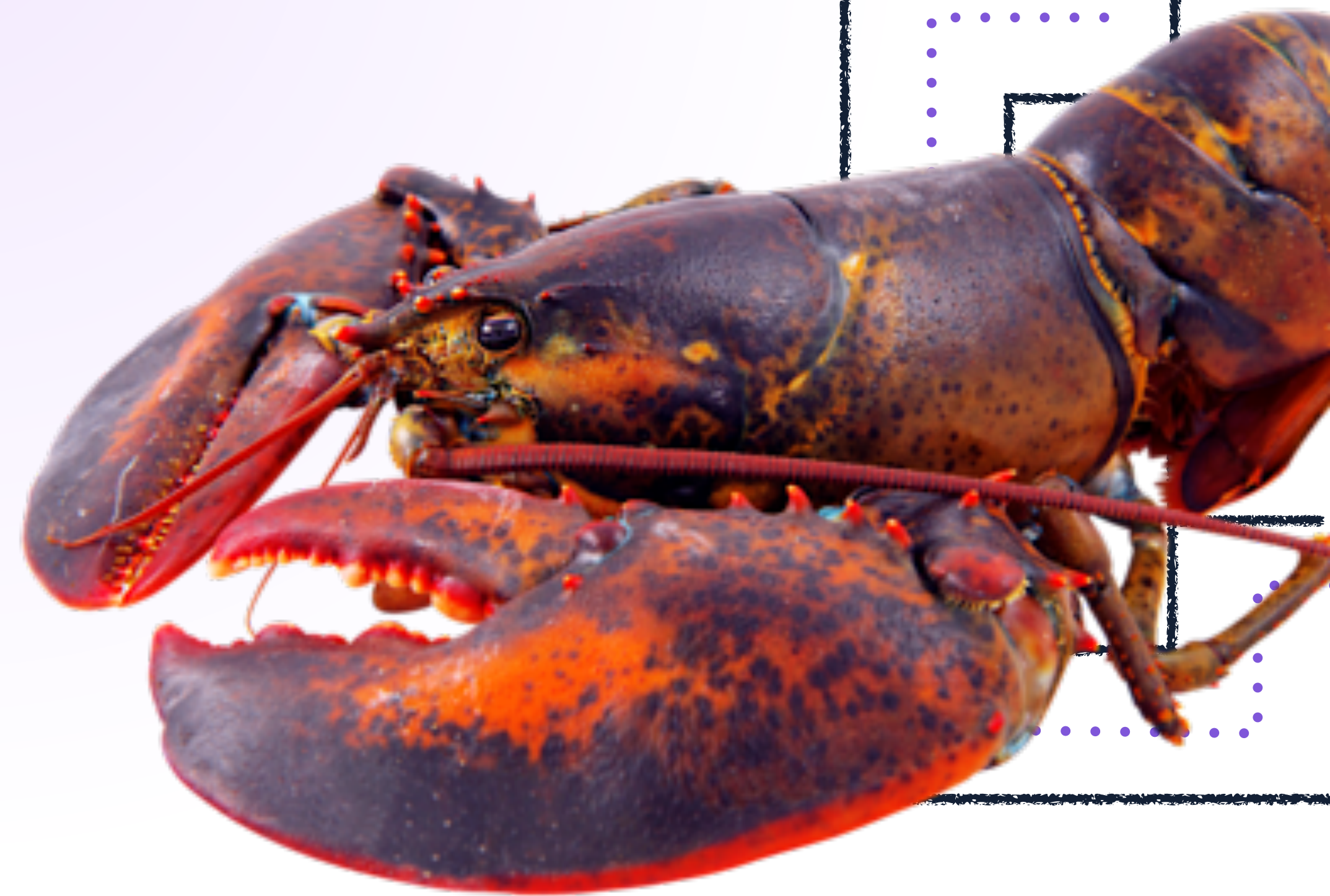


Improving Your Lobstering Business

Partner



We are so glad you are here!



