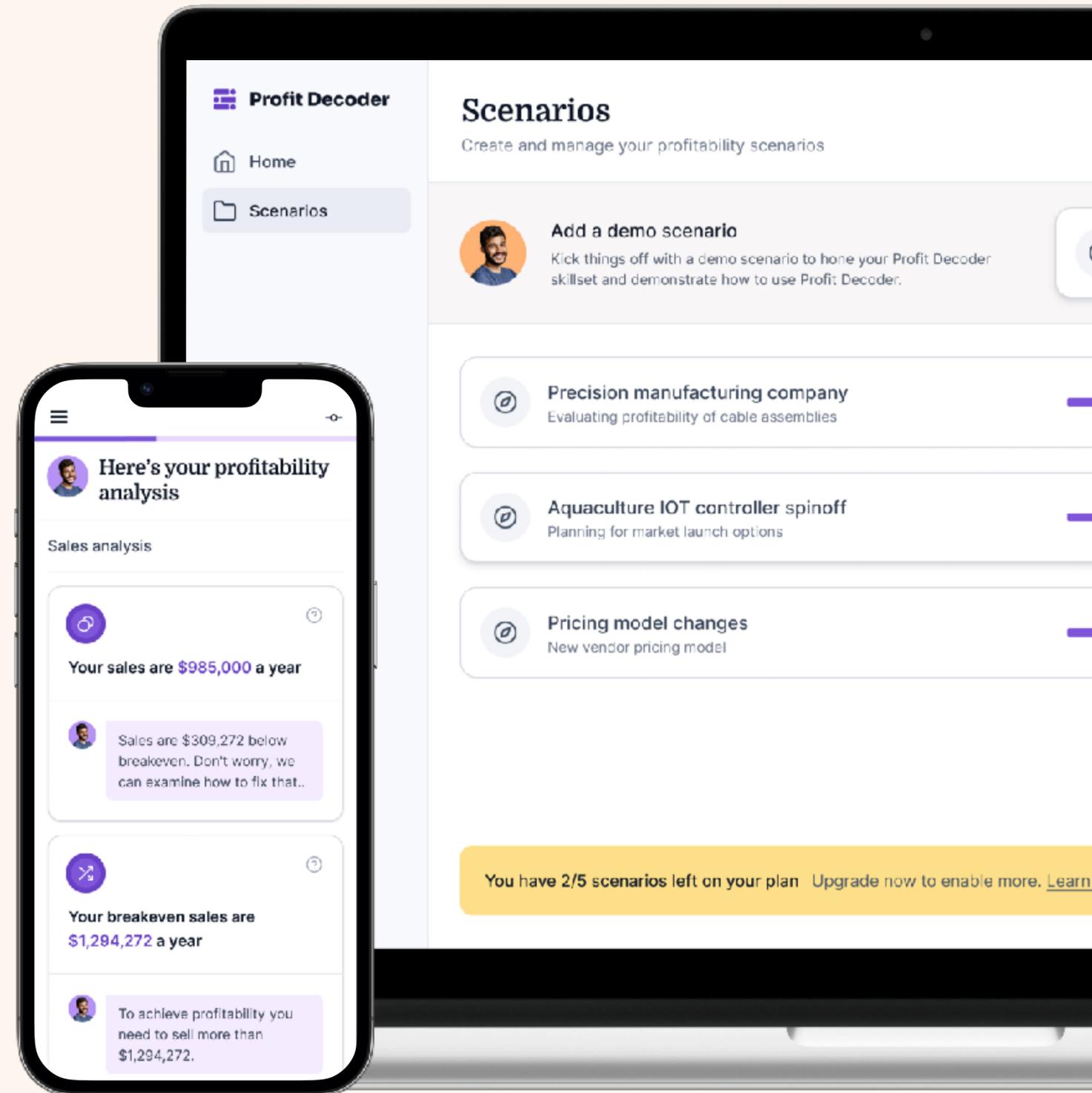


**The impacts of
small decisions
can be huge**



Four Steps to Grow Profitability

- 1 Understand your numbers
- 2 Determine how to improve
- 3 Create a profit plan
- 4 Scenarios for growth





Let's do this!

Your profit plan helps you make decisions



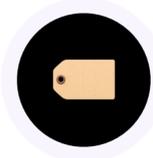
Volume

103,033 Pounds

Fish more traps?

Lobster more days?

Other revenue streams



Price

\$4.50

Evaluate pricing vs. mortality

Sell retail

Sell direct



Variable costs

\$2.94

Route efficiency

Go out on likely profitable days

See impacts of cost changes



Fixed costs

\$162,115

Refinance

Repair vs. buy

Grants

Each step requires new decoding

Determine profitability for specific business questions



**Whole
business
evaluation**



Compare
business
lines



Assess a
new piece of
equipment



Examine
profitability of
a start-up



Evaluate
daily
operations



Product
or service
breakeven

What do you want to decode?

Determine profitability for business questions



**Whole
business
evaluation**



**Compare
business
lines**



**Assess a
new piece of
equipment**



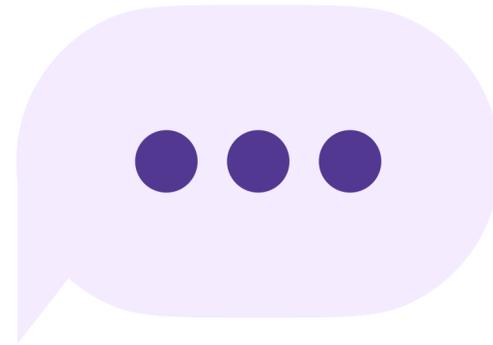
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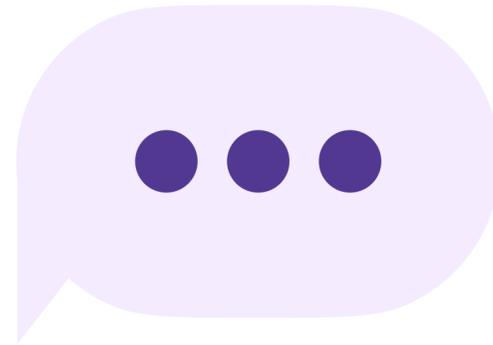


Questions?

jay@profitdecoder.com



jordan@profitdecoder.com



**It doesn't have to
end here...**



This is the start 🙌



Enter and keep
revising numbers



Ask us questions
and get help



Improve results
with coaching



Update to track
progress

Join us for future courses



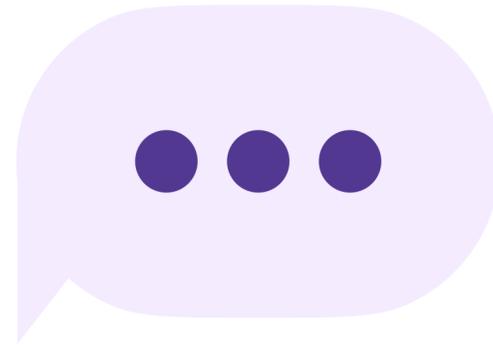
Improving your
lobstering
business

April 4



Diversifying your
income

April 18



Thank you

jay@profitdecoder.com



jordan@profitdecoder.com

✦ Special offer

Let us know how we
did to get your

FREE Account



Lobstering Profitability Simplified

Partner

