



The Airbnb for Outdoor Recreation



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HUNTERS



17M

**Access to
land biggest
issue**

EXPERIENCES



Quest for

**exclusivity at a
reasonable
price**

LANDOWNERS

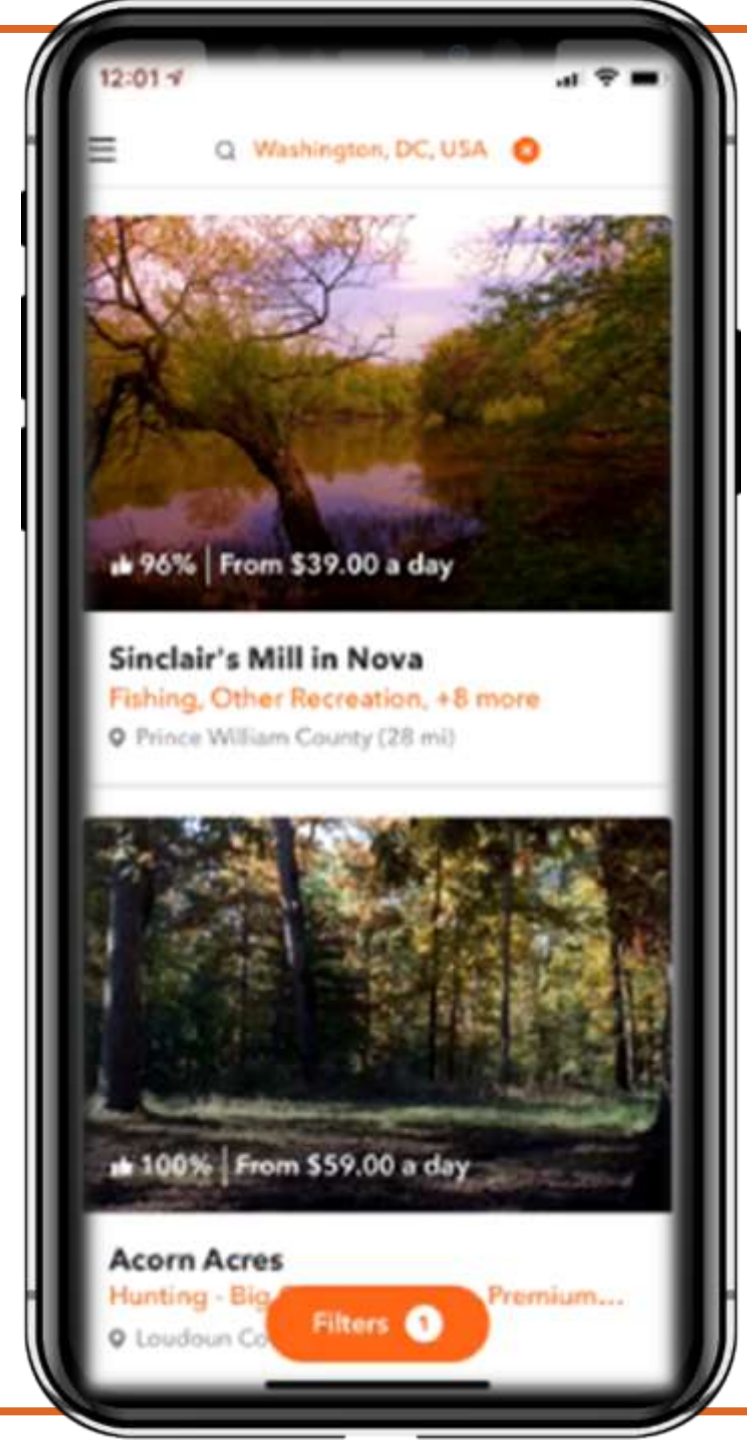


1.5B

**Underutilized
Private Acreage
In United States**

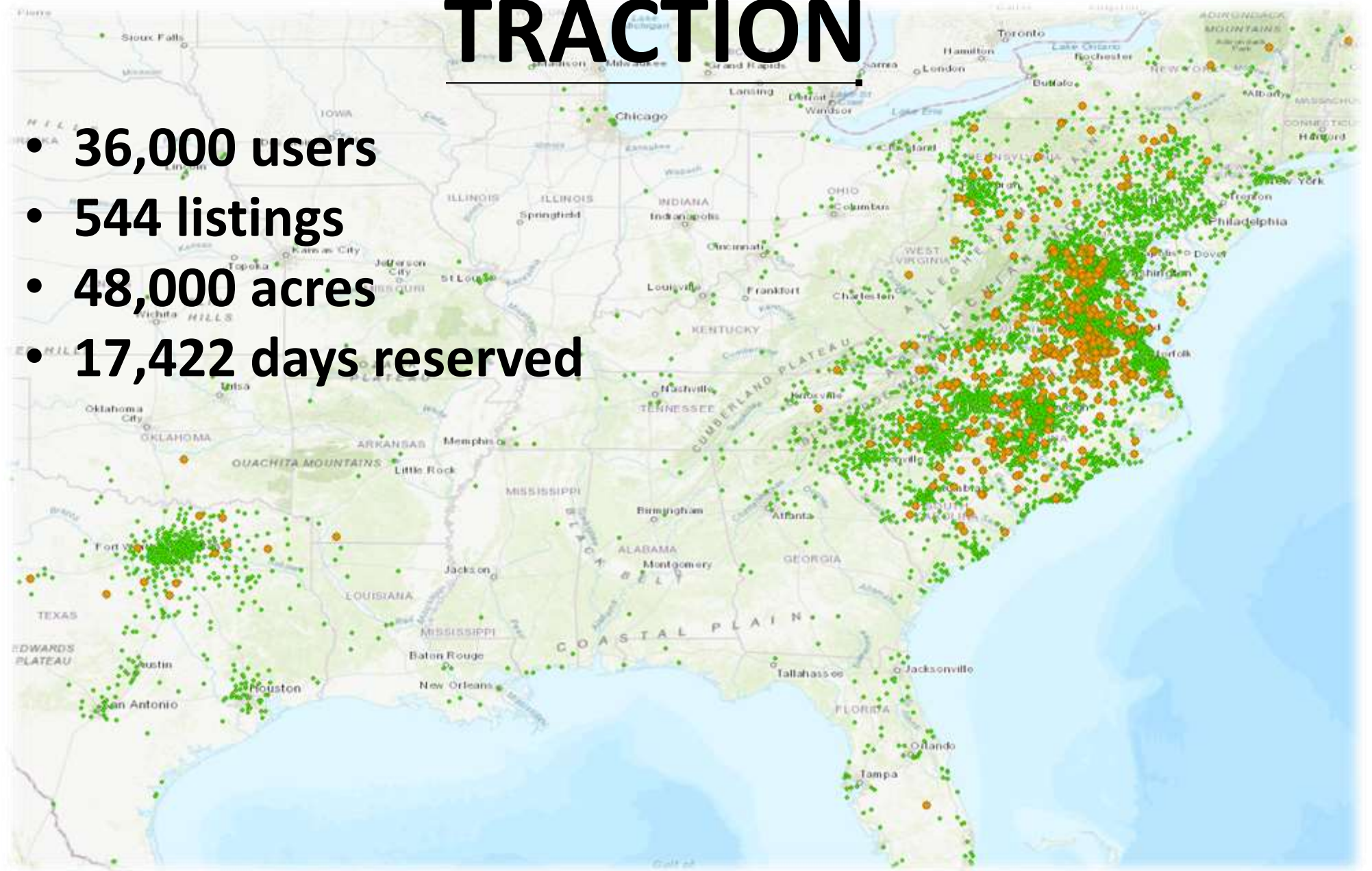


- Members lease land by the day, week, season or year
- Landowners have control, flexibility, and peace of mind
- Everything is managed in the online platform
- Everyone is covered by a \$4M liability insurance policy



TRACTION

- 36,000 users
- 544 listings
- 48,000 acres
- 17,422 days reserved



MARKET ROLLOUT



VALUE PROPOSITION

- Recreational leasing revenue
- Visitor identity and access management
- Wildlife/Land management
- Mission based objectives



SHIFTING REC LANDSCAPE

- “I want it my way”
- Over programmed lives
- Last minute decisions
- On demand
- Electronic smog pulling people away from nature
- Don't want time commitments or expense of clubs



How it Works

- List It
 - Site visit + pictures + writeup + terms + rules
- Lease It
 - Marketed to over 36,000 users; send LO's the details
- Get Paid
 - OA manages payments