Jay Friedlander

Co-Founder



Jordan Motzkin

Co-Founder

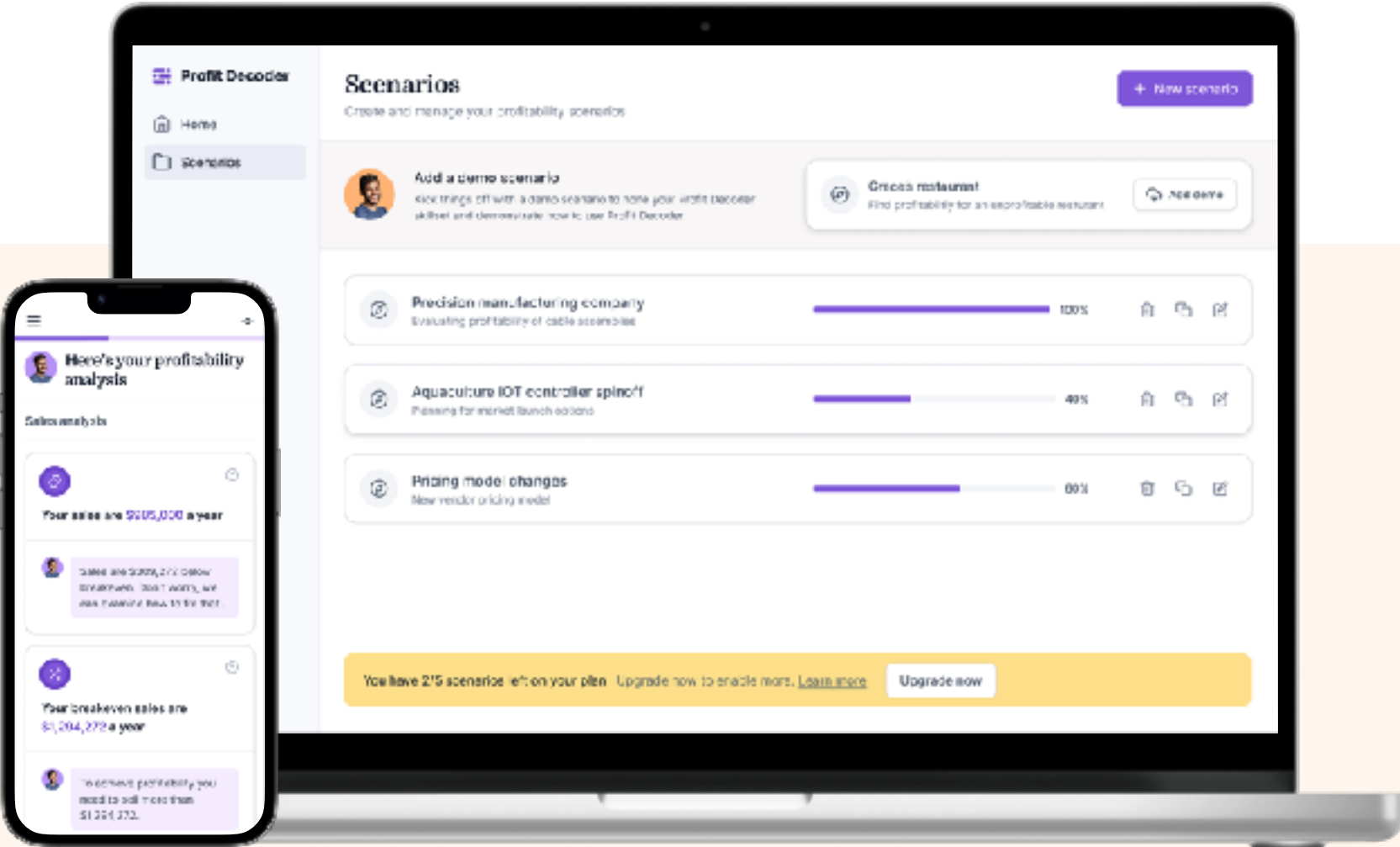


Coaching and software to accelerate profitable growth



Coaching & Training

Essential skills + actionable frameworks



Software

Get a grip on financials in minutes

We have helped 100s of entrepreneurs grow profitably



