



INVEST IN SĒKR, INC.

All-in-one app to find your next campsite

LEAD INVESTOR



Andy Ballester

I have been with Sēkr since it was just an idea and a community. I was the first check in and I have been part of Sēkr's journey through their greatest successes and their greatest failures. They have a stellar team, community, market opportunity, domain expertise, and a solution to a massive problem that can serve 7/10 Americans on an annual basis. But the reason I have continued to bet on them, and why I truly believe that this is an investment worth making, is their resilience. Resilience is THE most important factor in leading a startup to success because there will undoubtedly be challenges. A founder's ability to successfully navigate through crises and setbacks is what makes exceptional founding teams. Resilience is what separates Sēkr from other startups, and I believe it is that strength that will bring together all of their expertise, communities, and strategic advantages as a company together to become the market leader in the camping industry.

Invested \$5,000 this round & \$550,000 previously

sekr.com/home

San Diego CA



Technology

Marketplace

Female Founder

Travel & Tourism

Minority Founder

Highlights

- 1 Winner of Fast Company World Changing Ideas 2022.
- 2 Backed by Techstars, Backstage Capital, Gaingels, Storyteller Overland, and more.
- 3 14,000+ camping nights planned per month on Sēkr and growing.
- 4 93.8 million active U.S. camping households in 2021.
- 5 70k+ active community members on the mobile app.
- 6 Featured in Forbes, Fortune, Sunset, TechCrunch and more.
- 7 One of the few certified B-Corps for outdoor travel technology.
- 8 2022 Best Companies for Women to Advance PARITY.ORG

Our Team



Breanne Acio Founder & CEO

3x founder in outdoor travel, keynote speaker, DEI thought leader and community builder in the outdoor recreation and travel industry. Began her vanlife story in 2017, when she and her wife explored the U.S. in their home on wheels.

Our Founder Breanne was part of the early vanlife scene and saw first-hand how hard it was just to find a safe place to camp overnight, and how difficult it was to understand which campsites would have

amenities like showers, Wi-Fi, etc. This extreme lack of digitization in the outdoors is what led her to create Sēkr in 2018.



Brent McCullough Chief Product Officer

Helped pioneer the technology behind the vacation rental industry. As CPO he scaled RedAwning from \$0 to \$100M/year. 15+ years of experience focused on product for API connectivity, data synchronization at scale, and complex operations processes.



Jenna Celmar Advisor

Well-known outdoor industry speaker, entrepreneur, & changemaker. Co-founded Basecamp Outdoor, a community & career hub where she gets to connect with and collect trends from the workforce behind the outdoor industry.



Angela Harness Director of Business Development

Meet the Woman Who is Making the Outdoors More Accessible to Everyone



Camping made **easier** with **Sēkr**



Seek



Stay



Socialize



I am seeking. . . Sēkr

Watch later Share

I am seeking Pa  n

Watch on  YouTube



Seeker [sēkr]: noun

A person **inquisitive** by nature, in search of broader **meaning** and deeper **understanding**



Aim North to British Columbia

Watch later Share





Watch on YouTube



Sēkr Founder Breanne (Left)

Sēkr is a **women and minority owned company** empowering **diversity and sustainability** in the outdoors

In the news

The Woman of Color Transforming Access and Leadership in Outdoor Travel

Laborel, Lyle & Gilman Skift
March 9th, 2022 at 2:00 AM EST

Skift

Sēkr also founded

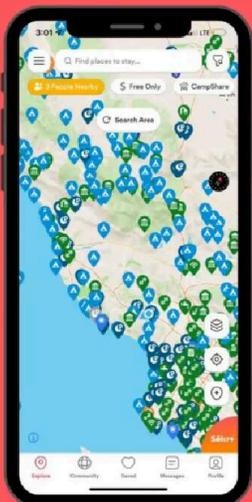


Does the National Park Service's Reservation System Shut Out Non-White, Low-Income Campers?

