Cast Off — SaaS Booking Platform for Charter Operators

A commission-free booking platform that lets charter and boat rental operators accept bookings, process payments, and manage their business — without giving up 15% to a marketplace.

INDUSTRY	TIMELINE	DELIVERY	LIVE
Marine Tourism / SaaS	3 Weeks to MVP	Full-Stack Web App	castoff.boats

The Problem

Charter operators in the marine tourism space were losing 11–15% of every booking to marketplace platforms like GetMyBoat and Boatsetter. For a $2,000 charter day, that's $200–300 going to the middleman — per trip. Smaller operators had no cost-effective way to take direct bookings online, and building custom software was out of reach.

They needed a way to own their customer relationships, control their pricing, and get paid directly — without a marketplace taking a cut of every transaction.

What We Built

Cast Off is a turnkey booking platform for charter operators. Each operator gets a branded booking page, appears in a searchable public directory, and receives payments directly from customers through Stripe Connect. No commissions. Flat monthly subscription.

Customer Booking Experience

- Searchable operator directory with filters
- Real-time calendar availability
- Add-ons, waivers, and trip customization
- Instant booking or captain-approval flow

Operator Dashboard

- Booking management and calendar
- Dynamic and seasonal pricing controls
- Stripe Connect Express onboarding
- Customer messaging inbox
- Captain Protection (no-show coverage)

- Security deposits via Stripe authorization holds
- Verified Captain badges and brand assets
- Flexible, moderate, and strict cancellation policies

How We Delivered It in 3 Weeks

WEEK 1

Core platform architecture, database design, authentication, operator profiles, and booking flow. Competitor analysis of 6 platforms to identify feature gaps and pricing positioning.
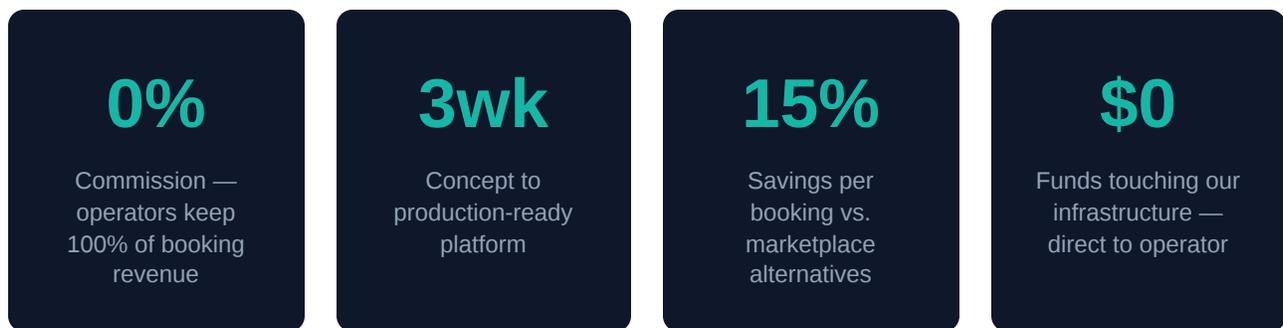
WEEK 2

Stripe Connect integration, payment processing, dynamic pricing engine, cancellation policies, security deposits, and the full operator dashboard.

WEEK 3

Transactional emails, SEO optimization, Terms of Service and Privacy Policy (PIPEDA-compliant), analytics, production deployment, and operator onboarding flow.

Results

0%	**3wk**	**15%**	**$0**
Commission — operators keep 100% of booking revenue	Concept to production-ready platform	Savings per booking vs. marketplace alternatives	Funds touching our infrastructure — direct to operator

What Made This Different

Most booking platforms extract value through commissions. Cast Off is structured as a software provider, not a marketplace — operators pay a flat monthly fee and keep everything they earn. This wasn't just a product decision; it was a legal architecture decision made on day one.

The Stripe Connect Express integration ensures money flows directly from customer to operator. No funds pass through Cast Off's accounts, which eliminates payment facilitator compliance requirements and accelerates operator payouts. The platform was designed to be legally clean from the ground up.

AI-assisted development allowed a single senior developer to ship a feature set that would typically require a small team and months of work — booking engine, payments, messaging, policies, email notifications, SEO, and legal compliance — in three weeks.

Technology

Next.js   TypeScript   Supabase (PostgreSQL)   Stripe Connect Express   Resend (Transactional Email)

Vercel   Tailwind CSS   Row-Level Security   Vercel Analytics

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