SANCTUARY KITCHEN



Today's agenda

1 Profitability review

2 Levers to improve profitability

3 Profit Decoder

4 Questions

5 How to 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**



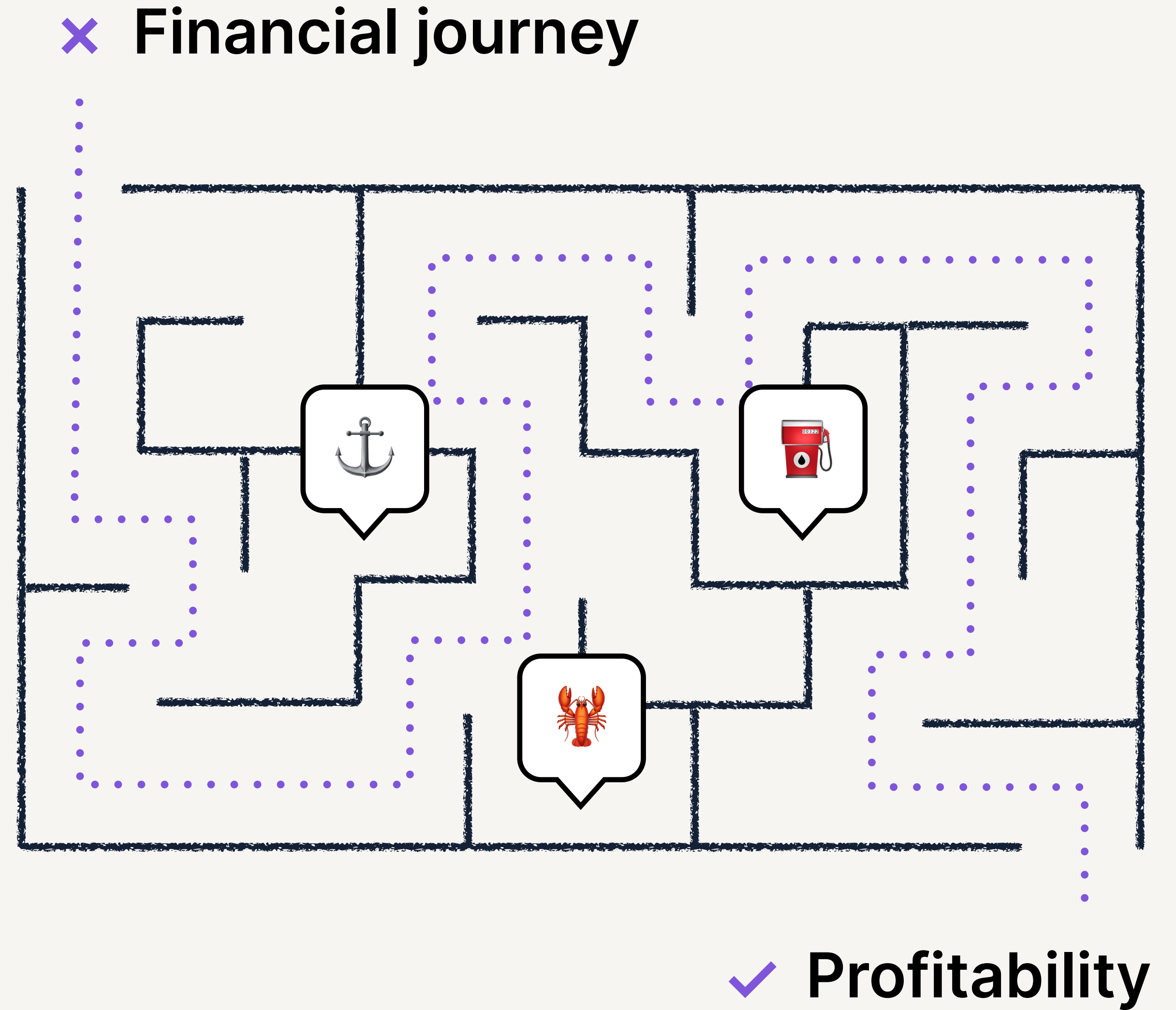
In 2024, lobstermen set 285,000 fewer traps.



