

RENT YOUR GEAR. OWN YOUR ADVENTURE.



THE OPPORTUNITY

Millions of Americans want to hike, camp, fish, and explore the outdoors — but most of them do not do it often enough to justify hundreds or thousands of dollars in gear purchases. A quality hiking tent runs \$200 to \$600. A full camping kit with sleeping bags, cookware, and a pack easily exceeds \$1,000. A fly fishing setup starts at \$300. For someone who camps three weekends a year, buying this gear is a poor financial decision, and they know it.

Trailhead positions itself in a market gap that the REI and Black Diamonds of the world do not serve: the occasional outdoor enthusiast who wants a great experience without the lifetime commitment to expensive gear they will store in a garage for 11 months of the year.



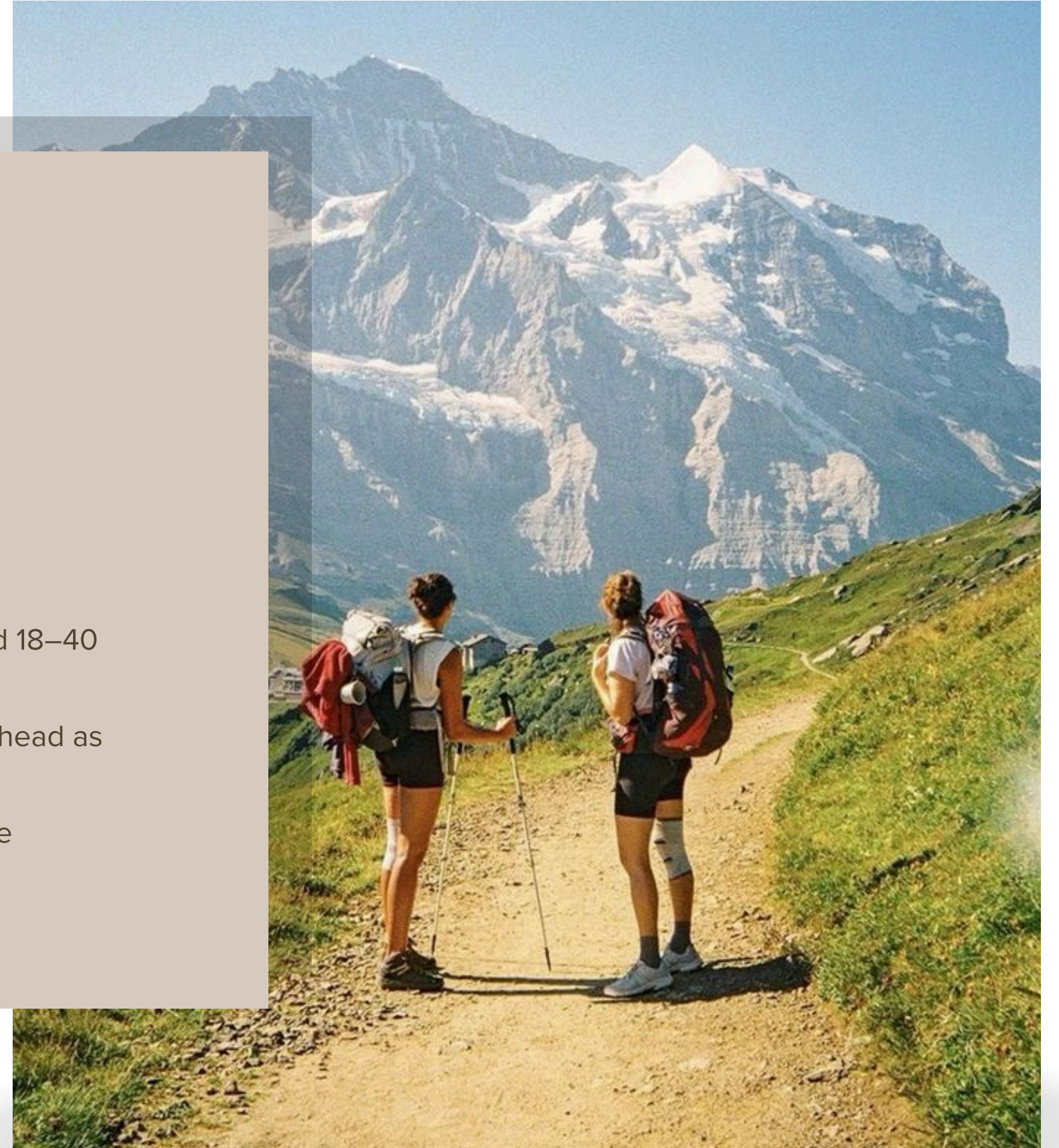
CAMPAIGN BREIF

Category — Outdoor gear and apparel rental service

Target Audience — Occasional outdoor enthusiasts aged 18–40
— hikers, campers, anglers, weekend adventurers

Primary Goal — Drive rental bookings and establish Trailhead as the go-to platform for occasional outdoor activity gear

Secondary Goal — Build brand credibility as a sustainable alternative to buying gear you will use twice



MARKET OVERVIEW

\$3.4B

Global Outdoor Gear Rental Market (2024)

DataIntelto / Growth Market Reports

10.7%

CAGR 2025–2033

DataIntelto

\$8.4B

Projected Market Value by 2033

DataIntelto

The global outdoor gear rental market reached \$3.4 billion in 2024 and is projected to hit \$8.4 billion by 2033 at a 10.7% CAGR — one of the stronger growth rates in the experiential services category. North America leads with approximately \$1.3 billion of that 2024 figure (38%). The broader outdoor gear market (purchase) was valued at \$57.6 billion in 2024, indicating that rental captures a small but rapidly growing slice of the overall participation.

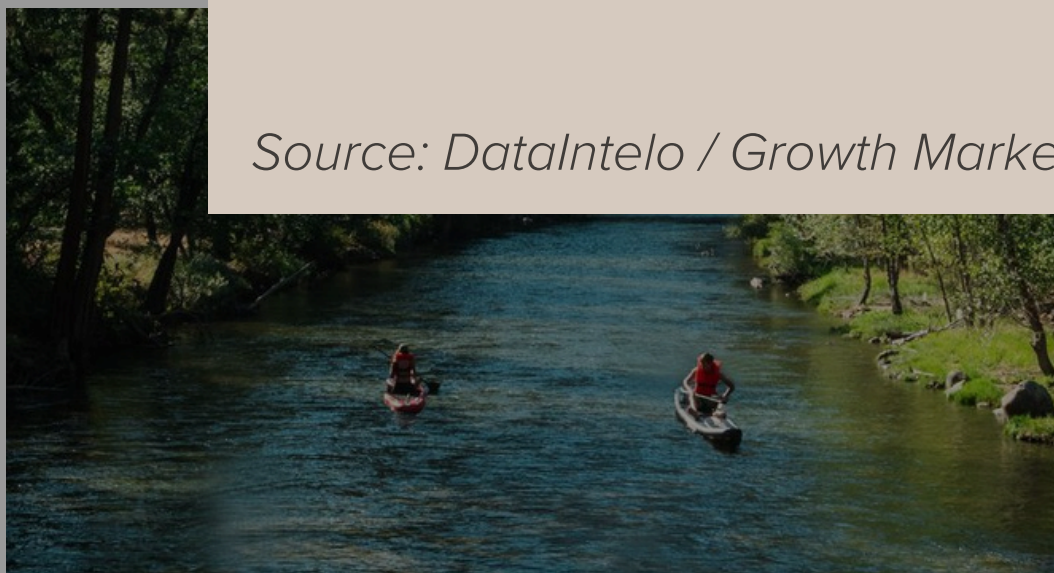


MARKET OVERVIEW

Outdoor Gear Market Size — North America



Source: DataIntelo / Growth Market Reports (2024). North America ~38% of global rental share.



