

INVEST IN POSH OUTDOORS, INC.

## Iconic Stays in Nature



[posh-outdoors.com](http://posh-outdoors.com) Atlanta, GA

## Highlights

- 1 Team of experienced entrepreneurs with a proven track record of building industry leading companies.
- 2 \$12B total addressable North American market
- 3 Scalable supply chain and an innovative revenue share program to accelerate unit deployments
- 4 Award winning eco-friendly lodging unit designs
- 5 Tech centric, labor light + traveler demand + effective revenue management = 50% site level NOI

# Featured Investor



**Alexander Fuqua**  
Syndicate Lead

Follow

Invested \$50,000



"I have invested in Posh Outdoors, Inc. for a couple of reasons. First, I know one of the principals well (Lee Pritchard). I know of Lee's integrity and business acumen and look forward to watching him in action as Chairman and CFO of Posh. Second, I like the future growth potential in the hospitality business-- especially the organic, outdoor hospitality business. This potential, coupled with management experience/acumen, convinced me to invest."

## Our Team



**Kevin O'Brien** CEO

Serial Entrepreneur, as MBA student launched one of the most successful businesses started from SMU business school. Director of New Ventures for \$1B subsidiary of Cox Communications



**Lee Pritchard** Chairman & CFO

Serial entrepreneur specializing in businesses transforming the consumer experience. Founder & CEO of Allconnect - achieved rank of #73 on Inc. 500 and a \$100 million exit. Arthur Andersen & Co alum.



**Edward Haynes** Chief Supply Chain Officer

Modular lodging/glamping structure expert and operator of 2 adjacent, synergistic companies providing Posh with the only fully integrated supply chain and distribution network in modular lodging, delivering cost advantages and rapid unit deployment.



