



yonder 

# The Gateway to Nature

Freyr Thor, CEO

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## INDUSTRY PROBLEM

Nature tourism is underserved.

The nature travel booking market is fragmented and unsophisticated.

## SOCIETAL PROBLEM

We're in the midst of a rising anxiety epidemic.

We've lost connection with nature & its meaning.



YONDER IS THE SOLUTION



yonder

A Booking Platform  
Connecting people  
to enriching experiences  
in nature

“A new tool for discovering outdoor experiences...  
File this one under; right time, right place.”

Paul Brady, Travel & Leisure, March 2020



# CLEARLY SPECIALIZED MARKET SEGMENT



Aggregating Highly Curated Global Host Community  
At Yonder, the Stay is not a Place To Sleep. It is the Experience Itself

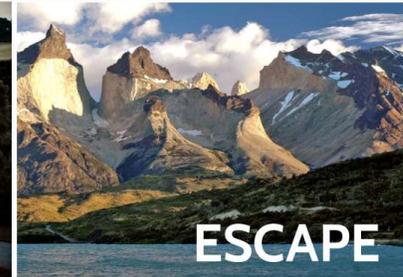
The image displays a collage of screenshots from the Yonder website and mobile app. At the top, the desktop website interface is shown, featuring a search bar, filters for dates, guests, and yonder types, and a grid of property listings. The listings include 'Moonlight Treehouse', 'The Lodge', 'The Little Farmhouse', and 'Conestoga Covered Wagon'. Below the desktop view, four mobile app screens are shown, each with a specific focus: 'Discover and book experiences in the natural world', 'Find Your Yonder', 'Meet Yonder Stewards', and 'Shape Your Experience'. To the right, two more property listings are shown, featuring photos of horses and a child fishing, with details like 'Beginner's Guide to Photographing Horses' and 'Catch and Release Fishing for Children'.

## MARKET SIZE

Total Available Market **\$ 13 Billion**  
Serviceable Addressable Market **\$ 8 Billion**



- SAM consists of agri-eco tourism accommodations only
- Market evenly split between 4 groups; millennials, families, seniors, & single professionals
- SAM excludes air travel, hotels, resorts & cruises
- More than 80% of listings are within a four hour drive of most US metropolitan areas
- 30% of listings are exclusively on the Yonder platform
- Agri-Eco Tourism is currently realizing 12% YOY growth



# COMPETITION



- Airbnb 5 Year Market Share: 10%

- Top OTA Competitors:

Airbnb	\$ 38 B	40%
Booking Hldgs	\$ 15 B	16%
Expedia	\$ 10 B	11%
TripAdvisor	\$ 3 B	3%
Tujia	\$ 2 B	2%
<b>Others</b>	<b>\$ 27 B</b>	<b>28%</b>