MARKET OVERVIEW

Market Saturation & Competitive Landscape

Competitor	Model	Gap Trailhead Fills
REI Rental Gear	In-store only, limited SKUs, requires REI membership	No delivery, limited activity coverage, no beginner-friendly kit bundling
Arrive Outdoors	Online gear rental, eco-certified focus	Less activity-specific, no curated beginner kits, limited family options
Outdoors Geek	Online rental, app-based reservations added 2024	Niche outdoor focus, less accessible branding for casual audiences
LowerGear	Budget-focused online rental	Minimal brand identity, no occasion-specific bundling, low trust signals

MARKET OVERVIEW

Revenue Potential

Average Kit Rental Revenue — \$45–\$65 per night for a 2-person camping kit

Estimated Average Order Value — \$85+ (weekend kit for 2, 2 nights)

Website Conversion Target — 3.5%+ from paid and organic traffic

Year 1 Kit Rental Goal — 25,000 kit rentals by Month 12

Year 1 Revenue Estimate — ~\$2.1M at \$85 average order value across 25,000 rentals

Trailhead Pass Revenue — \$19.99/month subscription — 1,500 subscribers by Year 1 = ~\$360K ARR

Hiking Gear Market TAM — \$5.97B globally in 2024, projected \$9.56B by 2030 at 8.4% CAGR (*Grand View Research*)





OUR MISSION

To remove the cost and complexity standing between people and their next outdoor adventure — by putting the right gear in their hands, for the right trip, without the lifetime commitment of ownership.



OUR VISION

A world where the only thing stopping someone from experiencing the outdoors is choosing where to go — not what to buy or how much to spend.



OUR VALUES

1. **Access over ownership.** The outdoors belongs to everyone. We exist to prove that exceptional gear should too — regardless of budget, storage space, or experience level.
2. **Honest simplicity.** We curate the kit so you do not have to research for hours. Clear bundles, plain language, no gear-snob gatekeeping.
3. **Leave it better.** Fewer products purchased means fewer products discarded. Renting is the sustainable choice and we wear that proudly — but we do not lecture. We just make it the easiest choice.
4. **The experience is the point.** We are not a logistics company. We are in the business of the first campfire, the first summit, the first catch. Every operational decision we make serves that moment.
5. **Earn the next trip.** We only succeed if the gear works and the experience does too. Quality maintenance, reliable delivery, and no-friction returns are not extras — they are the product.

THE PROBLEM WE ARE SOLVING

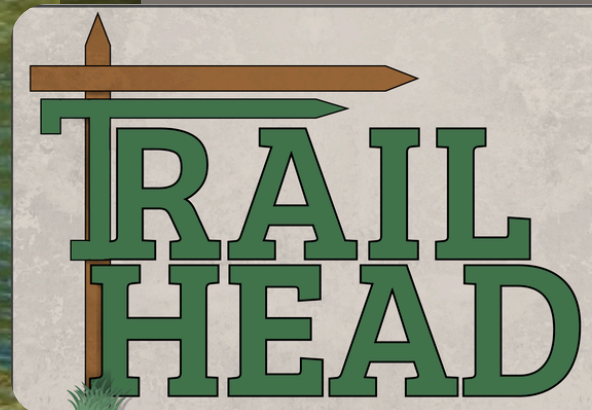
- Gear purchase cost is a significant barrier to entry for occasional outdoor activities
- Storage is a genuine deterrent — full camping or fishing kits require space most renters, students, and apartment dwellers do not have
- Gear goes outdated or unused after initial enthusiasm — consumers end up with expensive equipment that depreciates in the garage
- REI's gear rental offering is limited and requires in-store visits; national peer-to-peer rental platforms are fragmented and low-trust
- Beginners do not know what gear they actually need — Trailhead solves this with curated, activity-specific kit bundles



BRAND IDENTITY

NAME RATIONALE

A trailhead is where every outdoor adventure begins — the starting point before the journey. The name perfectly encapsulates the brand's role: Trailhead is where you begin your outdoor experience, before you have all the gear or the expertise. It is welcoming rather than intimidating, and it carries the energy of the outdoors without the exclusivity of serious mountaineering brands. It is also geographically neutral, working for hiking, camping, fishing, and any activity that starts with a first step.



BRAND IDENTITY

BRAND PERSONALITY

- **Welcoming and accessible** — the experienced friend who helps you get started, not the expert who judges your gear
- **Practical and honest** — focused on the experience, not performance stats or technical specs
- **Environmentally conscious without being preachy** — renting is the sustainable choice, but it is also the smart choice
- **Adventure-forward** — optimistic and encouraging, not fear-based or safety-obsessed



BRAND IDENTITY

BRAND POSITIONING STATEMENT

Trailhead is the outdoor gear rental service built for people who love nature but do not live in it — so you can show up to any adventure with the right equipment, without the lifelong purchase commitment.



