



**OutdoorsYours.com**

# Team



James Bell

- *Co-Founder of OutdoorsYours.com*
- *Dartmouth College BA Candidate, Economics modified with Psychology*
- *Captain Men's Varsity Squash Team*



Nidhi Singh

- *Co-Founder of OutdoorsYours.com*
- *Software Engineer at Dartmouth College*
- *Girls Who Code Facilitator*



Shivan Gunda

- *Co-Founder of OutdoorsYours.com*
- *Software Engineer at Dartmouth College*



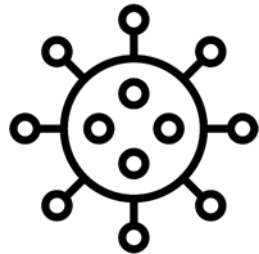
# Problem



Those that can afford to own extra land, yard, outdoor space, etc. are often the least likely to use



Current home-rental models require renting of the whole house for access to outdoor space at a high price point



COVID-19 has increased desire for private spaces and more forms of passive income, but there is no matching process

Problem

Solution

Product

Market Size

Business Model

Market Adoption

Competition



# Solution

A **website** that exclusively allows for outdoor rental space:



**On an hourly basis**



**At a low price point**



**Separate from home rental**

Problem

Solution

Product

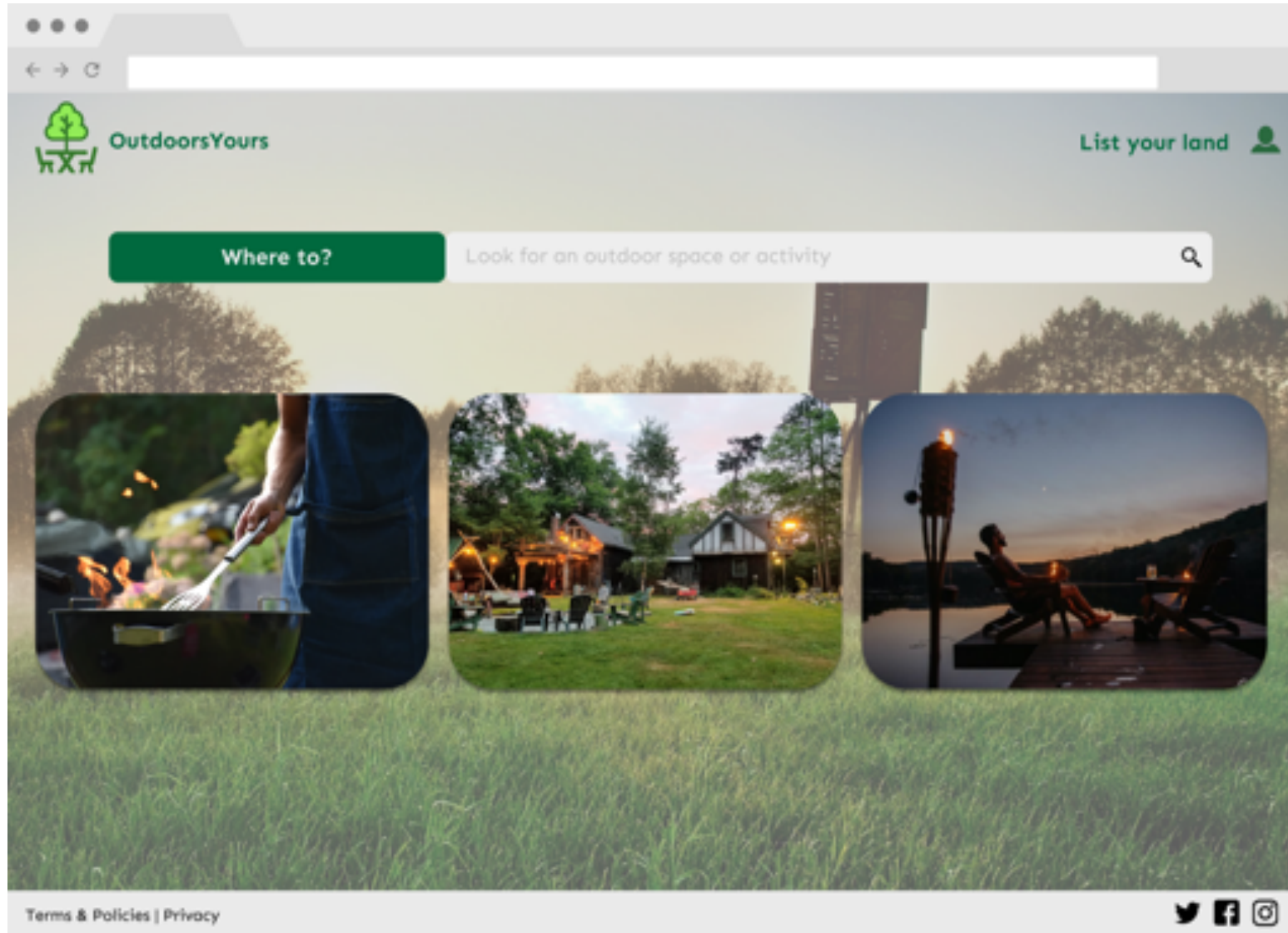
Market Size

Business Model

Market Adoption

Competition

# Product



Problem

Solution

Product

Market Size

Business Model

Market Adoption

Competition

# Product



The screenshot shows the OutdoorsYours website interface. At the top, there is a navigation bar with the logo, a search bar containing the text 'Hunting', and a 'List your land' button with a user icon. Below the navigation bar is a map of the Hanover, NH area, showing several hunting land listings marked with green triangles. The listings are:

- 101 acres of hunting land for \$14/hr.
- 348 acres of land for \$18/hr.
- 25 acres of hunting land for \$12/hr.

To the right of the map, under the heading '3 Listings', are three detailed listing cards:

- Listing 1:** \$10/hr. - Game includes Whitetail Deer, Bear, and other small game. The image shows a scenic view of a lake in a forest.
- Listing 2:** \$14/hr. - Game includes Whitetail Deer, Bear, and other small game. - Hourly basis. The image shows a taxidermy mount of a large buck.
- Listing 3:** \$8/hr. - Game includes Whitetail Deer, Bear, and other small game. The image shows a yellow outline of a hunting area on a map.