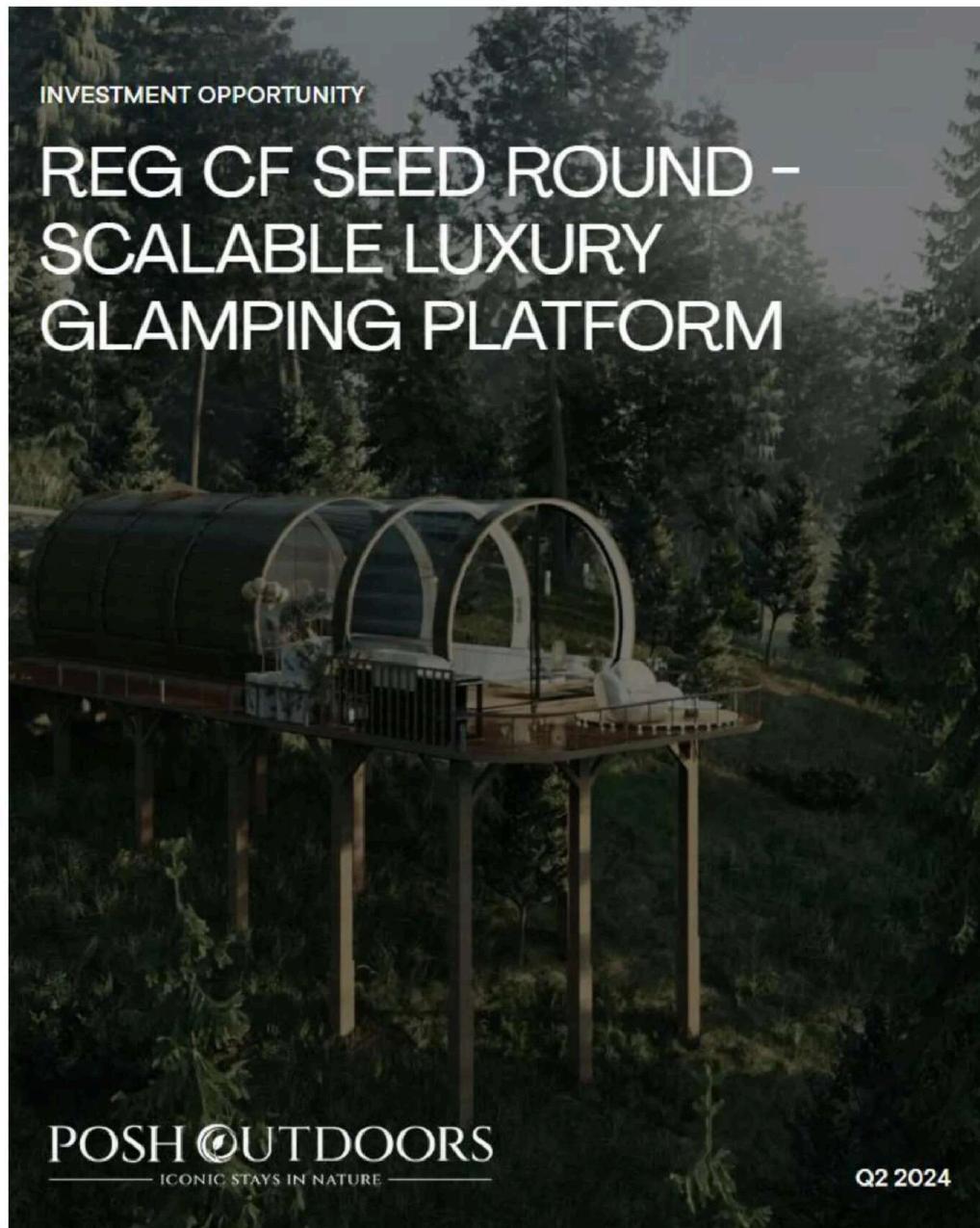
**Ben Wolff** Board Member

10+ years hospitality founder and executive. Public REIT



hotel exit with Onera Fredericksburg project. McKinsey alum.

## Team poised to lead luxury boutique glamping in North America.



INVESTMENT OPPORTUNITY

# REG CF SEED ROUND - SCALABLE LUXURY GLAMPING PLATFORM

POSH OUTDOORS

ICONIC STAYS IN NATURE

Q2 2024

## SEGMENT HAS A MASSIVE SUPPLY SHORTAGE

The luxury glamping market in the USA and Canada has a Total Addressable Market (TAM) of \$12.6 billion\*, but with only 2,118 units\*\*, there is a staggering 111,066-unit shortage. At the current development rate, supply doesn't catch up to TAM in our lifetime due to substantial planning, zoning, & permitting requirements and local opposition.

**\$12.6B**

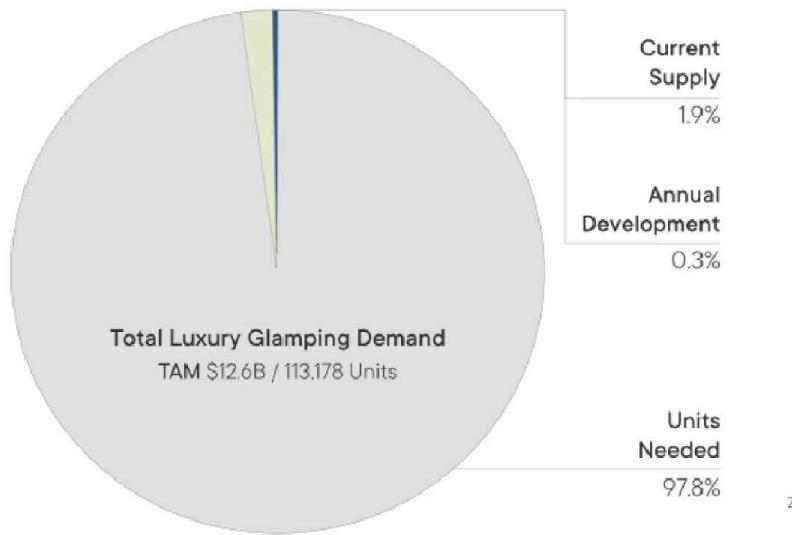
Potential Annual Revenue

**1.9%**

Captured of TAM

\*Source: Management Estimates, KOA 2023 Glamping Report

\*\*Source: Sage Advisory Report, 2022



### POSH OUTDOORS SOLUTION

Posh Outdoors offers unique, high-end glamping accommodations through a *scalable & asset-light business model* capitalizing on growing demand for experiential travel.

