An unforgettable Gulf experience

Business on the boat. Party in the Gulf.

Shell Island
Panama City Beach, Florida



Illustrative destination concept. Pre-launch.

THE DESTINATION WE'RE BUILDING

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An empty cooler shouldn’t end the Gulf day.



Food runs out.
Essentials get forgotten.
Going ashore breaks the day.

We keep the day going.

Order digitally. Collect at exterior windows. Core-service customers remain off the Mothership. Concept view.

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A real outing. A clear hospitality opportunity.

People already go

Shell Island is reached by boat. Ferries, rentals and charters already serve the outing.

Guests pack for the day

The island is undeveloped. Visitors are told to bring food, water and beach supplies.

We add the destination

Planned pickup, useful essentials and local music bring convenience and a gathering point together.

Coolers, shore stores and seasonal concessions are existing alternatives.

Sources: Visit Panama City Beach; Shell Island Shuttle. Accessed Nov 2, 2026. Paid demand for our offer remains to be proven.

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Three assets. One uninterrupted Gulf day.



Catering Truck

PREPARE + CATER

Food preparation, order staging and catering ashore.



The Accomplice

REPLENISH + SUPPORT

Resupply keeps the Mothership stocked and in place.



The Instigator

SERVE + HOST

Pickup, music and a recognizable Gulf gathering point.

Planned operating loop: prepare → replenish → serve. Runner handles logistics; customers collect at the Mothership.

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Serve the need. Earn across the day.





Feed the whole crew

Shared coastal buckets, preorders and fresh sealed refills.

Keep the day moving

Cold refreshments and forgotten beach essentials.

Add to the experience

Proposed GoBoat rentals, curated local sponsors and referrals.

Proposed revenue channels. Alcohol requires separate licensing. No sales, margins or sponsor commitments are claimed.

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Sunset Sessions

The Gulf day has a finale.

Local music from the upper deck. Guests enjoy the show from their own boats and the surrounding Gulf.



A reason to linger. A memory to bring friends back for.

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Yes, it’s seasonal. The earning calendar shifts.

Peak Gulf days

Mothership pickup, refreshments, essentials and activities around boat-day traffic.

Shoulder seasons

Catering, private events and selected Sunset Sessions around demand and conditions.

Winter + land events

Truck catering and holiday events. Proposed dinner cruises add a separate passenger offer.

Opening reserves must cover slower months and weather closures.

Off-season demand still needs validation. Passenger service requires a licensed captain, compliant vessel and separate approvals.

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Why $1M+? It launches the whole operation.

Three working assets. A prepared crew. Cash to operate.

Build the destination

Acquire and commission the Mothership, service windows, hospitality equipment and marine setup.

Connect the system

Equip the Catering Truck and runner, establish food production, cold-chain logistics and opening stock.

Fund the opening

Recruit and train the crew, bind coverage, complete approvals and preserve operating reserves.

Capital scope, asset pricing and reserve needs require a reconciled funding schedule. Investment terms remain for discussion.

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Reach the guest before the cooler is packed.

Before departure	Marinas, pontoon operators, charters and vacation-rental hosts can introduce the destination and preorders.
During the Gulf day	A visible Mothership and easy pickup meet the immediate need. Local programming makes it a place to return to.
After the visit	Branded keepsakes and permission-based follow-up carry the relationship into the next Gulf trip.

Proposed channels. Referral agreements, customer acquisition cost and repeat purchase remain to be established.

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Make the next investment decision measurable.

01

Confirm the platform

Vessel survey, conversion feasibility, location access, food-service pathway and insurance.

02

Prove paid demand

Pilot pickup, catering bookings, referral partners and service speed under real conditions.

03

Prove the economics

Contribution after food, labor and marine costs. Monthly cash through winter. Reserves before expansion.

Pre-launch. These are proposed funding and operating milestones, not completed diligence or achieved results.

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A founder building a business that can grow

Shay McGraw

Founder | The PCB Hookup

I’ve owned and sold businesses. I’m building this one with an owner’s focus on customers, costs and cash.

I’ll lead the first year hands-on: setting service standards, developing the team and building the operating discipline to turn a memorable Gulf experience into a business that can grow.

Talent sees talent.

Recognize talent. Set clear standards and commercial terms.

Grow after PCB proves cash generation.

Business ownership and sales; hospitality and entrepreneurship education; ServSafe Food Manager certification. Founder-reported.

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THE PCB Hookup
VACATION LIKE A LOCAL.



Let’s build the Gulf day people come back for.

Seeking an investment partner for the first PCB destination and the company behind it.

Shay McGraw / Founder Let’s Talk pcbhookup.com

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