



# Defining the Digital Outdoor Experience



# Email Sucks...

So does Text, Facebook, and Google...

When organizing group trips.

# Our best tools are inadequate:



- Linear time-based communication buries details
- Requires constant monitoring
- No single source of truth
- Surfacing details is dreadful
- Lacks emotion and fun 😞

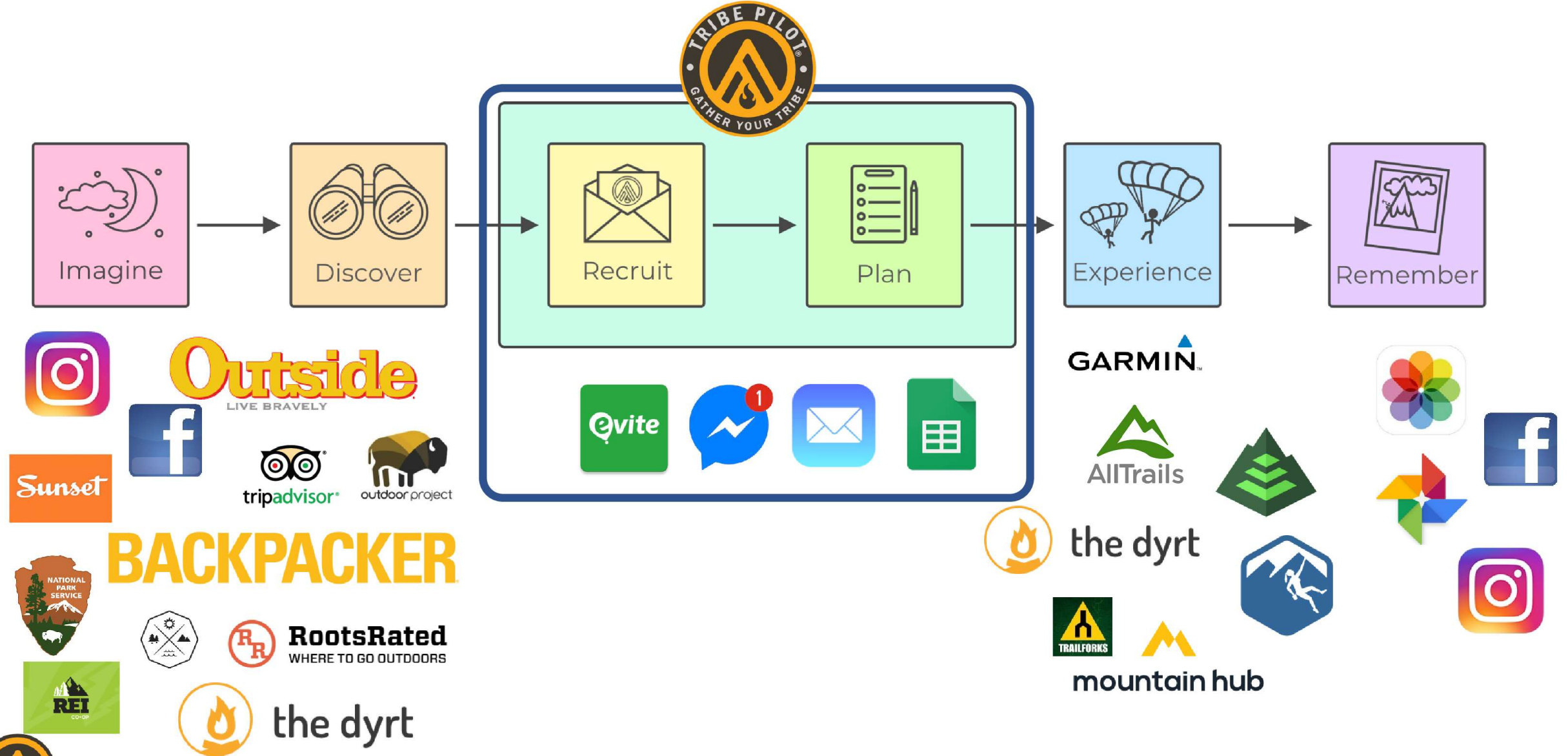
- A single source of truth but lacks communication.
- Only for experienced, familiar groups.
- Requires constant monitoring
- Lacks engagement
- Lacks emotion and fun 😞