**SCALABLE BUSINESS MODEL  
TO OVERCOME GROWTH  
HURDLES & MEET DEMAND**

## COMPANY &amp; INVESTMENT OVERVIEW

Posh Outdoors has developed a highly scalable platform comprised of (1) a supply chain of turn-key unique, all-season modular glamping units with award winning eco-friendly designs, (2) an innovative revenue share program to partner with outdoor tourism businesses such as wineries, ski resorts, ranches, and existing glamping operators, and (3) a menu of tech-centric, labor-light hospitality and revenue management services.

Investors in the current Posh Regulation CF offering of convertible debt will benefit from the company's scalability and an expected average unlevered yield on cost (UYOC) of approximately 30%, significantly higher than the typical 7-12% range for hotels and apartments. With the first location secured and a large pipeline of other North American locations, Posh Outdoors is poised to rapidly scale its number of keys while avoiding the costs and risks associated with traditional ground-up developments.

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*Information contains forward looking statements. Actual results and future events could differ materially from those anticipated in such statements.*

## COMPANY POSITIONING

Posh Outdoors has developed a scalable, boutique luxury glamping platform that fills a gap between ultra-luxury glamping resorts (\$2,000+ per night) and larger mid-range luxury operators like Autocamp and Under Canvas (\$300-\$600 per night).

## INVESTMENT THESIS

Experiential tourism is surging with 66% of travelers also prioritizing eco-friendly lodging. Yet few immersive eco-friendly lodging retreats exist – amounting to a massive 100,000 unit shortage in North America. Posh Outdoors unique business model enables rapid scaling of eco friendly luxury glamping units.

The build up to this critical moment in this category can be tracked over the last 5-10 years.

## 2014 | New Era: Airbnb Reaches Mass Market

- Late-stage private equity firm TPG invests \$500M at a \$10B valuation
- Funding propelled Airbnb into mass market over next 5 years to IPO
- Innovative platform empowered millions to become hospitality entrepreneurs

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## 2017 - 2020 | Birth & Rise of Unique Stay

- Small, entrepreneurial hosts experimented with fresh ideas
- Single-unit, unique outdoor properties began to spring up and catch fire
- COVID19 drove travelers to nature, fueling demand for these unique stays



## 2021 | Airbnb Takes Notice

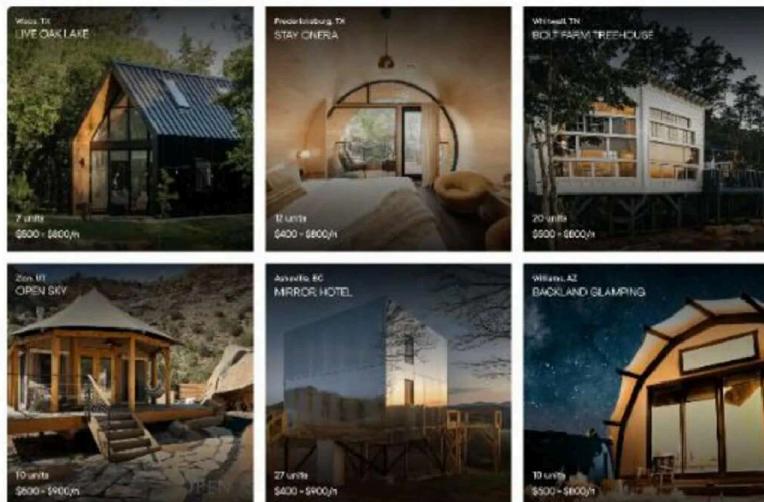
- These properties became the most trafficked & demanded on Airbnb
- Airbnb made unique stays a prominent part of its 2021 rebrand
- New marketplace UI pushed unique stays to the top of the list