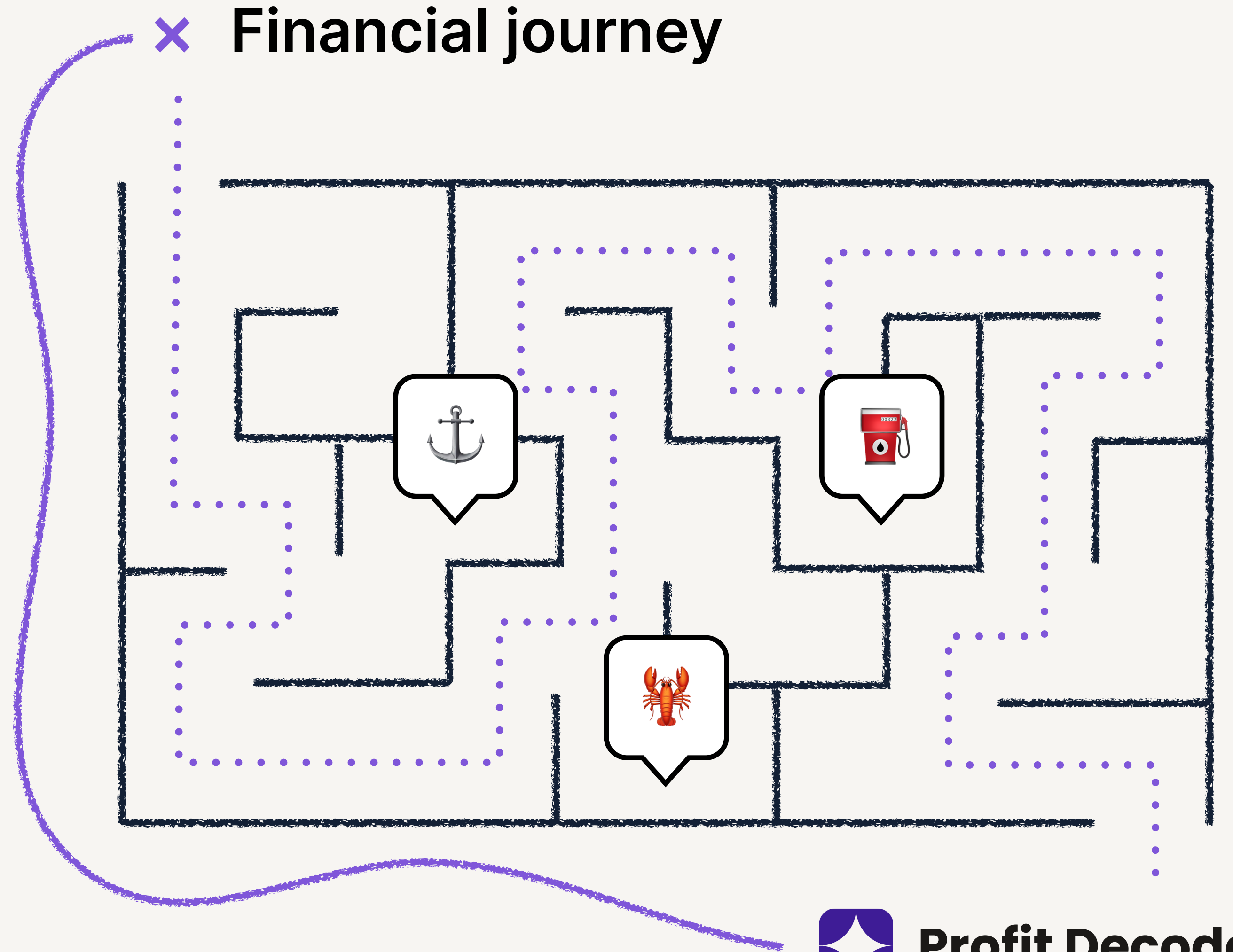
March 2025

MAINE LOBSTER LANDINGS HIT A 15-YEAR LOW IN 2024

It's easy to get stuck in the profitability maze



Get out of the maze and get answers



Decoding your business



Whole
business
evaluation

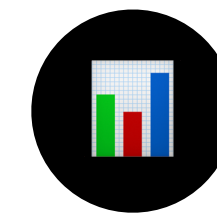


Examine the possibilities to improve profits

Determine profitability for specific business questions



Whole
business
evaluation



Evaluate
daily
operations



Assess
variable cost
changes



Examine
fixed
costs



We help you understand your business

1

Conceptual drawings

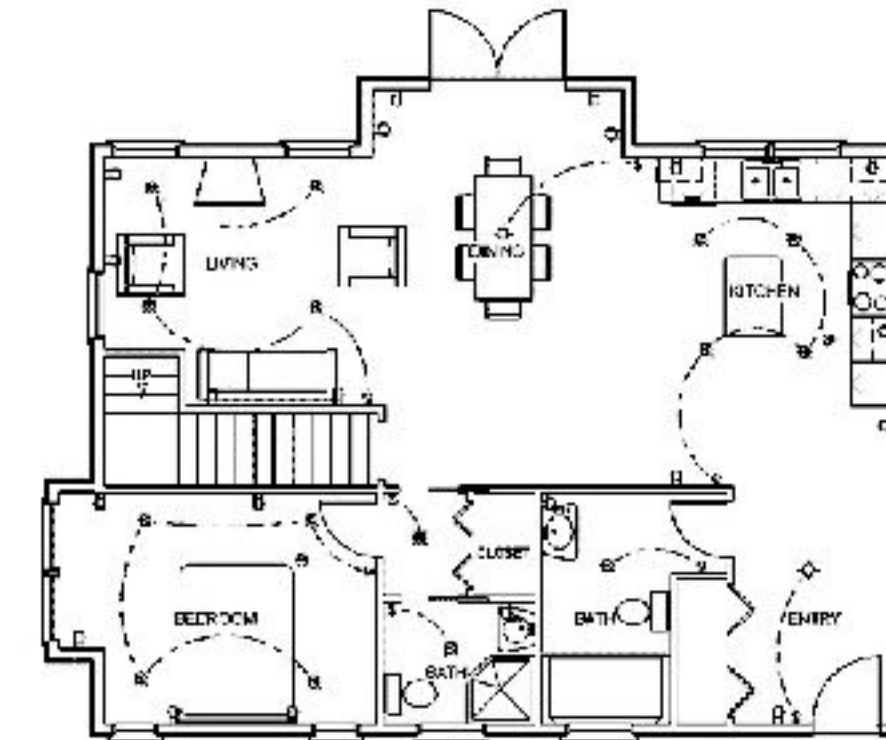


Profit Decoder

Business model

2

Full architectural plan



Pro-forma

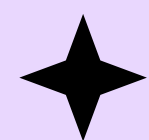
Business plan

Improving Profits

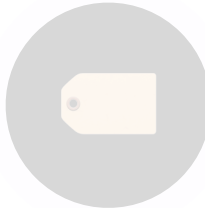


What financial levers
can you pull on to
improve profitability?