Use Case 1: NCSU HILL FOREST

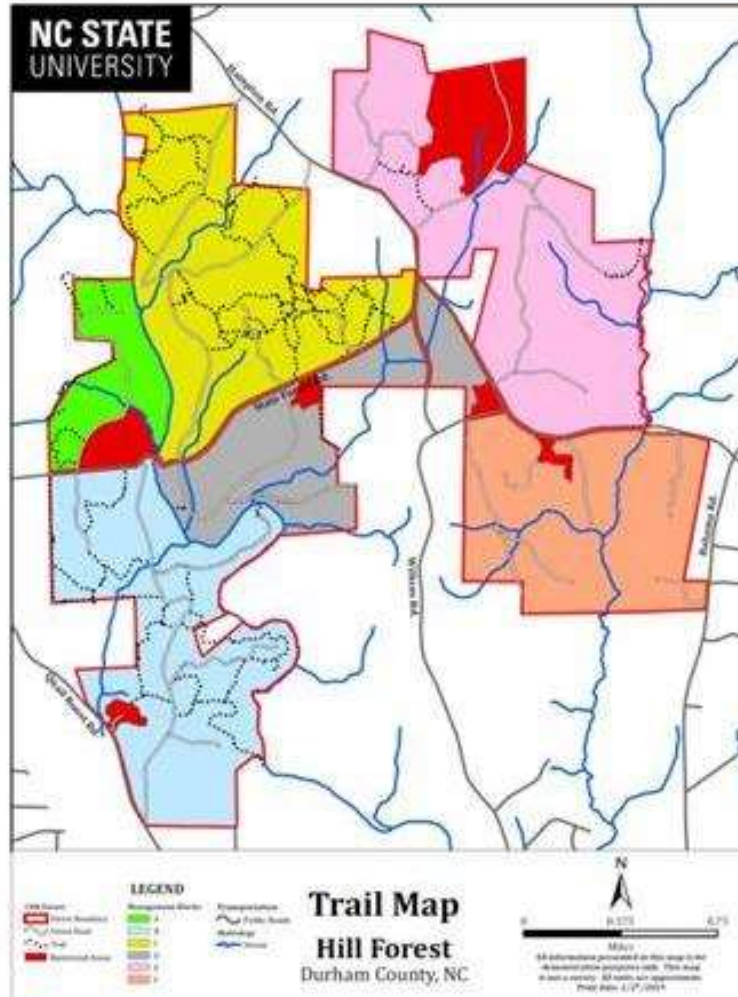
- Problem

- Manual Paper Based permit system
- No way to contact permit holders for forest openings and closings
- No way to increase utilization to increase revenues
- Multiple uses and 1000's of users
- No digital boundaries/mapping

- Solution

- Automated online permit system and underlying data base
- Monthly check for permits
- Outdoor Access handles all Customer Service
- Electronic notifications to permit holders
- Auto renew permits and opportunity to cross sell

Hill Forest (cont'd)



Permit Types

Name	Start Date	End Date	Length (days)	Auto-Renew	Maximum Permits	Member Only?	Cost	Active Permits
Annual Horseback Riding	N/A	N/A	365	Yes	100	No	\$100.00	39
Annual Fishing	N/A	N/A	365	Yes	100	No	\$15.00	5
Annual Hiking	N/A	N/A	365	Yes	100	No	\$15.00	23
Annual Bicycle	N/A	N/A	365	Yes	100	No	\$100.00	0

[Download Excel Spreadsheet](#)