TARGET AUDIENCE

Demographics

Primary Age Range — 22–35 (occasional adventurers and young professionals)

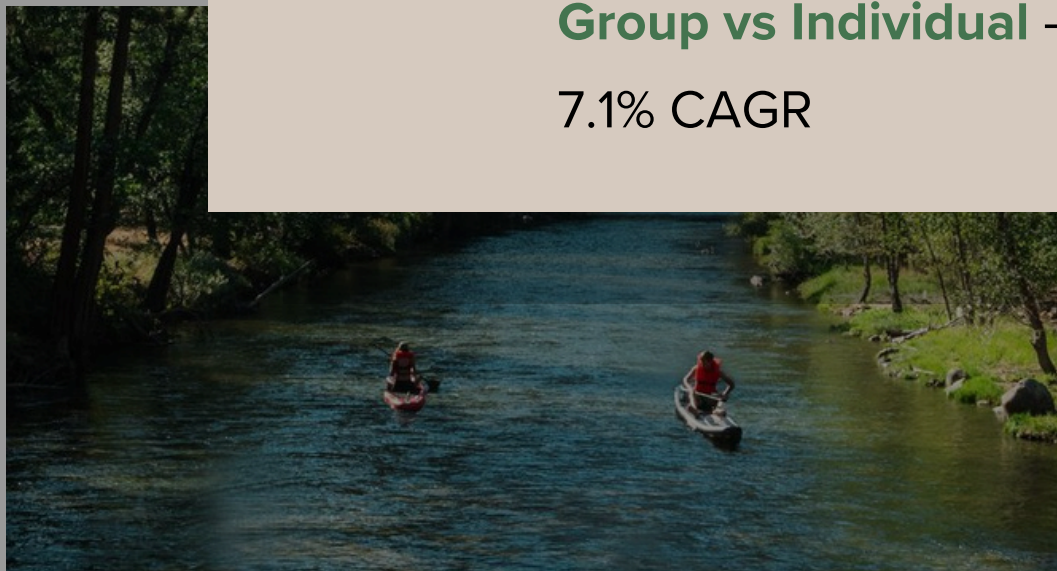
Secondary Range — 18–28 (beginners) and 28–45 (family trippers)

Generational Driver — 54% of Millennials have adopted rental services for outdoor activities
(Global Growth Insights, 2024)

Rental Preference — 62% of outdoor travelers prefer rentals over purchases *(Global Growth Insights, 2024)*

Digital Booking — 78% of rental bookings now occur online *(Intel Market Research, 2024)*

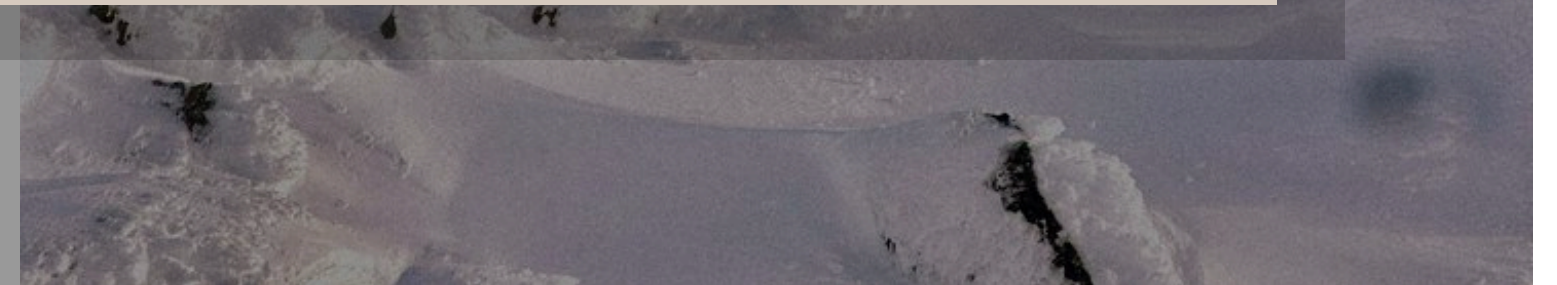
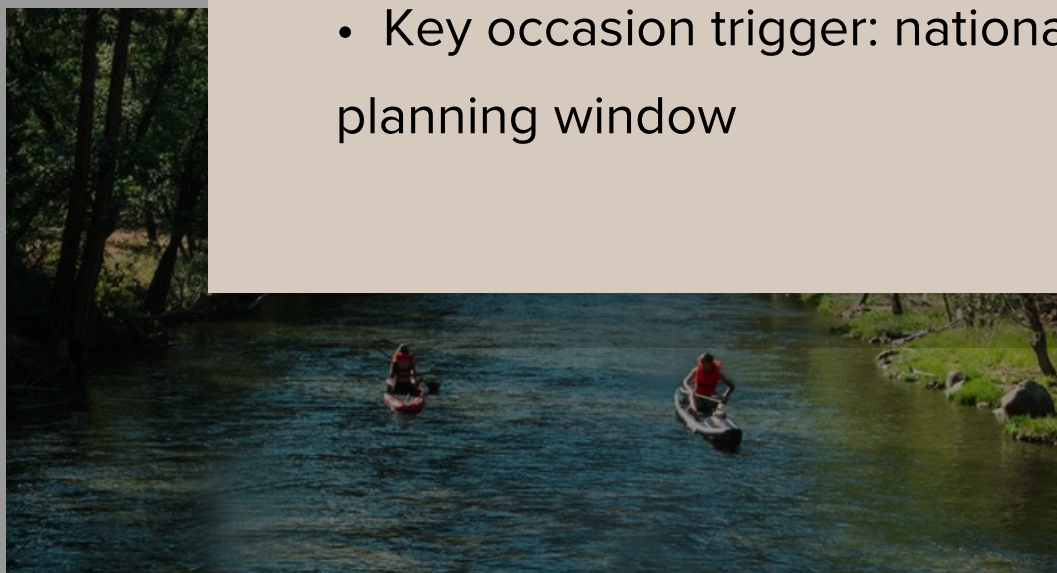
Group vs Individual — Group travelers account for 43% of demand; individual growing faster at 7.1% CAGR



TARGET AUDIENCE

Psychographics & Behaviors

- Millennials and Gen Z prioritize experiences over possessions — the cultural tailwind directly fuels rental over purchase behaviors
- Primary barrier to outdoor participation is cost of gear (purchase) and uncertainty about what equipment is needed
- 'Beginner' segment: afraid of buying gear before knowing if they enjoy the activity — rental removes that risk
- Sustainability consciousness: renting is the environmentally aligned choice, and this resonates strongly with 18–35 demographic
- 47% of all US-based adventurers rely on rentals for camping and hiking (*Global Growth Insights, 2024*)
- Key occasion trigger: national park and campsite bookings spike in March–April each year — Trailhead targets this planning window