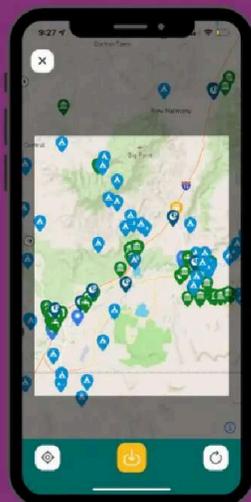
The federal website excludes some would-be adventurers, a University of Montana study suggests



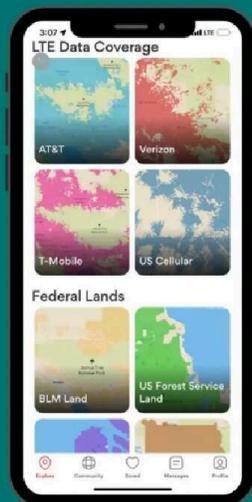
Browse the largest database of free campsites.



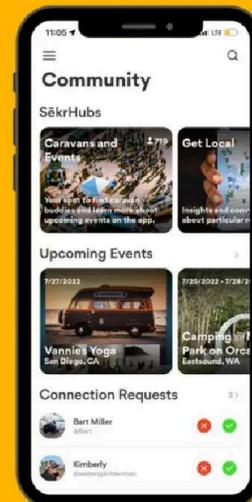
Download maps to get off-grid and offline.



Take the guesswork out of your trip with premium map layers!



Discover countless community events near you.





We are community first

Long before we started a tech company, we started a movement.

Sēkr is built by the community, with the community and for the community.

Sēkr is offering ownership to the community

so that when we are successful, our community is successful



Campers & road trippers love Sēkr



Absolutely love this app! It seriously has it



ALL. we can make new friends, catch up with old ones and plan our trips around the bigger community events. We try to add every place we use or go to help others on this platform.”

- Member



“I just wanted to thank you for such an awesome app! My wife and I travelled from Oregon to Michigan over the past few weeks and we used your app... LOVED IT! It was so simple, easy and the information was great! There were some EPIC campgrounds!

- Member



So does the media!

Forbes

FORTUNE

TC TechCrunch



Sunset

lonely planet

SELF

BuzzFeed



We know the struggle

As fulltime campers, we spent hours everyday trying to find a good campsite.

What if there was one app that showed every campsite?

And you could chat with other campers about their experience?



The Sēkr Solution



Sēkr makes camping **easier, safer, and more social**, connecting travelers to the campsites, resources, and outdoor communities they seek.



Founded by women and minorities, Sēkr is making the outdoors more welcoming and accessible to every person.



We are **raising \$1M** to develop next generation technology for the outdoor travel industry.



Crowdfunding allows us to **democratize investing** and participate in the redistribution of wealth.

By the numbers

65% of Americans go camping

\$167b billion dollars spent on camping

14k nights camped by Sēkr members, monthly

6x monthly return visits by Sēkr members

9 Months until Sēkr is revenue positive



Forward-looking projections are not guaranteed.

Demand for Sēkr is skyrocketing



14k+ nights camped every month

Potential \$140k+ monthly reservation revenue



Member base is rapidly growing

70k+ members with 10k active monthly



And they keep coming back!

Members return 6 times per month, on average



How we make money



Campsite Reservations

\$8.5 billion | Annual Consumer Spend
15% market share = \$1.3 billion annually



Subscriptions

Premium features starting at \$24/yr
5% of members upgrade



Gear Shop

\$31 billion | Annual Consumer Spend
1% market share = \$310 million annually

Where we go from here



Q2 2023

Q1/Q2 2024

Q3/Q4 2024





*this slide contains forward projections which cannot be guaranteed



Fundraise Goal
\$1M
 Minimum Investment
\$100
 Company Valuation
\$25M



5% of Sēkr shop revenue is donated to non-profits protecting the outdoors

Accessibility outdoors vs. gatekeeping



It's everyone's birthright to experience nature. Stop withholding information.

Watch on YouTube

Meet our Leadership Team



Breanne Acio, M.A.
Founder & CEO
Serial Entrepreneur



Brent McCullough, MBA
Chief Product Officer
*The Technology Pioneer of
Vacation Rentals*



Angela Harness
VP Biz Dev
*The Outdoor Hospitality
Industry Insider*



The pursuit is **happiness**



The beginning:



Downloads

[Skr BCorp Assessment.pdf](#)