

The operating system for sailing clubs, yacht clubs and training centres.

A single compliance & management platform for every club and centre that trains sailors. They have to prove it's run safely and properly — the right qualifications, safety records and consents, ready the moment an inspector asks — and Tackt keeps all of it current, in one place, with the everyday club management around it.

01 COMPLIANCE-FIRST — ALWAYS INSPECTION-READY

Picture the scale: ~1,500 UK sailing & yacht clubs and training centres, each run by a committee of 5–10 volunteers — membership secretary, treasurer, training principal, club secretary — is thousands of people re-keying the same critical data across spreadsheets, filing cabinets and inboxes. Every club a different setup; every one a scramble before inspection, and a standing liability. Tackt makes it audit-ready by default: one live source of truth for the records a centre is required to hold.

- ✓ **Staff & volunteer records**
Every instructor, coach and volunteer with roles, DBS/safeguarding status and contact details.
- ✓ **Qualification expiry tracking**
Certificates and tickets logged with expiry dates and automatic reminders before they lapse.
- ✓ **Safety-boat & equipment checks**
Kit inventories, servicing and pre-session safety checks recorded and time-stamped.
- ✓ **Incident & near-miss log**
Structured reporting with follow-up actions — nothing lost, everything traceable.
- ✓ **Medical, first-aid & consents**
Captured at the point of booking — permissions, conditions and photo consent held per member.
- ✓ **Session & attendance records**
Who ran what, who attended, and instructor-to-student ratios — proof the club operated correctly.

One dashboard shows the whole club's compliance status at a glance — what's in date, what's expiring, and what's missing — so principals and committees stop chasing paperwork and pass inspections without the panic.

02 ...AND THE WHOLE CLUB, IN ONE SYSTEM

- ✓ **Bookings & events**
Online entry for regattas, opens, coaching and socials — capacity, club-boat pools and live counts.
- ✓ **Members & boats**
Profiles, boats, emergency contacts and granular roles — one source of truth, GDPR-minded.
- ✓ **Training courses**
Course scheduling, per-day availability, instructor rosters, feedback and briefing sheets.
- ✓ **Money, reconciled**
Payment references, treasurer dashboards and paid/free tracking so every transfer is matched.
- ✓ **Committee visibility**
Read-only dashboards give officers accurate numbers without chasing anyone.
- ✓ **Enquiries & retention**
Capture every membership enquiry, follow up automatically, and track engagement so members don't drift away.

03 THE BUSINESS CASE

Affordable, recurring SaaS with expansion built in: a low per-club subscription that any committee can sign off, plus payment and add-on revenue that grows with each club's activity. Tackt is already live and running a real club's season — real events, members and money — which de-risks the product and gives a credible reference for sales.

~1,500

UK CLUBS & CENTRES

£15–35

PER CLUB · PER MONTH

£180–420

RECURRING ARPU / YEAR

2–5%

ADD-ON / PAYMENTS TAKE

Model: £15/month for the core compliance & management platform, rising to ~£35/month as clubs switch on add-on modules (figures illustrative). Priced to be an easy "yes" for volunteer committees, then expanded club-by-club into the member-facing features overleaf, layered with transaction fees on member payments. Low churn — once a club's records and season live on Tackt, switching cost is high.

Why clubs invest — longevity, not labour cost

For volunteer-run clubs the return is not employee time saved — it is club longevity, happier volunteers and a healthier club. Enquiries that go unanswered and members who quietly drift away represent real lost revenue and a weaker future. Tackt protects both.

And this is just the beachhead: start with UK clubs, expand into commercial training centres, watersports and marinas, and scale to the tens of thousands of sailing clubs and centres worldwide — the same compliance need exists in every sailing nation.

Beyond compliance: win members, build the base and keep them.

A club's health is a lifecycle — attract enquiries, convert them, keep members engaged, and win them back before they lapse. Tackt runs all of it, turning every club into a marketing channel and every member into a lasting relationship.

★ MEMBER ENGAGEMENT SYSTEM — flagged to the Engagement Officer

Most clubs lose members before they realise — enquiries go unanswered and quiet members simply drift away. Tackt manages the whole membership lifecycle so no enquiry is missed and no member slips through the net. Dealing with enquiries and member engagement, and the assistance with running the club, is a core USP.

✓ Enquiry funnels & assignment

Every incoming enquiry captured, nurtured with automatic email funnels, and assigned to a named person to follow up.

✓ Engagement tracking & flags

See each member's attendance across socials, coaching and racing — and get flagged when someone goes quiet and needs a nudge.

✓ Automated re-engagement

Segment members and enquiries so the right people are invited automatically whenever a new event or member evening is created.

In practice — first paying customer

Our first paying customer has achieved record numbers of new members since the club was formed in 1937. They have onboarded 50 new members since using the system, and retention is much higher because the platform tracks member engagement. Every enquiry is captured and followed up — where previous years missed enquiries entirely or never chased them. Segmented enquiries are now re-invited automatically whenever a new-member event is created.

MARKETING BASE BUILDERS

Sailor-facing hooks

Tackt Racing — tracker, GPS & big screen

Smart racing technology: GPS devices log race times (included in the subscription), results calculated and displayed live on a clubhouse big screen, plus race replays and instant results sailors love to share — the magnet that pulls new sailors onto the platform.

Weather station integration

Live on-site camera feed and real-time wind & weather data — a daily reason to open the app, and a public showcase page for the club.

Live results & series standings

Handicaps, standings and personal history — the shareable content that keeps sailors engaged all season.

CLUB ADD-ONS

Paid modules clubs offer members

Inventory & safety management

Track every club asset — boats, engines, buoyancy aids, helmets — with condition, repairs and safety-inspection dates & reminders. Extends the compliance story clubs already rely on.

Online theory training modules

Deliver and track theory learning online between on-water sessions — a better member experience and new recurring training revenue.

Membership & subscription renewals

Online joining and auto-renewal with card / Direct Debit — the biggest admin win, plus payment take on every transaction.

→ DELIVERY ROADMAP

Now — Core

LIVE & PROVEN

- Bookings, events & payments
- Members, roles & training
- Treasurer & committee dashboards
- Compliance & consents

Next — Engage

MARKETING HOOKS

- Member Engagement System
- Tackt Racing tracker, GPS & big screen
- Weather station & camera feed
- Live results & standings
- Membership renewals online

Then — Expand

MONETISED MODULES

- Inventory & safety management
- Online theory modules
- Member app, ticketing & bar
- Multi-club, international & adjacent sports

Let's talk. Tackt is live, growing, and open to founding partners & investors.

James Hitchcock

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