TARGET AUDIENCE

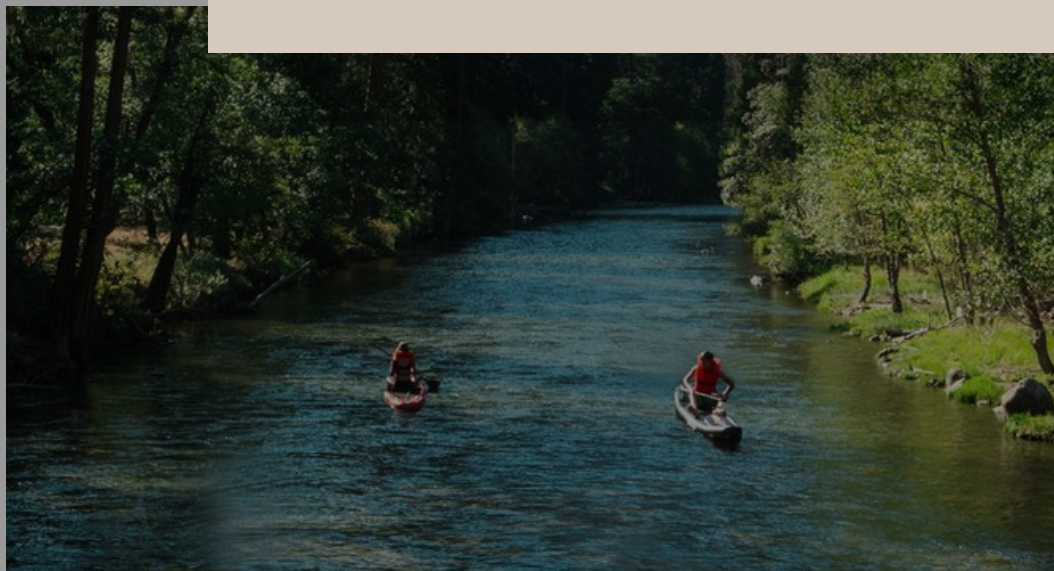
Geographics

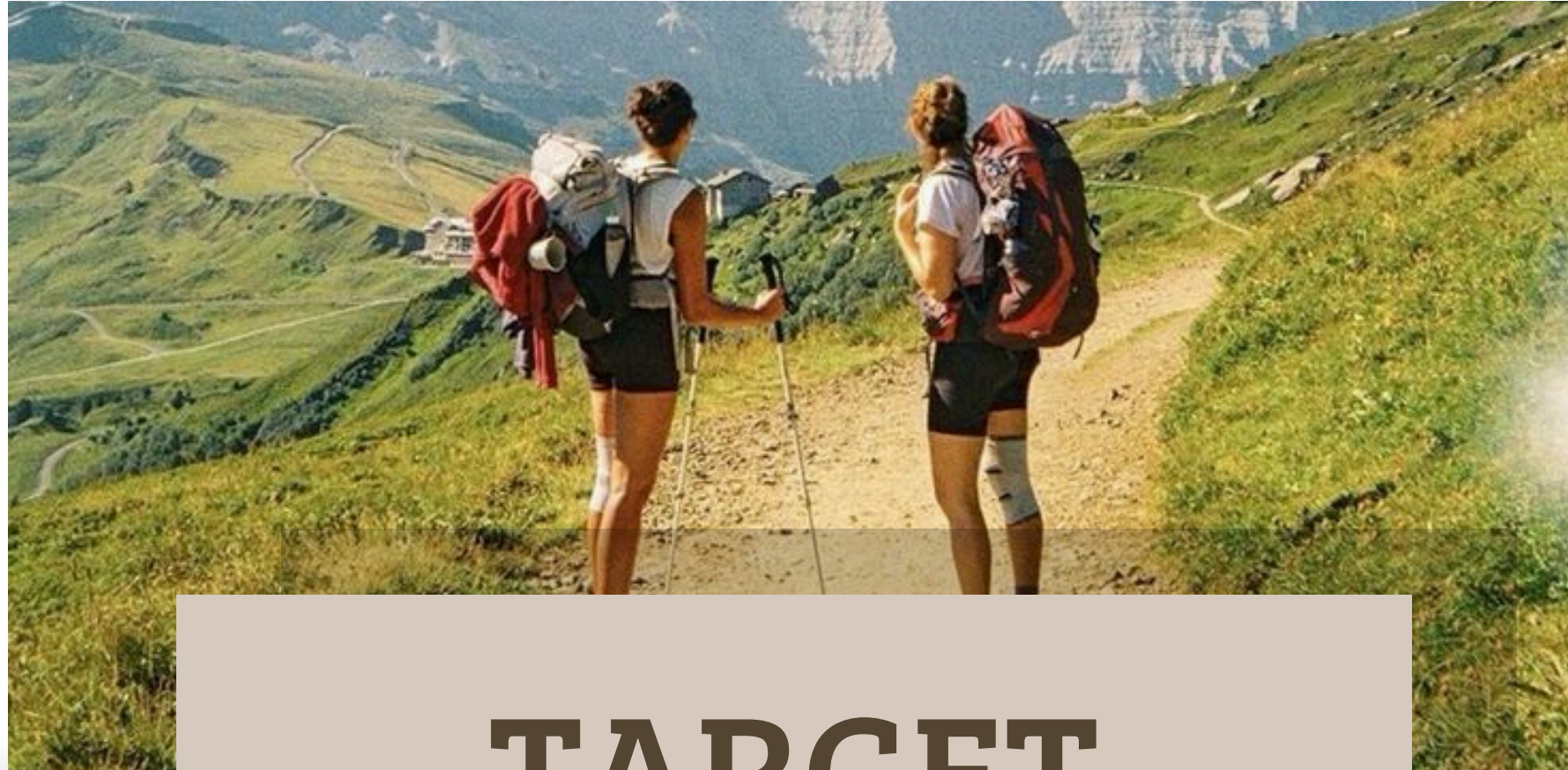
Primary Launch Markets — Colorado, Utah, Oregon, Washington, North Carolina — high outdoor participation states

National Park Adjacency — Priority targeting near Yellowstone, Grand Teton, Rocky Mountain, Glacier, and Great Smoky Mountains

University Markets — Boulder, Missoula, Flagstaff, Asheville — outdoor-culture university towns with high target audience density

Delivery Model — Nationwide ship-to-door model removes geographic limitation after initial launch





TARGET AUDIENCE

PRIMARY AUDIENCE SEGMENTS

Segment A — The Occasional Adventurer (Core)