# Tribe Pilot combined known tools...



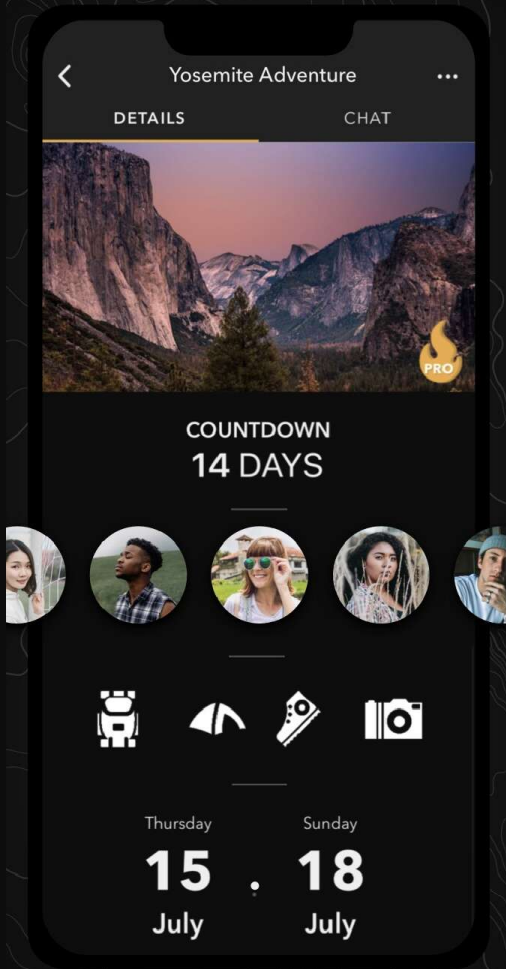
**to streamline adventure planning.**

# Today we have tackled the big pain point.

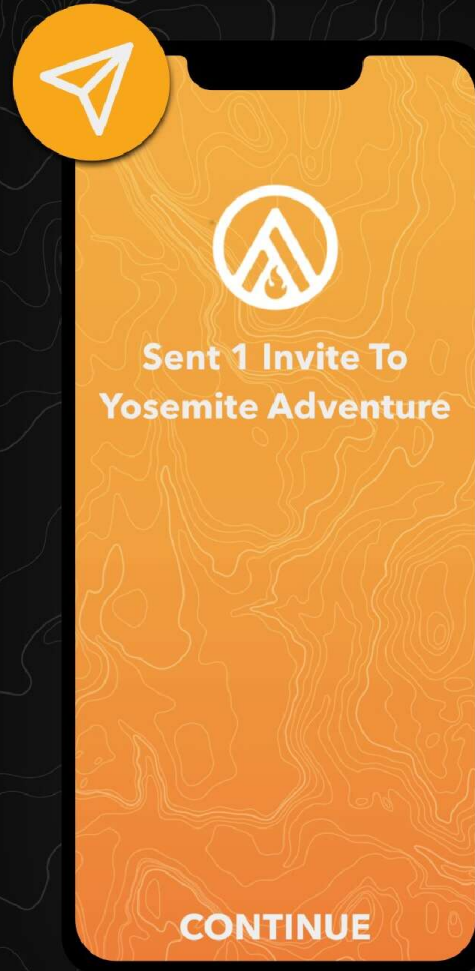


# With simple tools:

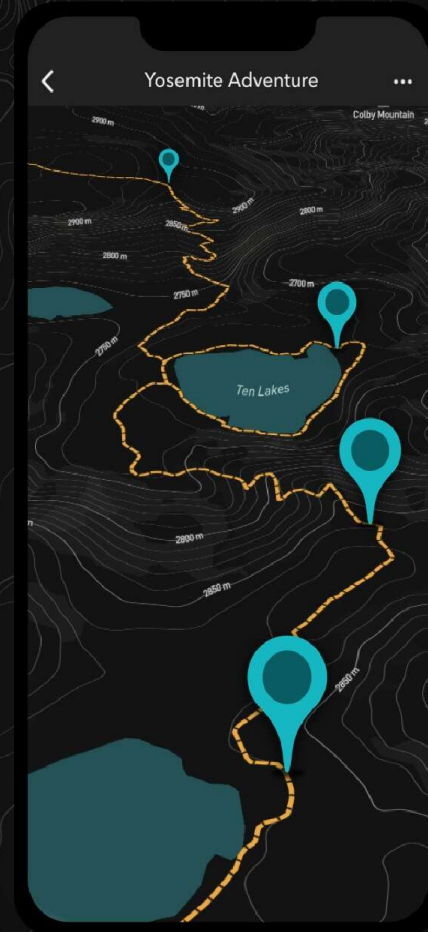
## Trip Builder



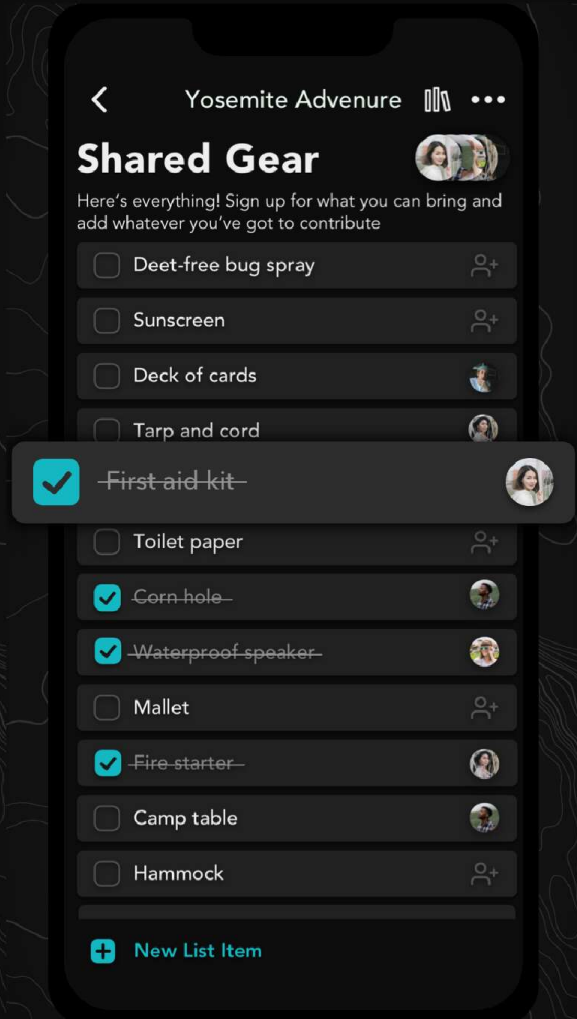
## Crew Recruiter



## Route Picker



## Gear Organizer



# And users like what we do:

- 4500 Users
- 3500 Outdoor trips
- In 50 States
- In 50+ Countries
- With minimal active marketing
- 20% Growth though user invites

● Tribe Pilot Users  
● Tribe Pilot Trips

# Business model: Freemium

**We have product market fit!**

**\$100 in  
Advertising**  
(300 new users)

 **14 New  
Subscriptions**

**@ \$2.99/mo.  
Pro Account**

**\$42 MRR**

**\$504 ARR**

- Based on Pre-COVID-19 Metrics
- Too early to tell churn rate
- No cancellations to date
- longest running is 9 mo.



