

Boat Lifts

Prototyping and Launching a New
Built-In Boat Lift for a Marine
Construction Company

PRODUCT DEVELOPMENT | MANUFACTURING ENGINEERING | SUPPLY CHAIN SUPPORT



NEW PRODUCT LAUNCHED

BUILT-IN BOAT LIFT



\$6M+

IN SALES TO DATE



5 YEARS

ONGOING PARTNERSHIP



THE SITUATION

A marine construction company wanted to better vertically integrate their product offerings. At the time, they used off-the-shelf competitor components to fulfill customer needs.



THE CHALLENGE

Develop a new, built-in boat lift that met performance requirements and could be brought to market within a tight timeline.



OUR APPROACH

- Studied the current market to understand product offerings and define key performance parameters (lift capacity, speed, and overall size).
- Designed and commissioned several prototype units using internally developed technology.
- Tested prototypes in real-world conditions to learn what worked, what didn't, and potential risks.
- Applied insights to refine the design and prepare for production.
- Provided product development engineering, supply chain development, and manufacturing engineering support.



WHY IT WORKED

- We clearly defined the challenges and developed targeted solutions for each one.
- Real-world prototyping gave us critical insights that improved the final product.
- Our integrated approach—from market research to design, testing, and manufacturing—reduced risk and accelerated the path to market.
- The result was a reliable, high-performing boat lift that meets customer needs and supports the company's long-term growth.



THE RESULTS

\$6M+ in Sales

To date, over \$6M in sales have come from this product line.

Reliable, High-Performing Product

A new built-in boat lift that meets customer needs and performs in real-world conditions.

Supports Long-Term Growth

The company is now vertically integrated and less reliant on off-the-shelf components.



PROJECT DURATION
1 YEAR



CUSTOMER ENGAGEMENT
5 YEARS



SERVICES DELIVERED
Product Development Engineering |
Supply Chain Development |
Manufacturing Engineering