Age — 22–35

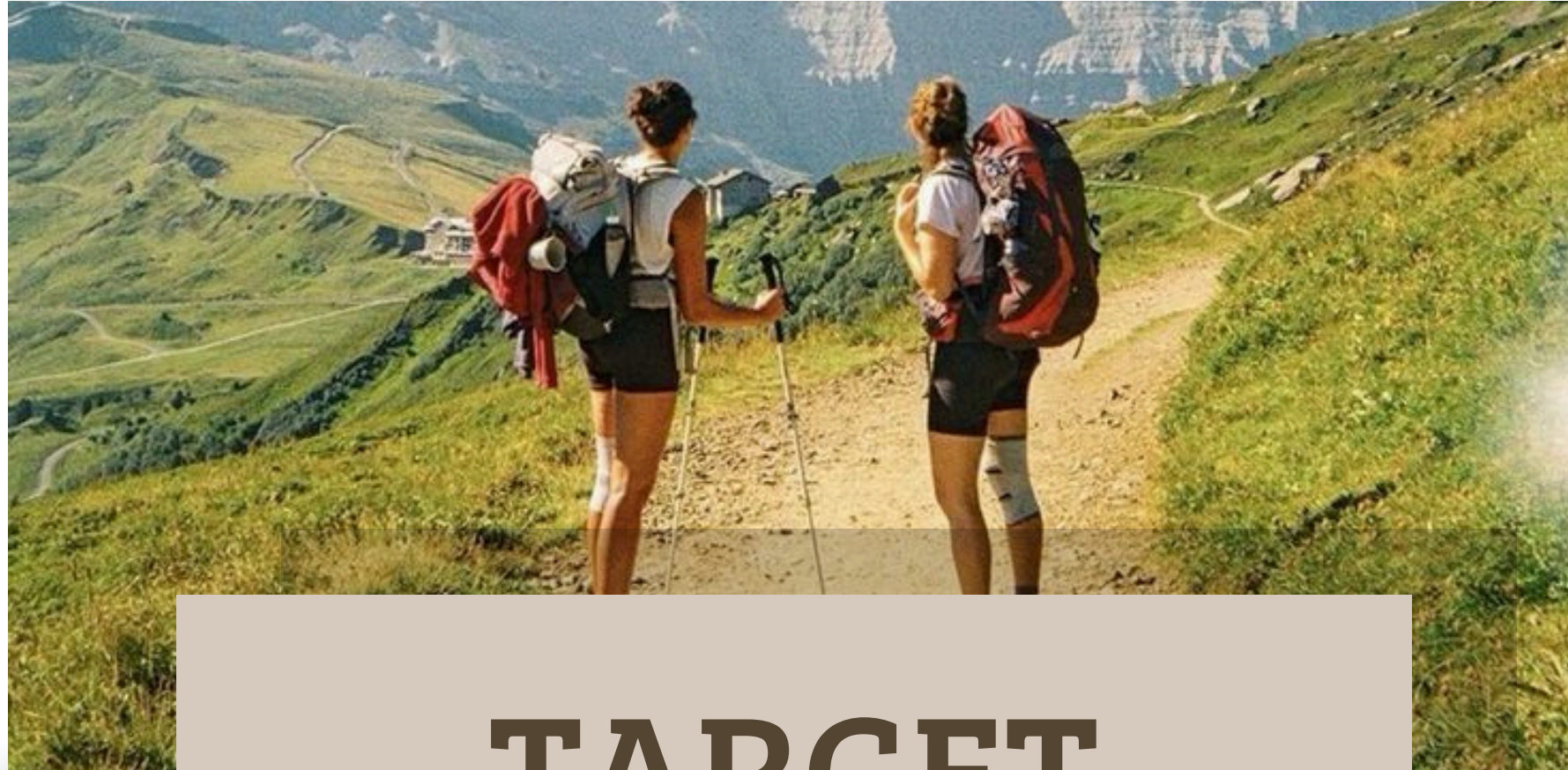
Profile — Young professional or college graduate who goes camping, hiking, or fishing 3 to 8 times per year

Mindset — Loves the idea of the outdoors, follows outdoor lifestyle content, but has not fully committed to gear investment

Pain Point — Wants quality gear for the occasional trip without buying, storing, or maintaining it

Trailhead Use Case — Book a weekend camping kit or hiking bundle for a specific upcoming trip

Acquisition Channel — Instagram, Google Search, outdoor lifestyle influencers



TARGET AUDIENCE

PRIMARY AUDIENCE SEGMENTS

Segment B — The Beginner
(Growth Segment)



Age — 18–28

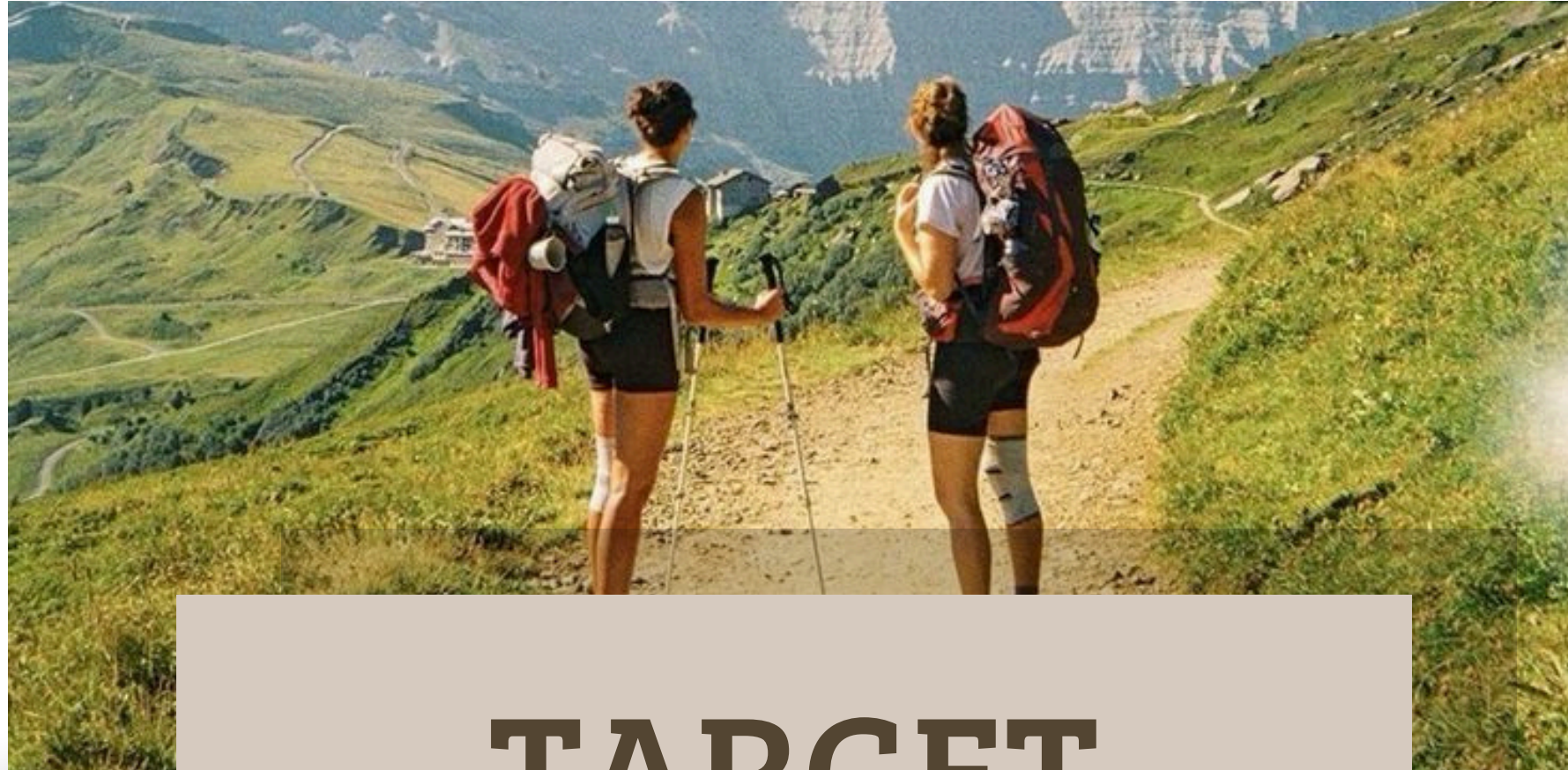
Profile — Has never camped or hiked beyond day trips, wants to try it, does not know what gear they need