A screenshot of the Airbnb marketplace UI. The top navigation bar includes 'airbnb', search filters ('Anywhere', 'Any week', 'Add guests'), and account options ('Airbnb your home', 'Logout'). Below the search bar is a row of category icons: 'Cabin', 'Amazing views', 'Countryside', 'A-frames', 'Treehouses', 'Tiny homes', 'Lakefront', and 'Off-the-grid'. The main content area displays a grid of unique stay options. Each listing includes a thumbnail image, location, rating, and price. For example, the first listing is a cabin in Lumberton, Texas, rated 4.9, \$427/night, with a check-in date of Jan 29 - Feb 3. The second listing is a cabin in Austin, Texas, rated 4.8, \$268/night, with a check-in date of Mar 1 - 5. The third listing is a cabin in Springfield, Missouri, rated 4.6, \$268/night, with a check-in date of Dec 12 - 17. The fourth listing is a cabin in Lumberton, Texas, rated 4.9, \$427/night, with a check-in date of Jan 29 - Feb 3. At the bottom of the grid are more category icons: 'Cabins', 'Amazing views', 'Countryside', 'A-frames', 'Treehouses', 'Tiny homes', 'Lakefront', and 'Off-the-grid'.

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## 2021 – 2024 | Unique Hospitality Gathers Momentum

- More and more single-unit properties validate the unique stay concept
- A few ambitious developers decide to take this now proven idea to scale
- A new sub-category emerges: *boutique luxury nature hotels*



- Growth is severely limited by permitting, costs, and local opposition
- Biggest brands in the space have faced pushback that halted plans

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ISSUES AND CAUSES

### AutoCamp withdraws Sedona-area application in response to broad community opposition led by Save Bear Mountain

February 17, 2021 0 No Comments

[sedona.biz](http://sedona.biz)

redrocknews.com

### 'Glamping' site cancels plans after opposition from neighbors 2 min read

By [Jon Hecht](#) • November 20, 2019

**Under Canvas withdraws CUP application**

## Community Backlash in Key Glamping Markets

### 2024 - 2030 | New Concepts Needed to Meet Demand

With an estimated shortage of 100,000 units in the luxury glamping category, there is a desperate need for new means & methods of creating these properties that avoids zoning & financing pitfalls.

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## COMPETITIVE ADVANTAGES

In the rapidly evolving glamping industry, Posh Outdoors is positioned as a strategic partner for operators of existing high-end tourism businesses with a need to add unique accommodations to their locations. Traditional ground up glamping developments struggle with multi-year site design, planning, zoning, & permitting efforts in the face of local opposition, plus costly infrastructure and common area investment. The Posh model mitigates these risks and accelerates time to market during this critical 3 to 5 year period for operators to build market share and brand recognition.”

### Revenue Share Leasing of Glamping Units

- 20-year revenue share partnerships with existing 4-season tourism businesses
- Existing infrastructure, utilities and/or guest amenities speed up process
- Enables rapid deployment of glamping units and diversification across multiple locations
- Revenue share lease agreements generate consistent revenue w/ low overhead
- Minimal new profit center for Revenue Share Partners within minimal

capex

## Off-Site Hospitality Management

Most Posh Revenue Share partners incorporate off-site hospitality management through our partners, Oasi. Services include:

- Marketing & Branding
- Social Media Content
- OTA Listing Management
- Direct Booking Optimization
- Guest Communications

By offering these services, Posh Outdoors earns higher revenue share percentages, further enhancing the company's compelling unit economics.

## Landowner Benefits

Posh Outdoors empowers its Revenue Share Partners to add unique experiential lodging and more visitors to their existing businesses with minimal upfront costs and minimal impact to existing operations. This innovative approach not only differentiates Posh Outdoors from its competitors but also positions the company as a catalyst for the sustainable growth and maturation of the luxury glamping market.