# Product



OutdoorsYours

Look for an outdoor space or activity

List your land

23 Hanover St, Lebanon ★★★★★(256)

Check in → Check out

Guests ▼

Ameneties & Facilities ▼

Comments

Request to Book

Terms & Policies | Privacy

Twitter Facebook Instagram

Problem

Solution

Product

Market Size

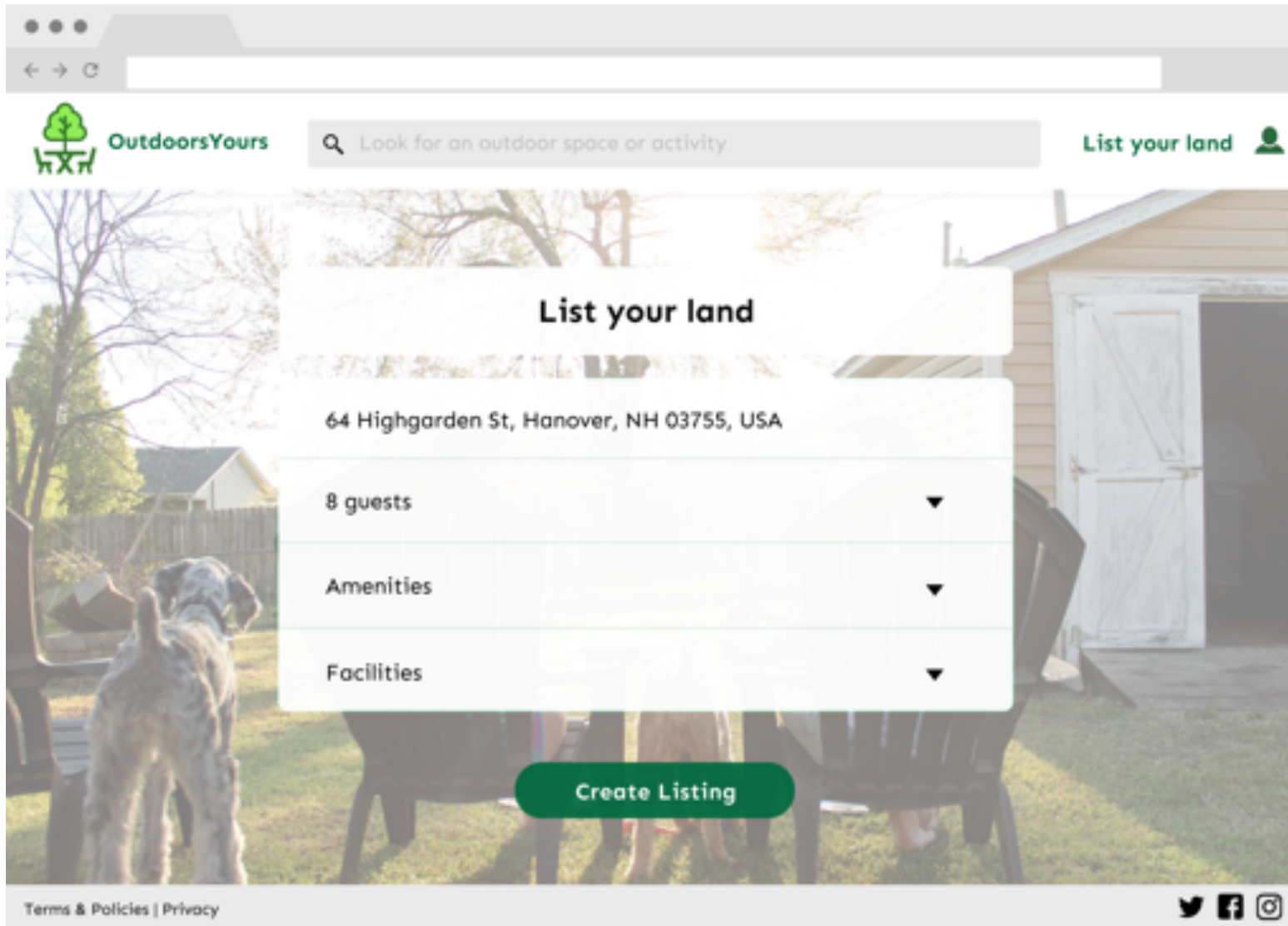
Business Model

Market Adoption

Competition



# Product



Problem

Solution

Product

Market Size

Business Model

Market Adoption

Competition





# Target Market

## Customers

- Primarily, 18-30 year-olds that do not have easy access to outdoor private space
- Lower to Middle income families with some disposable income that cannot afford AirBnb price point for full rental

## Land Holders

- Un-booked AirBnb time slots with yard space, beachfront, dock, or other outdoor portions of home
- Landholders looking for another form of passive income

Problem

Solution

Product

Market

Business Model

Market Adoption

Competition



# Market Size

**686,000**

Potential Renters In The U.S.