Use Case 2: 260_{ac} Mixed Use

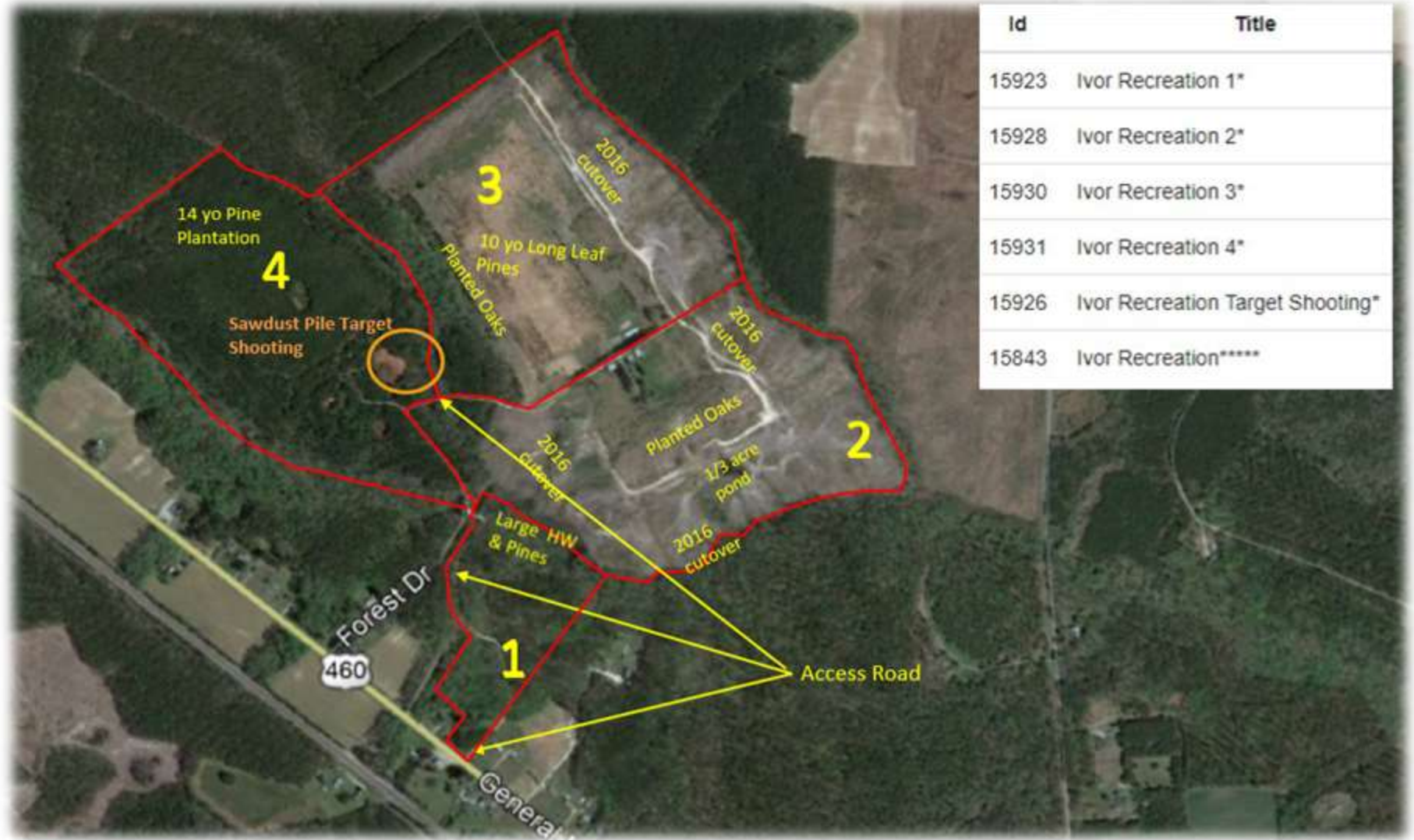
- Problems

- Dissatisfied with traditional hunt club use – bad experiences
- Lived on land, wanted episodic closures for family use
- Long periods of closure
- How to maintain some level of cash flow
- Wanted phone call reservation notifications

- Solution

- Parcelization scheme
- No impact tracts/listings left open to maintain cash flow
- Outdoor Access handles all Customer Service
- House rule no quail or duck hunting!

Mixed Use



Id	Title
15923	Ivor Recreation 1*
15928	Ivor Recreation 2*
15930	Ivor Recreation 3*
15931	Ivor Recreation 4*
15926	Ivor Recreation Target Shooting*
15843	Ivor Recreation*****

Use Case 3: Camp Rock Enon

- Problems

- Wanted asset return when Scout's not present
- Screening users – Critical
- Increase use of fixed assets – camp sites, rock climbing/pre-anchored climbing sites

- Solution

- Members must “request to book” the property
- Customized security and screening requirements for each applicant
- Parcelization scheme
- Year 1 test of seasonal leases and short term leases
- Spring 2020 - Rock package test

Camp Rock Enon





TAKEAWAYS

INCREASED YIELDS

- Parcelization
 - Geography, Calendar, Season, Activity
- Flexibility
 - Revenue, management, availability
- Fractional Use
 - Family and friends, club & camp partnerships, land trusts

Management

- Identity & Access
 - Background Checks, Reporting, Check in/out, Area
- Wildlife
 - Depredation, Plan execution
- Clubs
 - Dues collection, Payment Terms, Better Insurance

Mission

- Affordably priced access
 - Sustainable & Self funding - more than 1x/yr.
- Risk mitigated asset sharing
 - Way for landowner's to share what they love
- More acres for e-smog detox
 - Help cut the electronic tether

Q&A

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Use Case 4- Increasing Yields



- 940 plantation
- Traditional Club Annual Lease
- Parcelization scheme
- Blended Club use during hound season with OA managing balance of year
- >15% increase in annual yield per acre




OUTDOORTM
ACCESS
UNLOCK THE OUTDOORSTM

