

# Simple Outdoors

## Business Summary

Simple Outdoors' aim is to make outdoor adventure activities more accessible to metropolitan individuals through an integrated service structure. These individuals are provided with an online platform where they can rent any equipment they may need to accomplish their desired activity, along with the ability to book any accommodating features from third-party vendors such as accommodations and transportation. This is an excellent opportunity for metropolitan individuals to try outdoor activities in a cost effective and convenient manner.

## Customer Problem

The outdoor adventure market is extremely fragmented and unorganized, making it difficult for potential travellers to find opportunities to experience the many outdoor activities that Ontario offers. There is a large demographic of individuals living in the Greater Toronto Area that enjoy outdoor adventure activities, or would like to try them for the first time, but do not have the necessary knowledge or resources to properly access them. *Simple Outdoors* will provide the solution.

## Solution

Beginning with the activity of camping, *Simple Outdoors* can provide these metropolitan individuals with a fully integrated camping research, equipment rental, and booking hub. Customers will be able to rent fully pre-packaged camping equipment kits which offer every single item they may need to go camping, all they need to bring is their clothes and food. *Simple* does not stop there however; customers will also be able to book third-party campgrounds and car rentals from within the convenient walls of this integrated website.

## Revenue Model

Revenues will be primarily driven by the rental of pre-packaged camping kits, charged at a daily fee based on the items included in the kit. Additionally, the integration of campground and car rental booking systems into *Simple Outdoors'* website provides the opportunity for a secondary revenue stream; *Simple* will be able to take a portion of the revenues from each customer sent to these third-party companies. Finally, marketing real-estate can be made available on *Simple Outdoors'* website for industry partners looking to target their potential customers.

## Target Market

*Simple Outdoors* is focusing marketing efforts on middle-aged individuals living in low-occupancy dwellings (ie. condos and apartments) in the Toronto Area. These customers would rather rent equipment due to limited storage space, and they take public transit thus requiring a car rental. There is also an opportunity to target the secondary segment of institutional groups, including corporations seeking team building experiences and schools/community groups looking for group travel alternatives.

## Competitive Advantage

*Simple Outdoors'* focus is to integrate the entire camping process for metropolitan individuals and cater to a fragmented industry layout, a service model that has never been seen in the industry. By bringing together pre-packaged camping kit rentals, and the ability to research/book campgrounds and car rentals, customers will find an integrated service they cannot find anywhere else.

## Upcoming Milestones

*Simple Outdoors* is currently looking for investors who are interested in moving forward with this exciting start-up company. With this investment *Simple* will take the remainder of 2013 to develop its online platform and secure necessary capital assets, with operations beginning in early 2014. The *Simple Outdoors* team could not be more excited for the future of this company, and are determined to revolutionize the outdoor adventure industry.

**Keep it Simple.**