**\$14 Million**

Total Addressable Market

Problem

Solution

Product

Market

Business Model

Market Adoption

Competition



# Business Model

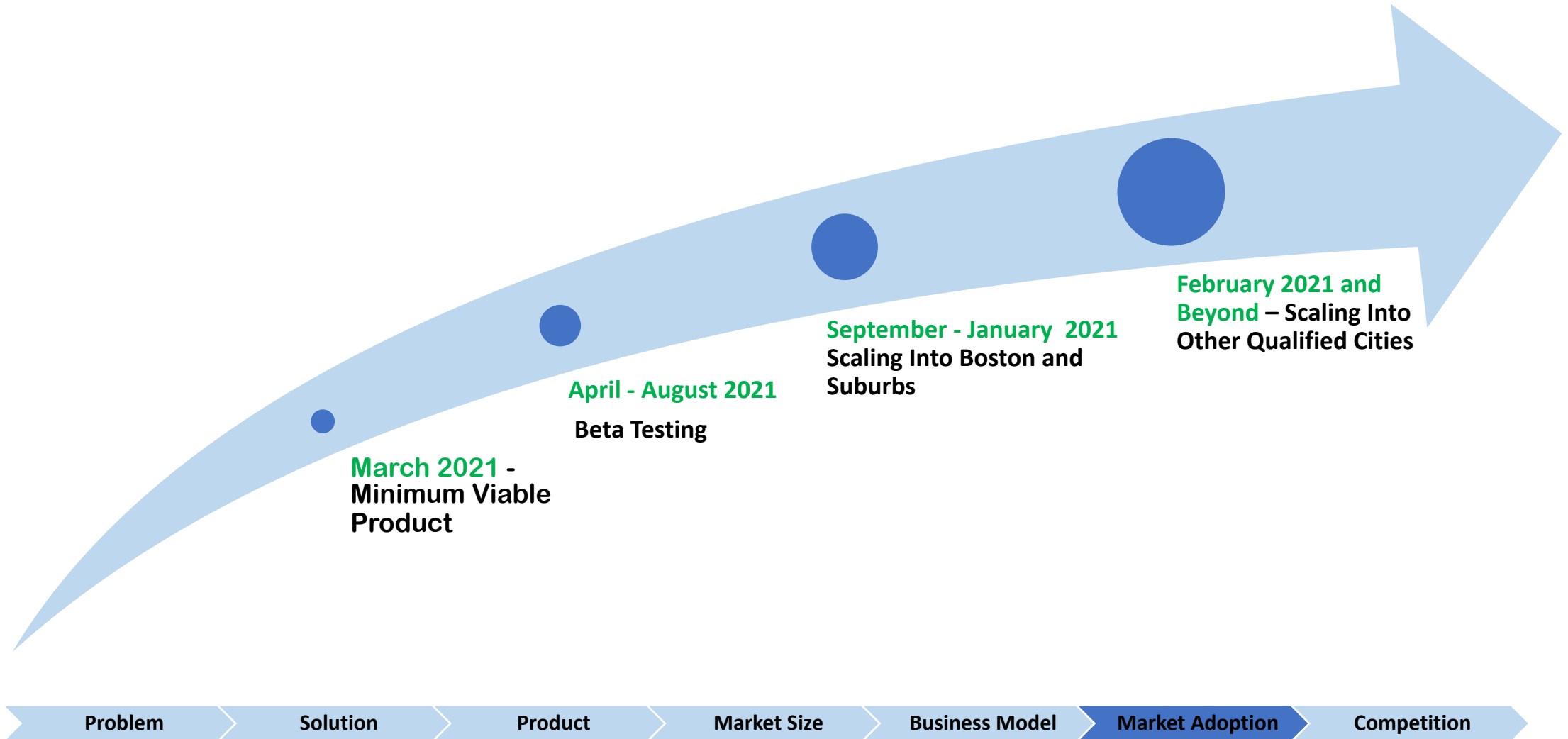
## 1<sup>st</sup> Stage

- **Renters**
- 10% Fee of Sale Price

## 2<sup>nd</sup> Stage

- **Renters**
- 10% Fee of Sale Price
- **Landholders**
- 12% of Listing Price

# Market Adoption





# Competitive Landscape

Outdoor Leasing Logo



|  |  |  |  |
|--|--|--|--|
| <b>Low Price Point</b>                 |  |  |  |
| <b>Outdoor Space Rentals</b>           |  |  |  |
| <b>Short Term Rentals (i.e. hours)</b> |  |  |  |
| <b>Activity Differentiation</b>        |  |  |  |
| <b>Renter to Owner Communication</b>   |  |  |  |





**OutdoorsYours.com**