



OutdoorsYours Fact Sheet

Headline: Would you like to find a short-term rental near you?

Concept Type: Two-sided Marketplace

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Description: OutdoorsYours is a two-sided marketplace that connects outdoor rental spaces to short term renters. Although there are many potential rentals opportunities, some initial rental properties will be fire pits that friends can rent for a few hours, a dock for swimming and to enjoy this spring or summer, or simply rent a private space if your traveling in your RV.



OutdoorsYours connects both supply and demand for these services and helps create an additional form of income for landowners. The initial business model only charges a fee to renters, but as listings increase, a small fee will be assessed to landowners as well.

Problem: There are a few problems that allow for OutdoorsYours to create this marketplace. First, closest competitors are very “top heavy”

(meaning most of their sales come from a select few “glamping” properties, while the rest of renters have trouble renting their entire campsite) and concentrate on nightly rentals. From the demand side, the only means to rent a fire pit, dock, or other outdoor feature is through renting the entire home or campsite, which is a much more expensive.

Solution: OutdoorsYours offers a solution where landowners can rent their property on an hourly basis and creates unique value in individual features of the home (i.e. the fire pit or the dock). This is attractive to a younger generation (18-30 years old) as it allows access to these unique features at a much more affordable price point than a nightly rental.

Unique Value Proposition: There are few features that create unique value for OutdoorsYours. First, this is not something larger home-sharing platforms would want to implement on their platform as it would cannibalize their existing home listings at a lower price point. Second, the platform has a lower fee structure than existing home-sharing platforms and provides these services at a much more affordable and flexible (lower price and ability to select number of hours) price for individuals aged 18-30. Third, property owners have the ability to list their features of the home in multiple channels allowing for greater opportunity for a sale (i.e. someone could list their dock or their fire pit or they could list their campsite with the dock and fire pit.) Finally, once revenue is large enough, providing host insurance will allow for defensibility and will prevent leakage as the platform expands into new markets.