Mindset — Curious but intimidated — worried about buying wrong gear or overspending before they know if they like it

Pain Point — The barrier to entry feels high both financially and in terms of knowledge

Trailhead Use Case — Rent a complete beginner kit — tent, sleeping bag, pad, pack — to try the activity before committing to purchase

Acquisition Channel — TikTok, Reddit (r/camping, r/hiking), search-intent content marketing



TARGET AUDIENCE

PRIMARY AUDIENCE SEGMENTS

Segment C — The Family Tripper



Age — 28–45

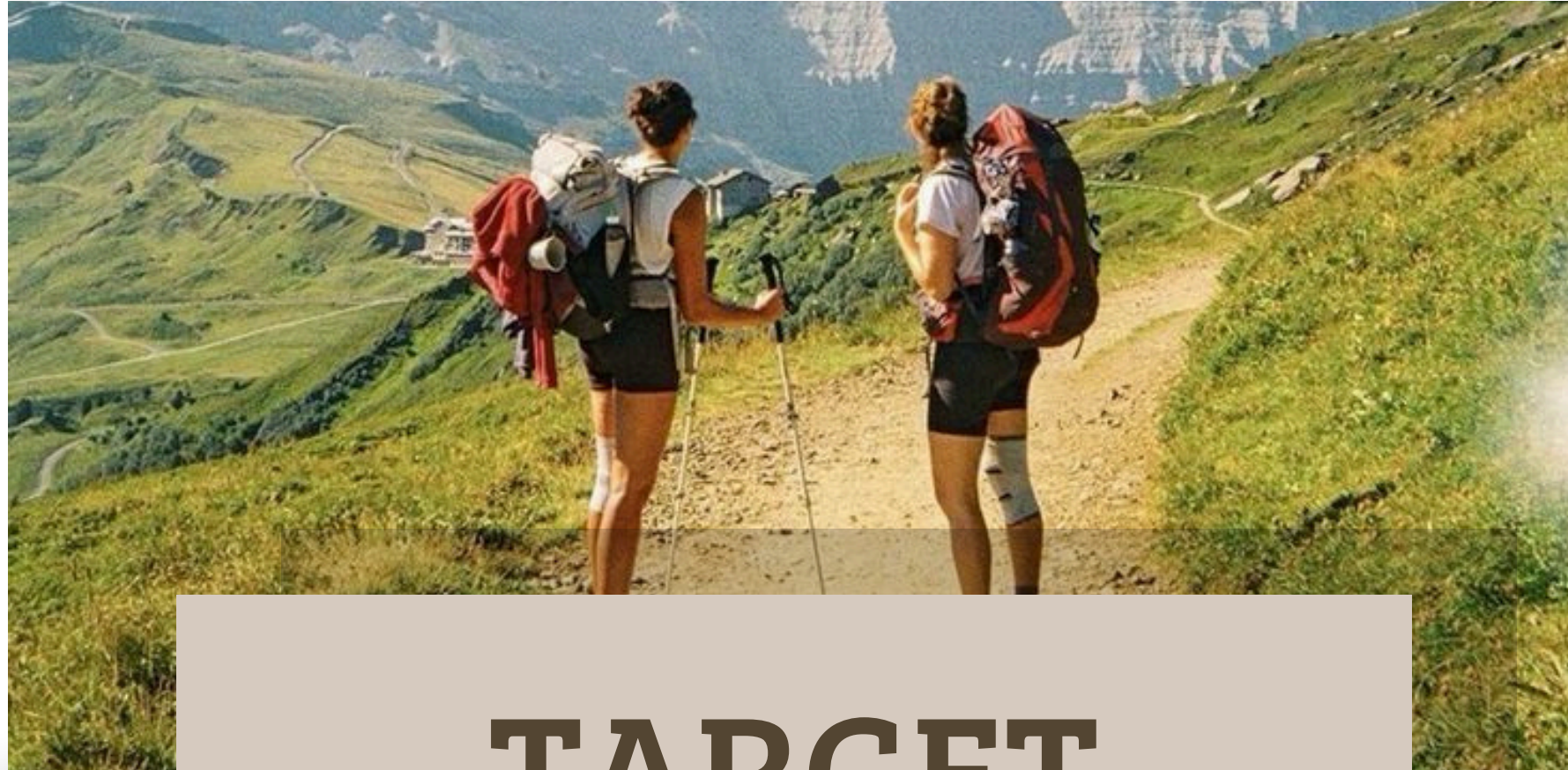
Profile — Parent planning family camping trips 1 to 3 times per year, needs multiple kits for multiple people

Mindset — Value-conscious, logistically focused, does not want to buy 4 sleeping bags for 3 trips a year

Pain Point — Family gear is expensive, bulky to store, and children outgrow it quickly

Trailhead Use Case — Group kit rentals for family camping — everything delivered, everything returned

Acquisition Channel — Facebook, Pinterest, family outdoor lifestyle content, parenting communities



TARGET AUDIENCE

PRIMARY AUDIENCE SEGMENTS

Segment D — The Trip Planner
(Occasion-Based)



Age — 22–40

Profile — Planning a specific trip — national park visit, bachelor party camping, fishing weekend, ski trip

Mindset — Has a specific one-time or infrequent occasion that does not justify gear purchase

Pain Point — Needs gear for one specific trip, not a lifetime of adventures

Trailhead Use Case — Activity-specific rental kits: 'Yellowstone 3-Night Bundle', 'Fly Fishing Starter Kit', 'Weekend Ski Package'

Acquisition Channel — Google Search, travel planning communities, national park visitor audiences

PRODUCT STRATEGY

Rental Strategies

Trailhead operates through two core rental strategies designed to maximize flexibility and accessibility for a wide range of consumers. The first—and primary—approach is its catalog of pre-curated activity kits. These kits are tailored to specific outdoor experiences and include all essential gear needed for participation, eliminating the uncertainty of not knowing what to bring or lacking the proper equipment altogether.

The second strategy focuses on individual item rentals, providing a more flexible solution for consumers who already own some gear but need to supplement it with specific items. Many individuals may have general equipment such as jackets or backpacks, yet still require specialized pieces like snow pants, gloves, or activity-specific gear. By offering both complete kits and individual rentals, Trailhead ensures that users can engage in outdoor activities with the exact level of support they need.



PRODUCT STRATEGY

Rental Catalogue Strategy

Trailhead's primary offering is pre-curated activity kits — everything you need for a specific activity, bundled at a single price.

