

Waterfront development with an operating purpose

Connect the investment case and funding search
with design requirements and the future
operation.

Real estate developers



The decisions ahead

Your priorities determine the scope and the people involved.

Market fit

Which users and activities should shape the product?

Design decisions

Which operating requirements need to enter the brief now?

Delivery interfaces

Who will manage each activity and shared service?



One advisory perspective across the lifecycle

Based in Monaco, M3 connects commercial analysis with the practical requirements of marina, yacht club and waterfront operations.

Strategy & project foundations

National yachting strategies, business planning, investment & fundraising.

Design & readiness

Operational requirements, coordination and preparation for opening.

Operating assets

Service improvement, assessment and development priorities.

Marina and yacht club destinations

A selection from the M3 portfolio.



AMAALA Yacht Club

Saudi Arabia



Corinthia Yacht Club

Qatar



Jeddah Yacht Club

Saudi Arabia

Expertise for your priorities

A starting point for a conversation with real estate developers.

Investment & fundraising

Define the investment case, prepare funding materials and identify potential investors and financial partners for marinas, yacht clubs and waterfront developments.

Explore the scope

Marina feasibility studies & business planning

Assess demand, define the right berth mix and connect the marina concept to a clear operating and revenue model.

Explore the scope

Marina operational design review

Bring operating, service and sustainability requirements into marina planning while design choices can still be adjusted.

Explore the scope

A clear basis for the next decision

The work produces documents your project and operating teams can use.

Investment & funding brief

Funding needs, the investment case and materials for prospective financial partners.

Operational design inputs

User journeys, service access and requirements for the appointed designers.

A destination programme

The activity mix and relationships between the marina and surrounding uses.

The programme around the marina

Retail, wellness, longevity and beach clubs can complement the marine asset. Their location, audience and operator requirements need to enter the development brief together.

Positioning & activity mix

A clear role for each component within the destination.

Spaces & interfaces

Areas, adjacencies, guest journeys and service circulation.

Operating responsibilities

Shared services and requirements for specialist operators.



Requirements backed by evidence

S3 connects sustainability, service quality and operating practices through a structured assessment framework.

Baseline & priorities

Identify applicable requirements and information gaps.

Development & readiness

Track actions, responsibilities and supporting evidence.

Assessment & follow-up

Document findings and review corrective actions.

La Belle Classe Destinations is a separate Yacht Club de Monaco process. M3 supports preparation; the YCM makes the admission decision.

Industry dialogue that continues beyond the meeting

M3 brings professionals together through events and the Smart Marina Connect platform.

Monaco Smart & Sustainable Marina Rendezvous

Industry dialogue, innovation and professional connections.

World Yachting Summit

Conversations across the international yachting ecosystem.

Smart Marina Connect

Networking, events and professional resources throughout the year.



Smart Marina Connect



A development brief for the next milestone

We agree a focused starting point around your project, its available information and the decision ahead.

O1

Which studies and plans are already available?

O2

Which design choices remain open?

O3

What needs to be agreed before the next milestone?

Discuss your project

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