Levers of profitability & breakeven



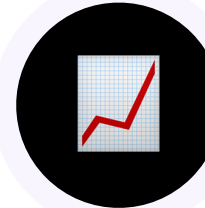
Revenue



Price

-

+




Volume

-

+


Costs



Variable

-

+



Fixed

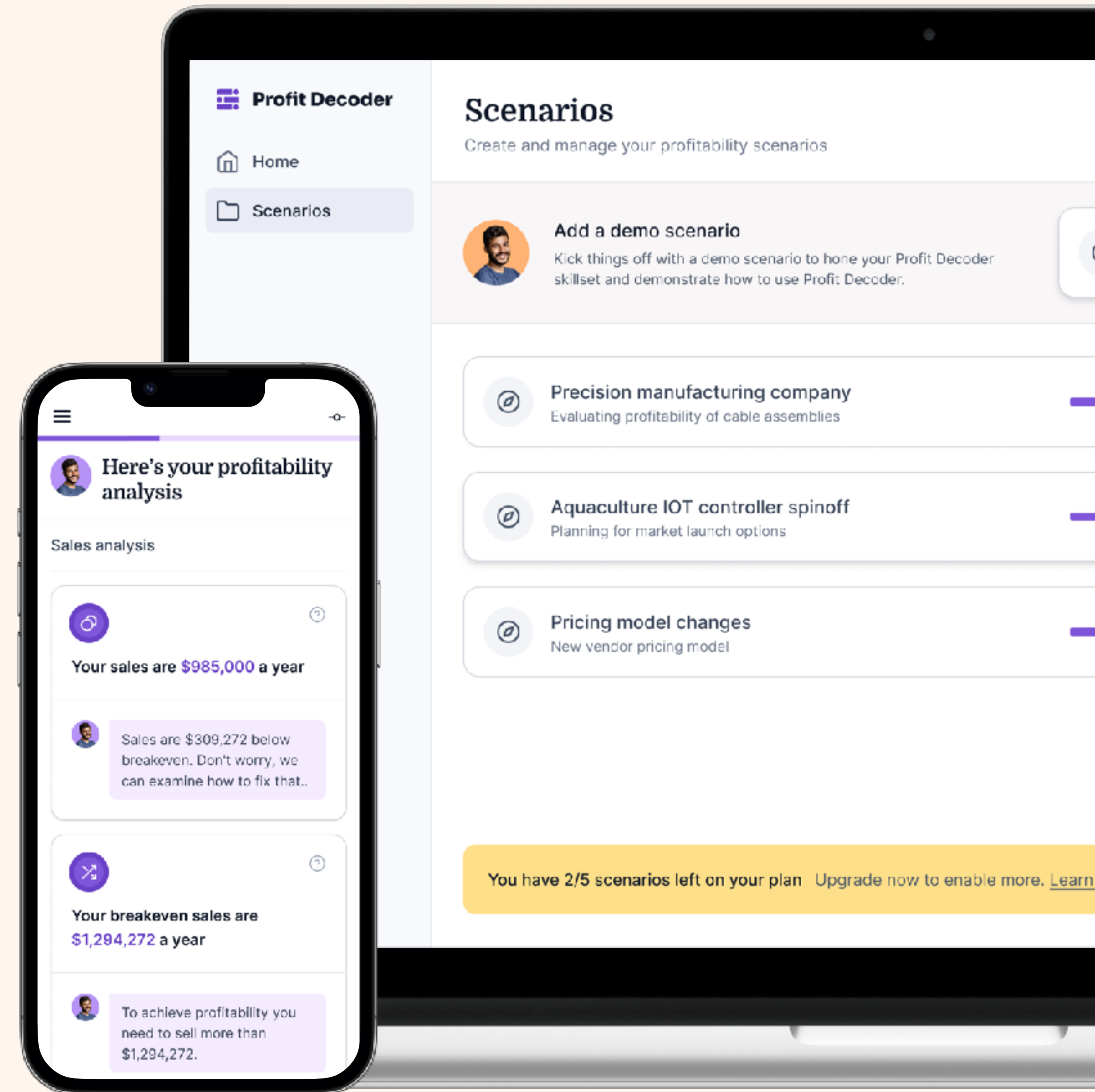
-

+



Catch more when it improves profits

1 Lobstering when it earns



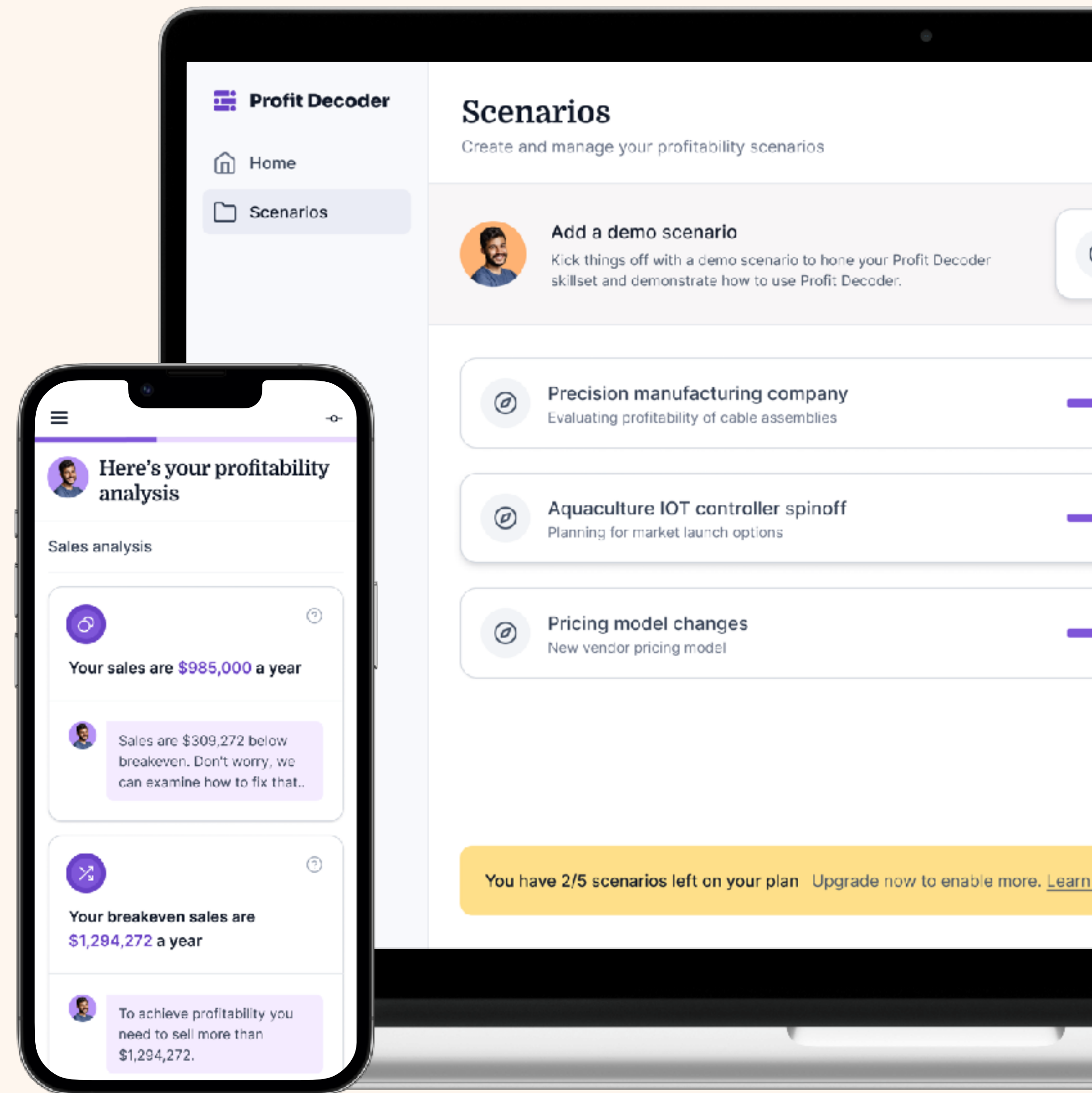


Let's do this!

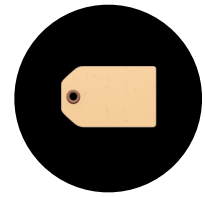
Reducing variable costs to improve profits

1 Lobstering when it earns

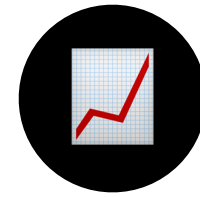
2 Efficiency matters



Growing Revenue



Price



Volume

Less influence

Improving Returns



Variable



Fixed

REDUCING COSTS



In your control

Why focus on variable costs?

Variable costs impact the contribution of every lobster you sell

Variable costs



Why focus on variable costs?