Trailhead's primary offering is a series of pre-curated activity kits—complete, ready-to-go bundles that include everything needed for a specific outdoor experience at a single, transparent price. Rather than requiring consumers to research, source, and piece together individual items, these kits streamline the entire process by packaging both essential and supplemental gear into one cohesive solution.

Each kit is thoughtfully assembled to remove friction from the planning stage and ensure users are fully equipped, whether they are skiing for the first time, going on a winter hike, or trying fly fishing. By eliminating uncertainty around what to bring and reducing the need for multiple purchases or rentals, Trailhead delivers a more convenient, accessible, and confidence-driven entry point into outdoor activities.



CORE KIT CATEGORIES

WEEKEND CAMPING KIT



Tent, sleeping bag, pad, camp stove, cookset, headlamps — everything for 2 nights

DAY HIKING KIT



Pack, trekking poles, water filter, first aid kit, navigation tools

FLY OR CLASSIC FISHING KIT



Rod, reel, waders, boots, vest, and basic tackle — guided setup instructions included

SKI/SNOW DAY KIT



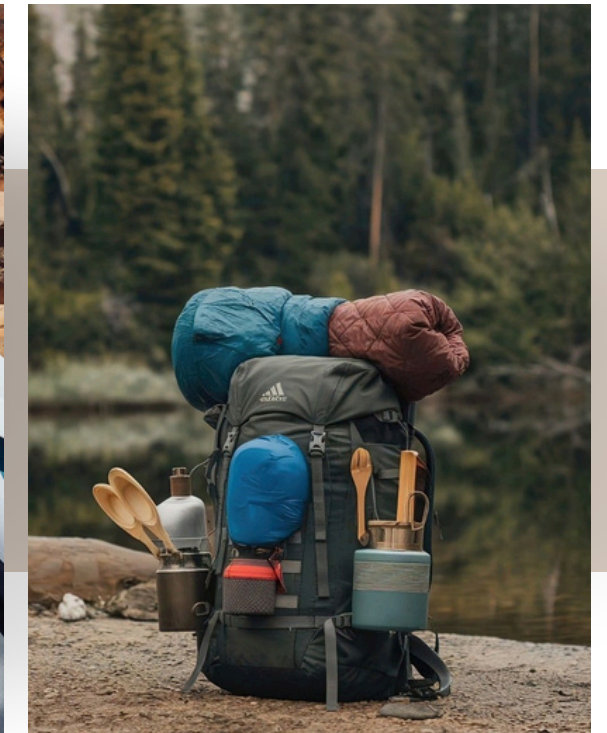
Helmet, goggles, poles, layering system — for skiers who do not own their own equipment

KAYAK/CANOE DAY KIT



Vessel, paddle, PFD, dry bag — for waterway day trips

BACKPACKING KIT



Ultralight tent, sleeping bag, pack, water treatment — for intermediate trail users

EACH KIT HAS UPGRADABLE AND CUSTOMIZABLE OPTIONS DEPENDING ON CONSUMERS SPECIFIC ACTIVITIES.

EXAMPLE – FAMILY CAMPING BUNDLE (SCALED UP FOR 2 ADULTS AND 2 KIDS – FAMILY TENT, MULTIPLE SLEEPING BAGS, CHILD-APPROPRIATE GEAR

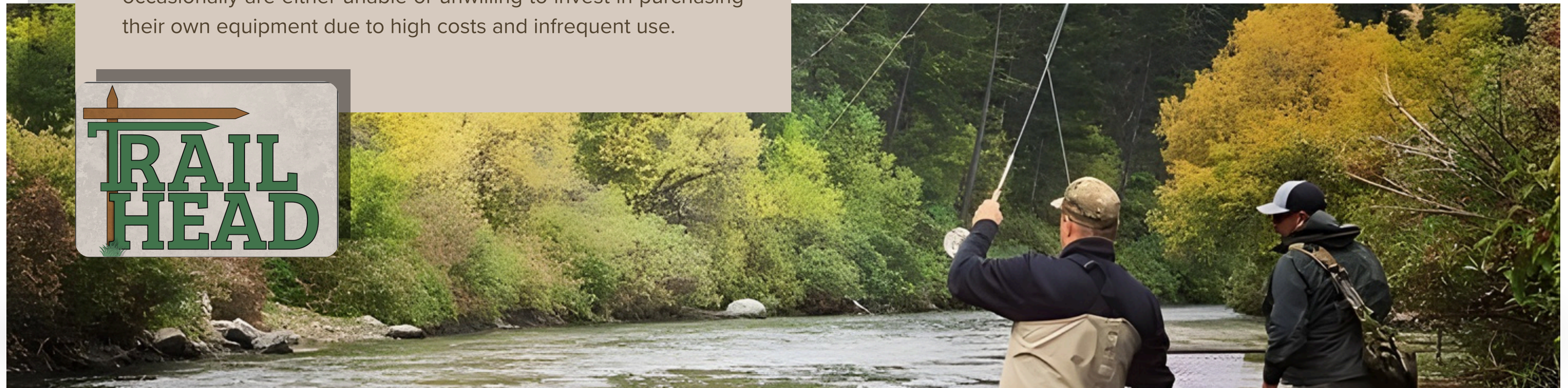
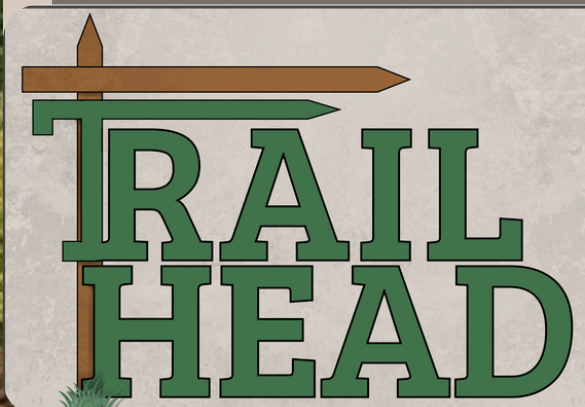
PRODUCT STRATEGY

Individual Rental Strategy

While most competitors in this market offer rental equipment, their selections are typically limited to a narrow range of items such as skis, snowboards, and helmets. Trailhead recognizes that many individuals who participate in outdoor activities only occasionally are either unable or unwilling to invest in purchasing their own equipment due to high costs and infrequent use.

The limitations within this market often force consumers to purchase equipment outright, creating barriers to fully experiencing their desired outdoor activities. In many cases, individuals need more than just primary gear—such as skis or snowboards—and instead require essential items like snow pants, jackets, or specialized equipment like a fly rod for fly fishing.