By leveraging these advantages, Posh Outdoors can establish a dominant position in the luxury glamping market, by focusing on rapid deployment of glamping units while our competitors entangle themselves with lengthy and expensive land acquisition, site planning, zoning, permitting, and construction of infrastructure and common area amenities already in place on Posh targeted sites.

## COMPELLING UNIT ECONOMICS

Posh Outdoors' unique approach to glamping development and operations results in attractive unit economics for both the company and its partners.

This is made possible by Posh's unique blend of:

- Award-winning, modular glamping structures (Tubbo Glass Cabins and DeWaard's Big Oak canvas structure)
- Modular building system that reduces construction time by 80-90%
- Proven social-based revenue management system, maximizing direct bookings
- Revenue share model minimizes capex for infrastructure and common amenities
- Tech-centric, labor-light remote hospitality support

### Projected Average Operating Metrics

- ADR: \$552
- Occupancy: 75%
- Rev Share Rate: 50%

| Posh Outdoors - Unit Economics      | Revenue Share Sites |
|-------------------------------------|---------------------|
| Projected Average Revenues per Unit | \$83,900            |
| Less: Posh Direct Variable Expenses | (\$33,585)          |
| Annual Net Contribution/Unit        | \$50,316            |
| Contribution Margin                 | 60%                 |
| Investment Per Unit                 | \$164,485           |
| Unlevered Payback Period (years)    | 3.3                 |
| Unlevered Yield on Cost (UYOC)      | 31%                 |

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## TARGET LOCATIONS

When evaluating potential partnerships, Posh Outdoors seeks locations that offer:

- Iconic natural settings with stunning landscapes
- Diverse outdoor recreation activities (hiking, skiing, fishing, etc.)
- Proximity to major urban centers and transportation hubs
- Established 4 season high-end tourism businesses on-site
- Existing infrastructure, amenities, and hospitality support available
- Necessary zoning and permitting for glamping operations
- Rev share partners committed to guest experience and eco-friendly practices



*Posh Outdoors Big Oak Year-Round "Tent"*

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## FLAGSHIP PROJECT

Skyridge Glamping, Kananaskis, Alberta (near Banff) | Opening Q3 2024



Posh Outdoors has secured a contract for its first revenue share project. Skyridge Glamping is slated to open 20 Posh Outdoors units on an iconic 6.7 acres of Canadian Rockies Crown Land. The opportunity is tied to a 20yr lease with a 30% revenue share.

All units will have ensuite luxury baths & kitchenettes, decks & iconic views. The property and surrounding area offers awe-inspiring views of rugged peaks, glacial waters, and abundant wildlife. The property is a short drive from Calgary and its international airport and is the perfect "base camp" to explore the areas world class hiking, water sports, golf courses, skiing, mountain biking, fishing, and everything in-between – including Banff National Park, recognized as one of the top parks and beautiful areas in the world.

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*Kananaskis Lake - approximately 10 minutes from Posh Skyridge site*

#### **Key Details**

- Lease Term: 20yrs
- Unit Count: 20
- Land Size: 6.7 acres
- ADR: \$460
- Occupancy: 70%

#### **Timeline**

- Q2 2024 - Complete financing & infrastructure
- Q2-Q3 2024 – On-site Unit installation
- Q3 2024 - Projected first guest stays

#### **Financials**

- Project Cost: \$6 million
- Posh Investment: \$2.7M
- Land Partner Equity: \$3.3M
- Annual Revenue: \$2,400,000
- Deal Terms: 30% Rev Share / 20-year term
- Posh Revenue: \$720,000
- Posh NOI: \$550,000

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## COMPANY PROJECTED FINANCIALS

With compelling unit economics and a clear path to scale, Posh Outdoors presents an attractive investment opportunity.

