Action plan · New business ideas · nbiplus.com

Boat Bottom Cleaning Service

Offer regular underwater cleaning services to yacht and boat owners. This essential maintenance keeps vessels running efficiently, prevents costly damage, and saves owners time. Focus on removing barnacles and marine growth from hulls.

In plain English

Many boat owners in Florida need their boat hulls cleaned regularly to remove marine growth. You'll dive under boats to scrape off barnacles and algae, ensuring the boat maintains its speed and fuel efficiency. This service is crucial for protecting the boat's integrity and extending its lifespan.

Key numbers

$500–$1,500 TO START	**20–30** HOURS / WEEK
3 in 14 days FIRST CUSTOMERS	**~2–4 months** BREAK-EVEN

Profit outlook

Revenue is generated through recurring underwater cleaning services offered to yacht and boat owners, typically on a monthly or bi-monthly subscription basis. This model provides steady income and simplified scheduling for both the service provider and the client.

Illustrative projection based on assumptions — not a guarantee.

CONSERVATIVE · / MONTH **$1,400** Rev $2,250 · Costs $850 · Payback 4–6 · Year 1 $13,000–$15,000	BASE · / MONTH **$3,200** Rev $4,500 · Costs $1,300 · Payback 1–3 · Year 1 $30,000–$35,000
OPTIMISTIC · / MONTH **$5,600** Rev $7,500 · Costs $1,900 · Payback 1–2 · Year 1 $50,000–$60,000	

Net profit by month (base)

MONTH 1 **$640**	MONTH 2 **$1.3k**	MONTH 3 **$1.9k**
MONTH 4 **$2.6k**	MONTH 5 **$2.9k**	MONTH 6 **$3.2k**

Assumptions

- Subscription price / month: $150
- Variable cost per customer / month: $30
- Fixed costs / month: $400

Local competitors

8–20 similar businesses nearby (estimate)

The Florida market for boat bottom cleaning is highly competitive with numerous operators ranging from independent divers to established marine service companies. New entrants must differentiate through quality, responsiveness, or specialized offerings.

Local Independent Divers

Competitor snapshot

Strengths: Often lower prices, flexible scheduling, personalized service.

Weaknesses: Limited capacity, potentially uninsured, inconsistent availability, less professional image.

Professional Marine Maintenance Companies

Competitor snapshot

Strengths: Fully insured, professional equipment, wider range of services, established reputation.

Weaknesses: Higher prices, less flexible scheduling, can feel less personal than independent operators.

Marina-Affiliated Dive Services

Competitor snapshot

Strengths: Built-in client base, trusted by marina management, convenient for boat owners.

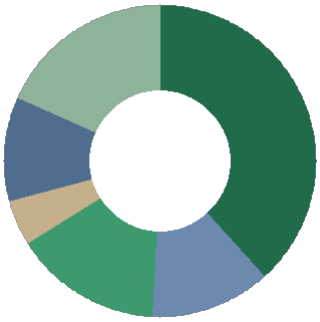
Weaknesses: Potentially higher overhead costs, limited to specific marinas, less competitive pricing.

Who it fits

Perfect for individuals comfortable with diving and hands-on work in a marine environment. Florida's vast number of private boats provides a massive, consistent market for this specialized, recurring service.

💵 Startup budget

$5,000–$8,000 for initial equipment and training



- **SCUBA diving gear & safety equipment** — $2,500 (38.5%)
- **Specialized underwater cleaning tools (scrapers, brushes)** — $800 (12.3%)
- **Liability insurance (annual premium)** — $1,000 (15.4%)
- **Business registration, licenses, and permits** — $300 (4.6%)
- **Initial marketing materials (website, flyers, business cards)** — $700 (10.8%)
- **Professional training/certification (e.g., advanced diver, hull cleaning techniques)** — $1,200 (18.5%)

First demand check

Visit local marinas and talk to boat owners and marina managers. Assess demand and current service pricing. Research local regulations for commercial diving and waste disposal.

Local reality check

Florida is a prime market for boat bottom cleaning due to its extensive coastline, high boat ownership, and warm waters accelerating marine growth. This creates consistent demand but also means a competitive landscape with numerous existing providers, necessitating strong differentiation in service quality or niche focus.

Milestones

- **Complete dive/cleaning certification** — By day 10
- **Acquire all essential equipment** — By day 12
- **Secure first 5 paying clients** — By month 1
- **Establish consistent monthly client base (15+ clients)** — By month 3

14-day plan

Day 1–3

- Research local regulations for marine services and business licensing in Florida.
- Identify target marinas and boat owner communities.
- Begin certification process for advanced diving or specialized hull cleaning if necessary.

Day 4–7

- Purchase essential SCUBA gear and specialized underwater cleaning tools.
- Secure appropriate business liability insurance.
- Develop initial service packages and pricing structures.

Day 8–11

- Practice cleaning techniques on various hull types (if possible, with a mentor or demo).

- Set up basic online presence (Google My Business, simple website/landing page).
- Design professional marketing materials (flyers, business cards).

Day 12–14

- Begin outreach to local marinas, yacht clubs, and boat owners.
- Offer introductory cleaning services to build initial client testimonials.
- Refine service offerings and scheduling based on early feedback.

Tools to use

SCUBA diving equipment (tanks, BCD, regulator, wetsuit, mask, fins) · Underwater scraping tools (plastic, metal, specialized blades) · Underwater brushes (various stiffness for different marine growth/hull types) · Underwater power tools (e.g., rotary brush for large hulls) · Portable air compressor (for tank refills) · GoPro camera (for before/after documentation) · Smartphone with scheduling/invoicing apps · Small boat or vehicle for transport to marinas

Week-one goal

Secure 1-2 initial cleaning jobs or strong leads by networking at local docks and boatyards.

Watch-outs

- Injury during diving operations or hull damage: Implement strict safety protocols, maintain professional certifications, and secure comprehensive liability insurance.
- Inconsistent client demand due to seasonality or competition: Offer subscription-based cleaning plans, build strong referral networks, and focus on exceptional service quality.
- High upfront equipment costs and ongoing maintenance: Carefully budget, explore leasing options for major equipment, and maintain a contingency fund.