For our lobster business, variable costs have a big impact on profits

Variable costs



▼ 5%

240% increase
in profit

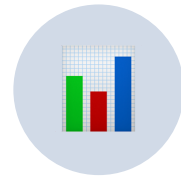
Variable costs



▲ 5%

240% decrease
in profit

Controlling variable costs gives you power



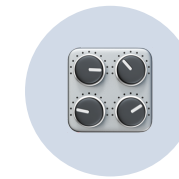
Improves contribution for
each product sold



Pays for fixed costs with
fewer sales



Achieve breakeven &
profitability faster



Incremental changes can
make a big difference



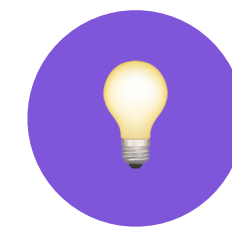
Withstand price shocks
better



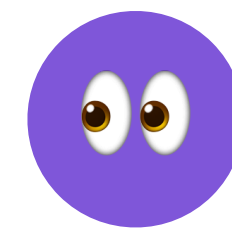
Ideas that lower variable costs



Is there a faster, more efficient way?



Raise awareness and test new ideas



Watch, ask “why?”, document and checklist

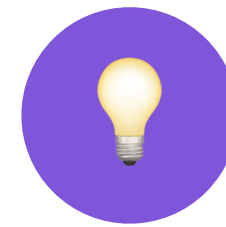


Set goals, “recipes”, and measure

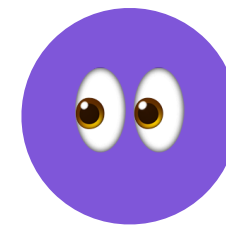
What are potential ways to lower variable costs?



Efficient routing
to save fuel



Right-size days on
water and bait



Maintenance checklists
to avoid breakdowns



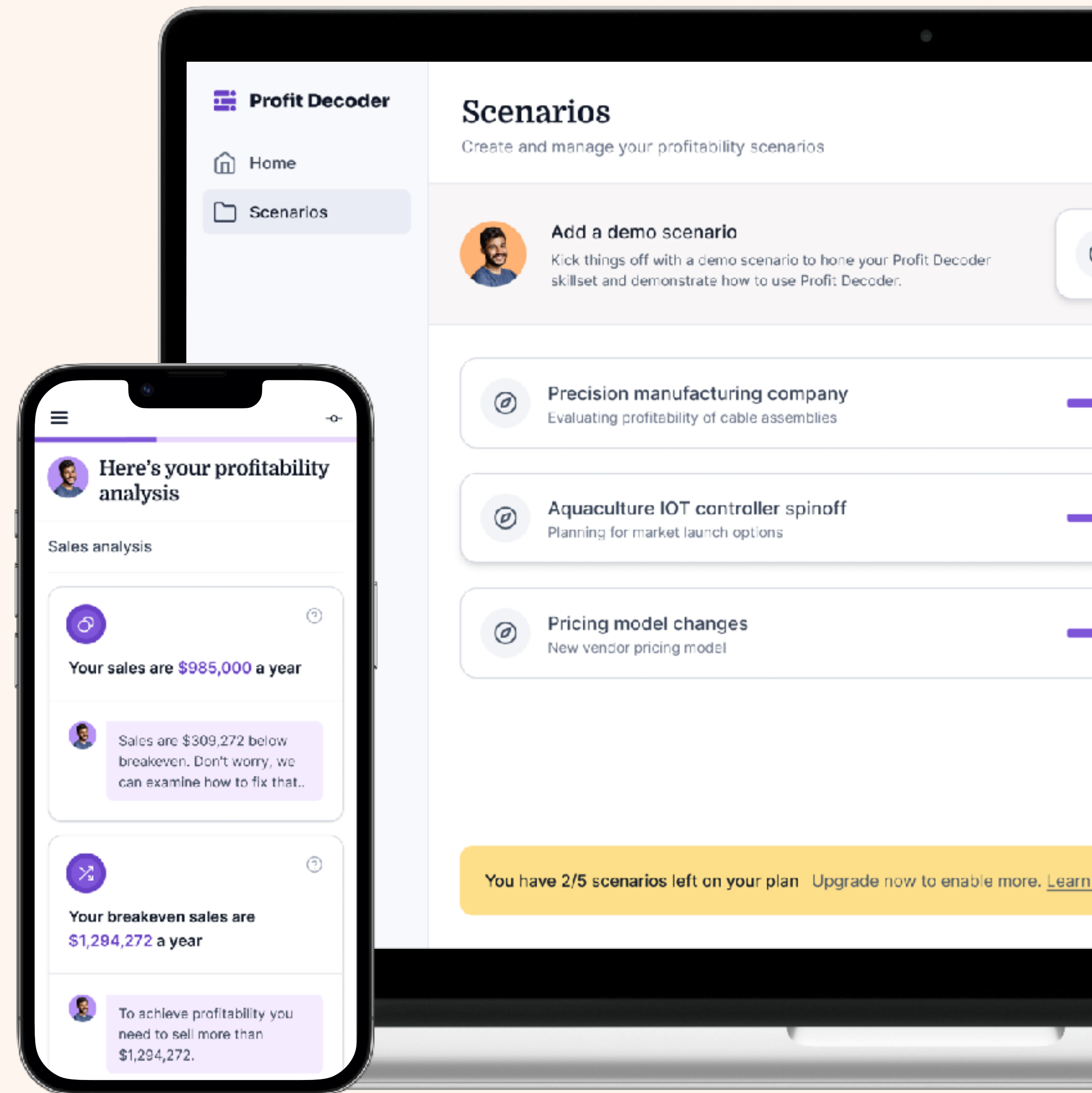
Track and reduce fuel and
bait usage per trap