# Market Adoption:

All users to date



**PAID ACQUISITION**

(\$7.00 / MEMBERSHIP)

Starting April 1st



**PARTNERSHIPS**

(FREE)



**PR AND MEDIA**

(FREE)

# Market Size/Breakdown



**145 Million Americans Participate (TAM)**  
**11 Billion Outdoor Outings (USA)**



**20 Million Americans (SAM)**  
**Meet Our Demographics (USA)**



**10% Market Share of SAM**  
**Trips With Tribe Pilot**

# Business Model: Total Addressable Market (TAM)

$$\begin{array}{|c|} \hline \text{2MM Paying} \\ \hline \text{Users} \\ \hline \end{array} \times \begin{array}{|c|} \hline \$2.99/\text{mo.} \\ \hline \text{Pro Account} \\ \hline \end{array} = \$6\text{MM MRR}$$

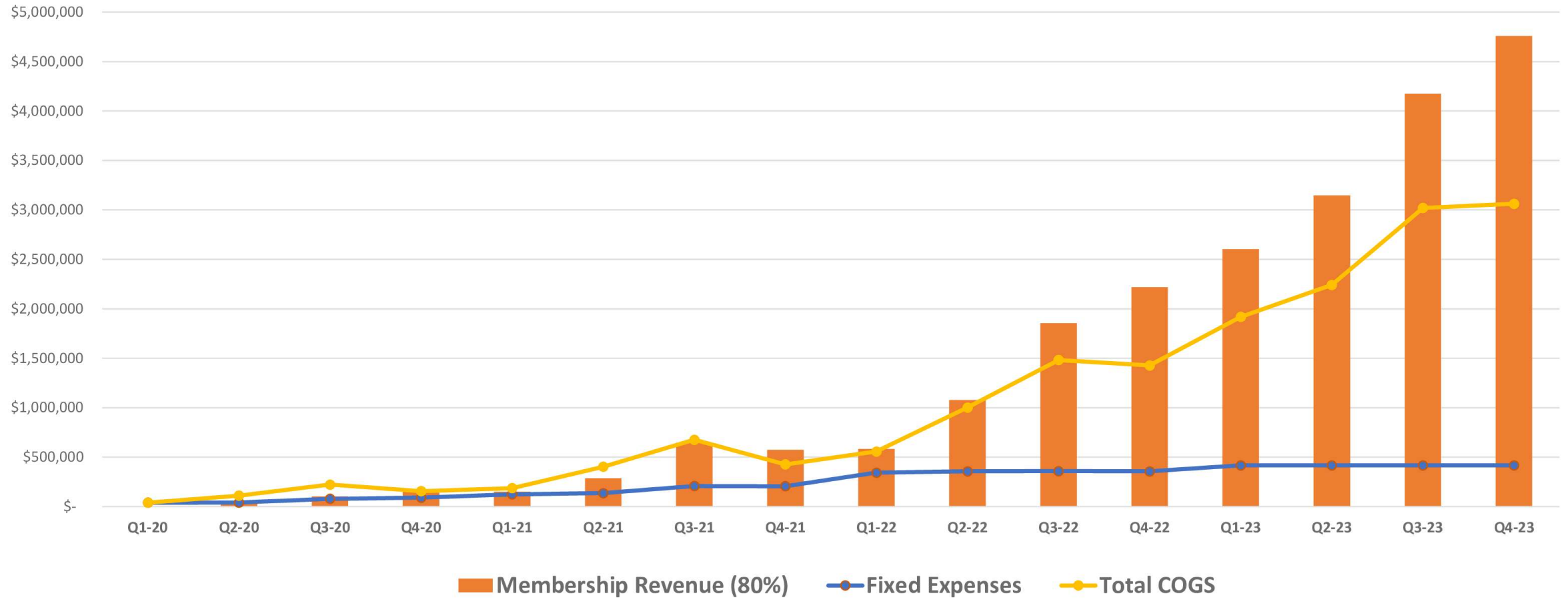
**\$72,000,000 ARR**

**With no additional revenue sources**

- Based on forward looking projections, cannot be guaranteed.

# 4 Year Financial Projections:

## 4 Year Quarterly Forecast



- Based on forward looking projections, cannot be guaranteed.

# Team:

- **Mathew S. Smith – CEO/Founder**
- **Sean Leslie – Chief Content Officer**
- **Ryder McDowell – Software Engineer**
  
- **Jesse Rosenzweig – Technical Advisor -Former CTO AWS Elemental**
- **Blair C. Deaver – Software Engineering + QA Director**
- **Heath A. Korvola – UX Advisor**
- **Mark A. Morrisson – Chairman**