As the portfolio grows, Posh Outdoors will be well-positioned to generate shareholder liquidity through a sale or recapitalization with institutional investors seeking exposure to this rapidly growing segment of the hospitality industry. The Company will also evaluate the potential conversion to a private REIT.

| Posh Outdoors Income Statement Forecast    | 2024                | 2025               | 2026                | Run Rate Exiting 2026 |
|--|---------------------|--------------------|---------------------|-----------------------|
| Number of Revenue Share Units @ period-end | 15                  | 105                | 285                 |                       |
| Number of Revenue Share Sites @ year-end   | 1                   | 7                  | 19                  |                       |
| Posh Revenue Share Rate                    | 50%                 | 50%                | 50%                 |                       |
| Avg. Daily Rate (before discounts)         | \$552               | \$552              | \$552               |                       |
| Occupancy Rate                             | 75%                 | 70%                | 72%                 |                       |
| RevPAR (before discounts)                  | \$414               | \$385              | \$399               |                       |
| Avg. Stay in nights                        | 2.5                 | 2.5                | 2.5                 |                       |
| <b>Revenues</b>                            |                     |                    |                     |                       |
| Revenue Share Sites                        | \$858,929           | \$9,555,450        | \$32,906,720        | \$47,248,315          |
| <b>Total Revenues</b>                      | <b>\$858,929</b>    | <b>\$9,555,450</b> | <b>\$32,906,720</b> | <b>\$47,248,315</b>   |
| <b>Direct Variable Expenses</b>            |                     |                    |                     |                       |
| Variable Expenses - % of Revenue           | \$512,332           | \$5,387,636        | \$16,041,524        | \$25,770,132          |
| Variable Expansion - Per Unit              | \$74,826            | \$1,060,451        | \$4,276,248         | \$6,086,464           |
| <b>Total Direct Variable Expenses</b>      | <b>\$587,157</b>    | <b>\$6,438,086</b> | <b>\$22,317,772</b> | <b>\$31,856,596</b>   |
| Direct Variable Net Contribution           | \$271,771           | \$3,117,363        | \$10,588,948        | \$15,391,719          |
| Contribution Margin                        | 32%                 | 33%                | 32.2%               | 32.6%                 |
| Site Level Fixed & Stepped Costs           | \$13,664            | \$147,532          | \$450,578           | \$576,092             |
| System-wide Net Contribution               | \$258,107           | \$2,969,831        | \$10,138,370        | \$14,815,627          |
|  | 30%                 | 31%                | 31%                 | 31%                   |
| Selling, General & Administrative Expenses | \$426,017           | \$2,461,792        | \$1,405,950         | \$3,405,950           |
| <b>EBITDA</b>                              | <b>\$ (167,910)</b> | <b>\$508,039</b>   | <b>\$6,732,420</b>  | <b>\$11,409,677</b>   |
|  | -20%                | 5%                 | 20%                 | 24%                   |

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## Recent Transactions:

- Live Oak Lake (\$7M / 7 Units, [source](#))
- Onera Fredericksburg (\$9M / 12 Units, [source](#))

### KEY COMP

#### Onera Fredericksburg

A luxury glamping retreat in Texas, exemplifies the success of Posh Outdoors' innovative approach to outdoor hospitality. Guided by Ben Wolff, now serving as a board advisor for Posh Outdoors, Onera Fredericksburg features 12 thoughtfully designed glamping units that blend style, comfort, and natural immersion. By implementing a pioneering social revenue management system, Onera achieved remarkable performance metrics.

**\$700**

Avg. Nightly Rate

**75%**

Direct Bookings



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#### COMP STATISTICS

|                |                    |
|----------------|--------------------|
| Project Size   | 8 acres / 12 units |
| Avg. Unit Cost | \$400,000          |

|                      |                            |
|----------------------|----------------------------|
| Avg. Nightly Rate    | \$400 - \$700 / +\$1,000   |
|                      | Select Dates               |
| Occupancy            | 85%                        |
| Direct Booking Share | 85%                        |
| Exit Value           | \$6.7M                     |
| Acquirer             | Summit Hotels (NYSE: INN)* |
| Exit Value           | \$6.7M                     |
| Realized Gain        | \$2.5M                     |
| Exit Timeline        | 14 months                  |

\*First institutional acquisition in the category

Join us on our journey to become the leading unique luxury boutique glamping brand in North America