Let's do this!

Managing fixed costs to improve profits

- 1 Lobstering when it earns
- 2 Efficiency matters
- 3 Assess adjusting traps & fixed costs





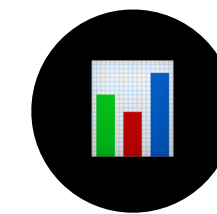
Let's do this!

Examine the possibilities to improve profits

Determine profitability for specific business questions



Whole
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Evaluate
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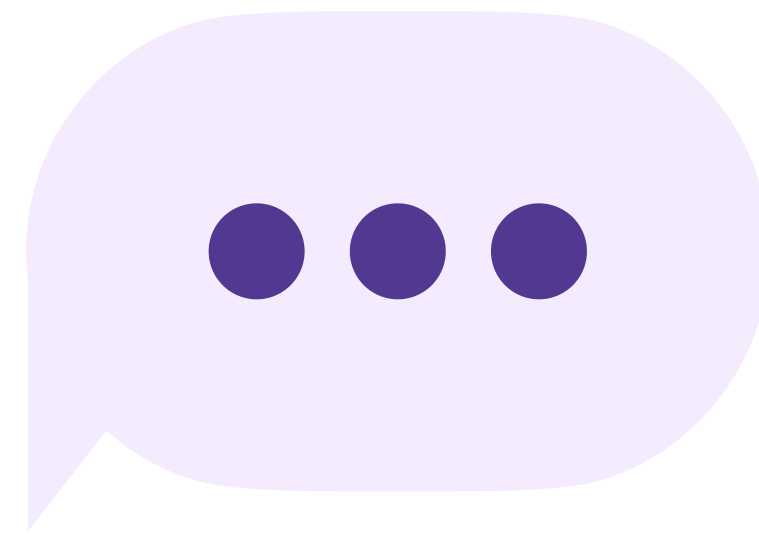


Assess
variable cost
changes



Examine
fixed
costs





Questions?

jay@profitdecoder.com



jordan@profitdecoder.com

This is the start 🙌



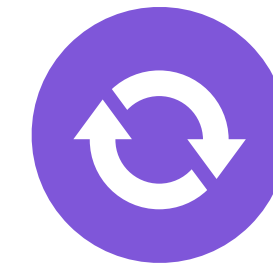
Enter and keep
revising numbers



Ask us questions
and get help



Improve results
with coaching



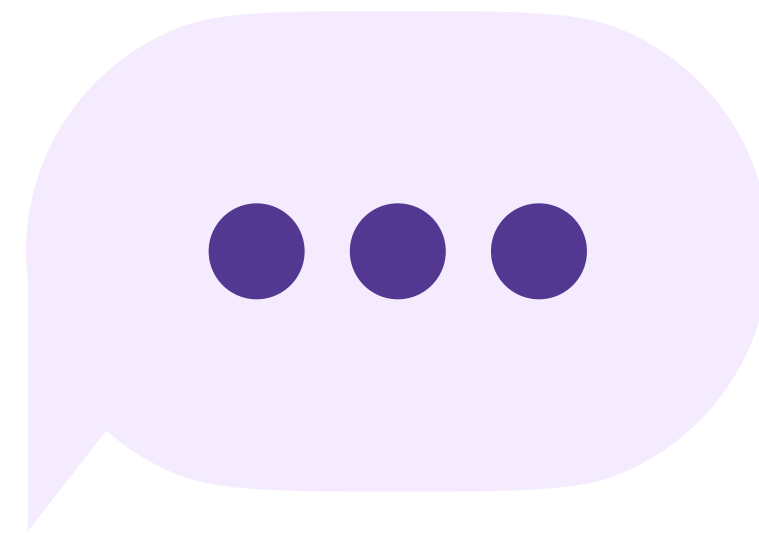
Update to track
progress

Join us for our next course



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



Improving Your Lobstering Business

Partner