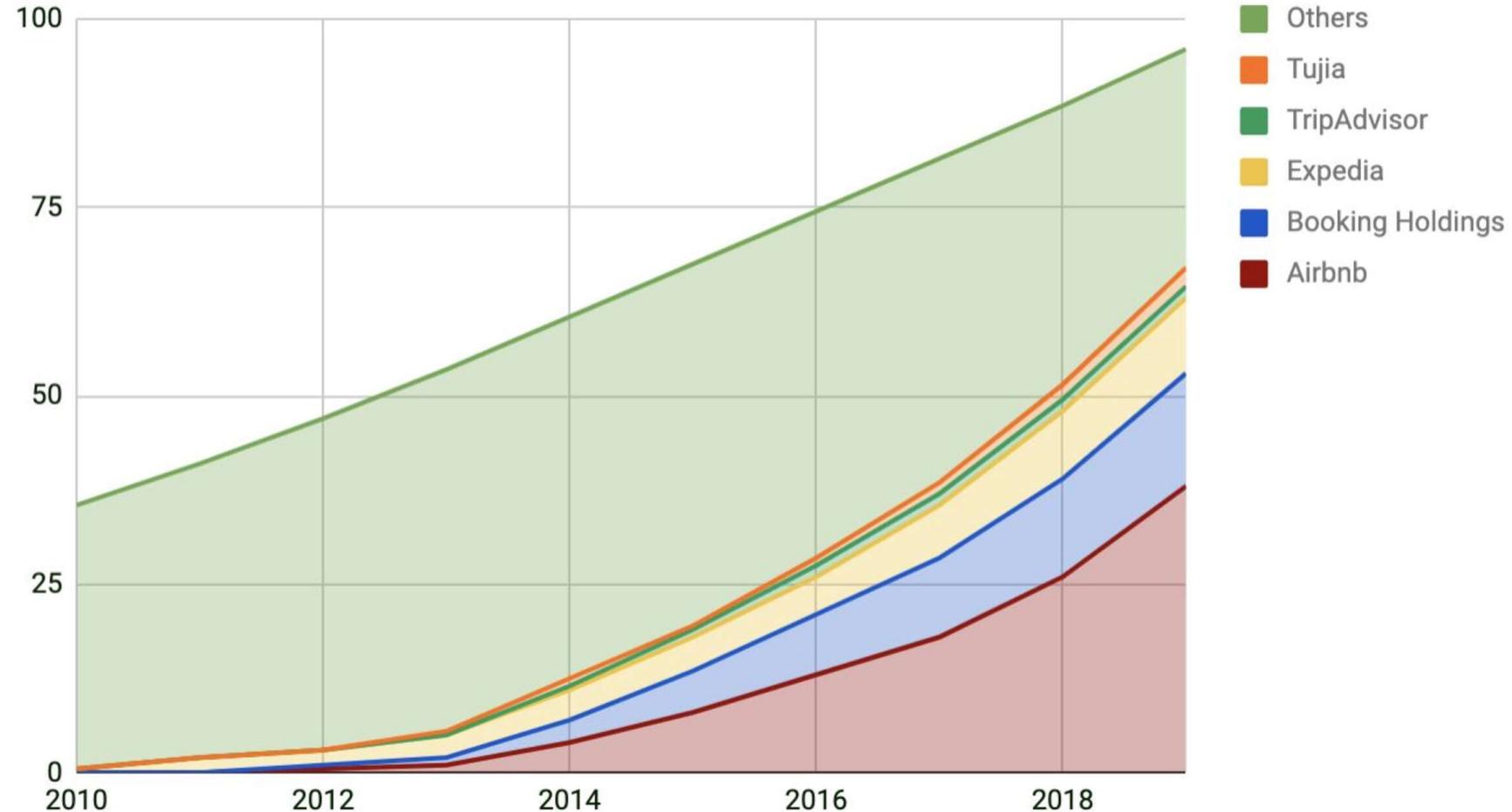
TOTAL \$ 95 B

- Top Nature Competitors:

Vacasa	\$ .3 B	3%
Hipcamp	\$ .2 B	3%
Under Canvas	\$ .2 B	2%
Glamping Hub	\$ .1 B	2%
Getaway	\$ .1 B	1%
<b>Others:</b>	<b>\$ 7.1 B</b>	<b>89%</b>

TOTAL \$ 8.0 B

## OTA P2P Bookings - \$Billions



## COMPETITIVE ADVANTAGE

### TRIPLE BOTTOM LINE

- People
- Planet
- Profit

### CLEAR MARKET DIFFERENTIAL

- First Nature Tourism Focused Platform
- Aggregating Existing, Fragmented Industry

### CONTENT AND CURATION

- Qualitative Vetting Process
- Experiential Storytelling

### FUNCTIONALITY

- Itinerary & Bundling Checkouts
- Robust Discoverability Search Engine

### LATEST CODING TECHNOLOGY

- Modular Build, Flexibility & Scalability



## EXPERIENCED STARTUP TEAM

# Yonder Executive Team



**FREYR THOR**

CEO + Co-Founder

Start-up Executive, Digital Media, Anderson Digital, Vanguard Cinema, Multiple Founderships, Successful & Repeated 20x sales exits



**DEREK NEWSOM**

CTO + Co-Founder

Technology Executive, Web, Backend & Native App Expert, Inqubator Managing Partner, Nvoicepay, Our Alchemy, Anderson Digital



**MATTHEW SCHMIDGALL**

COO + Co-Founder

Experienced Startup Executive, Workflow & Scale Designer, Inqubator Managing Partner, Hennepin Studios, Anderson Digital



**TIM SOUTHWELL**

CHAIRMAN + FOUNDER

Owner and Operator of Several Successful Companies in the Arena of Health, Wellness, Permaculture and Agri-Tourism



**WHITNEY ALTAFI**

CMO

Brand Expert, Startup Success, Lifestyle Brands, Charles Schwab--Effie Winner, Sunrun, Credit Karma, Counsyl



**BILL LEE**

CSO + Co-Founder

Business & Strategy Development. Brand Expert. Over 40 Years in Senior Leadership With Name Brands and StartUps



**PATRICK S. HARRIS**

Financing Advisor

Early and growth stage consumer companies. Capital introductions to family offices, institutional investors and HNW individuals

## CAPITAL RAISE

## CAP STRUCTURE

- Founders Capital \$3.95M
- Debt \$ 250k
- CF Raise: \$1.07M

## MARKET SIZE

- \$12B Total Available Market
- \$ 8B Serviceable Market
- 9% Market Share Forecast

## FORECAST

- 6 Year Forecast = \$1B Gross Revenue
- Gross Operating Margin = >75%
- 6 Year Market Capitalization = \$2B

*Forecasts are future projections and cannot be guaranteed*

“The good news about building a company during times like these is that if they succeed, they’re going to be extremely strong and resilient” —Marc Andreassen



\$ thousands	2019	2020	2021	2022	2023	2024	2025	2026
Gross Revenues	0	1,700	56,568	171,713	333,953	532,379	757,973	989,713
Net Payments to Hosts	0	1,250	44,763	139,512	273,120	532,379	757,973	815,599
Yonder Revenues	0	450	11,805	32,200	60,833	95,597	134,225	174,114
GM% - Host Payments	0%	26%	21%	19%	18%	18%	18%	18%
Yonder Revenues	0	450	11,805	3,200	60,833	95,597	134,225	174,114
Operating COGS	6	152	2,746	7,087	13,271	20,822	29,177	37,771
Gross Operating Margin	(6)	298	9,059	25,114	47,563	74,776	105,048	136,343
GOM%	0%	66.3%	76.7%	78.0%	78.2%	78.2%	78.3%	78.3%
Operating Expenses	1,402	5,079	19,939	33,075	42,000	48,161	53,587	58,463
EBITDA	(1,409)	(4,780)	(10,880)	(7,961)	5,562	26,615	51,461	77,880
EBITDA%	0%	-1068%	-95%	-26%	8%	27%	38%	45%



# Thank you

For more information contact:

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Sources: QRY Agri Tourism Research,, Condor Ferries 2019  
Forbes, CREST, Conde Nast, Eco Tourism Statistics, Statista 2019  
QRY YReport, QYResearch, 2014  
Global Wellness Institute, Technavio, 2019, Statista 2019