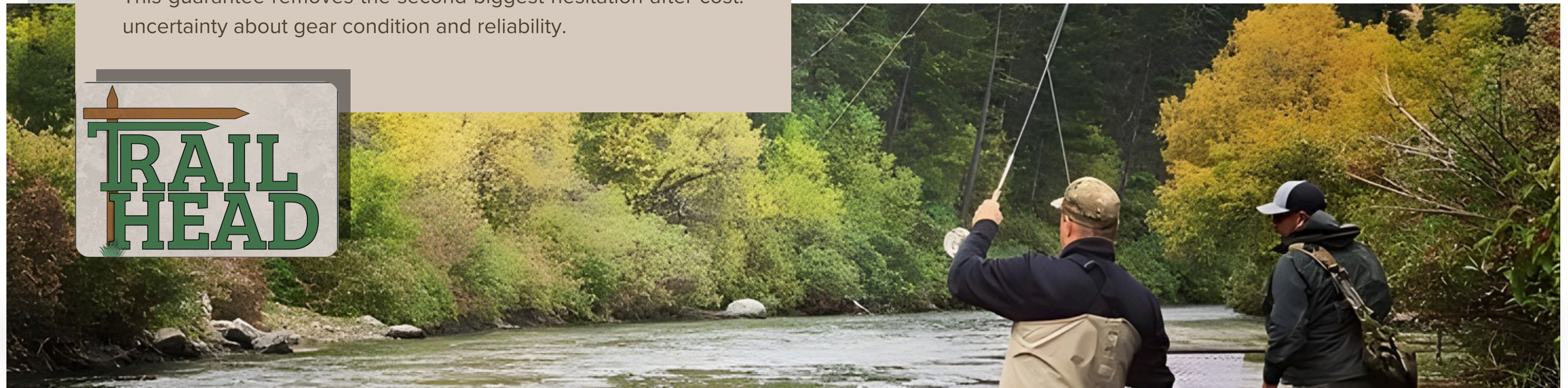
Trailhead addresses this gap by offering a comprehensive range of gear available for both rent and purchase. The goal is to provide access not only to high-cost, primary equipment but also to the smaller, often overlooked essentials that are critical to participation. By expanding rental options across these miscellaneous items, Trailhead makes outdoor experiences more accessible, flexible, and cost-effective for a broader range of consumers.



PRODUCT STRATEGY

The Trailhead Guarantee

Every rental kit ships clean, fully functional, and professionally maintained. Trailhead includes a setup guide in every box, and customers can access a live chat support line for setup help. If any gear fails during your trip, Trailhead credits your next rental. This guarantee removes the second biggest hesitation after cost: uncertainty about gear condition and reliability.



RENTAL MODEL AND LOGISTICS

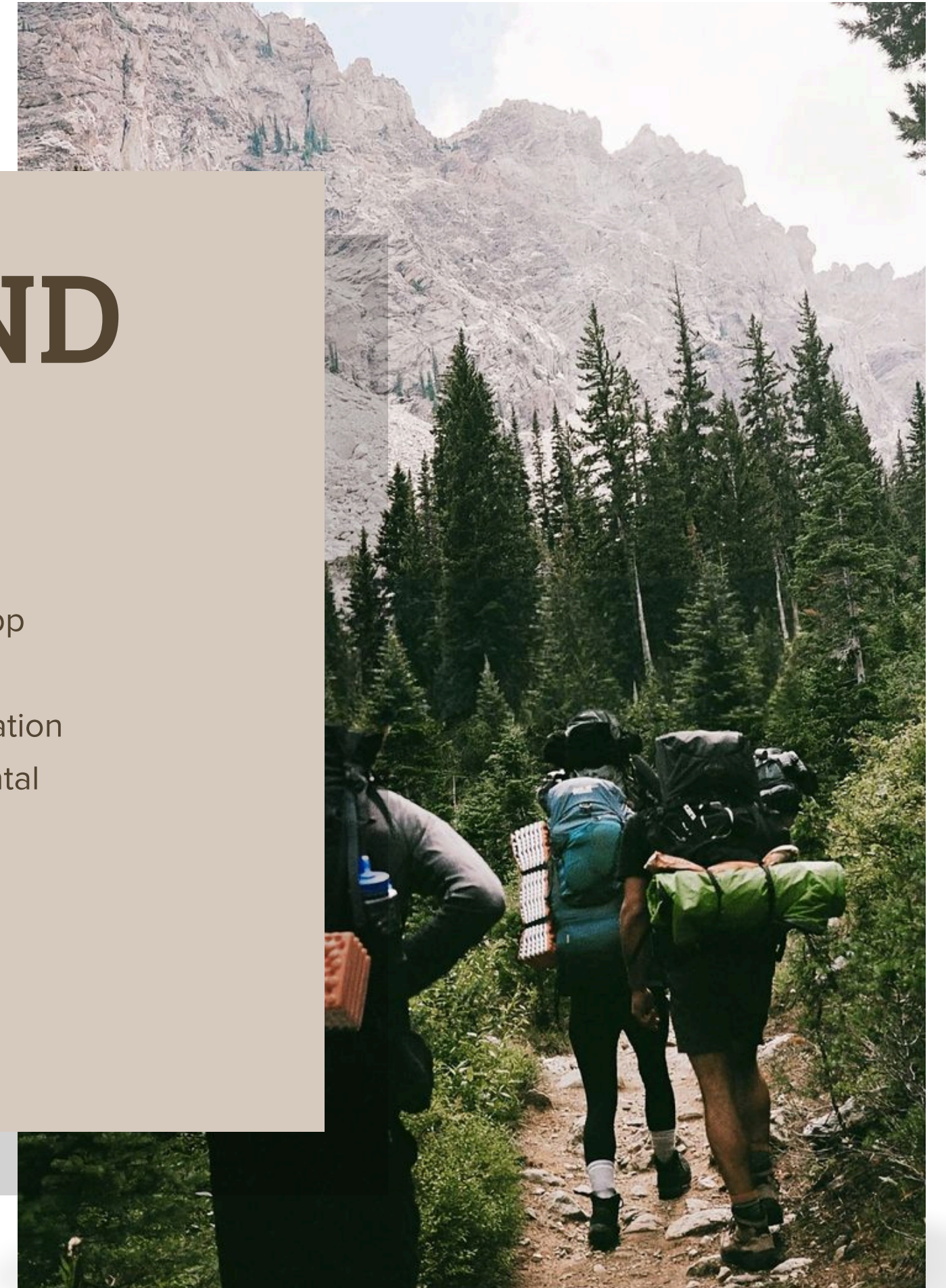
Booking Window — Book 2 to 90 days in advance through website or app

Delivery — Shipped to door 1 to 2 days before the trip start date

Return — Pre-paid return label included — drop at any UPS or FedEx location

Damage Policy — Optional damage waiver at checkout (similar to car rental model) for peace of mind

Kit Pricing Example — Weekend Camping Kit for 2: \$45 to \$65 per night depending on season



MONETIZATION STRATEGY

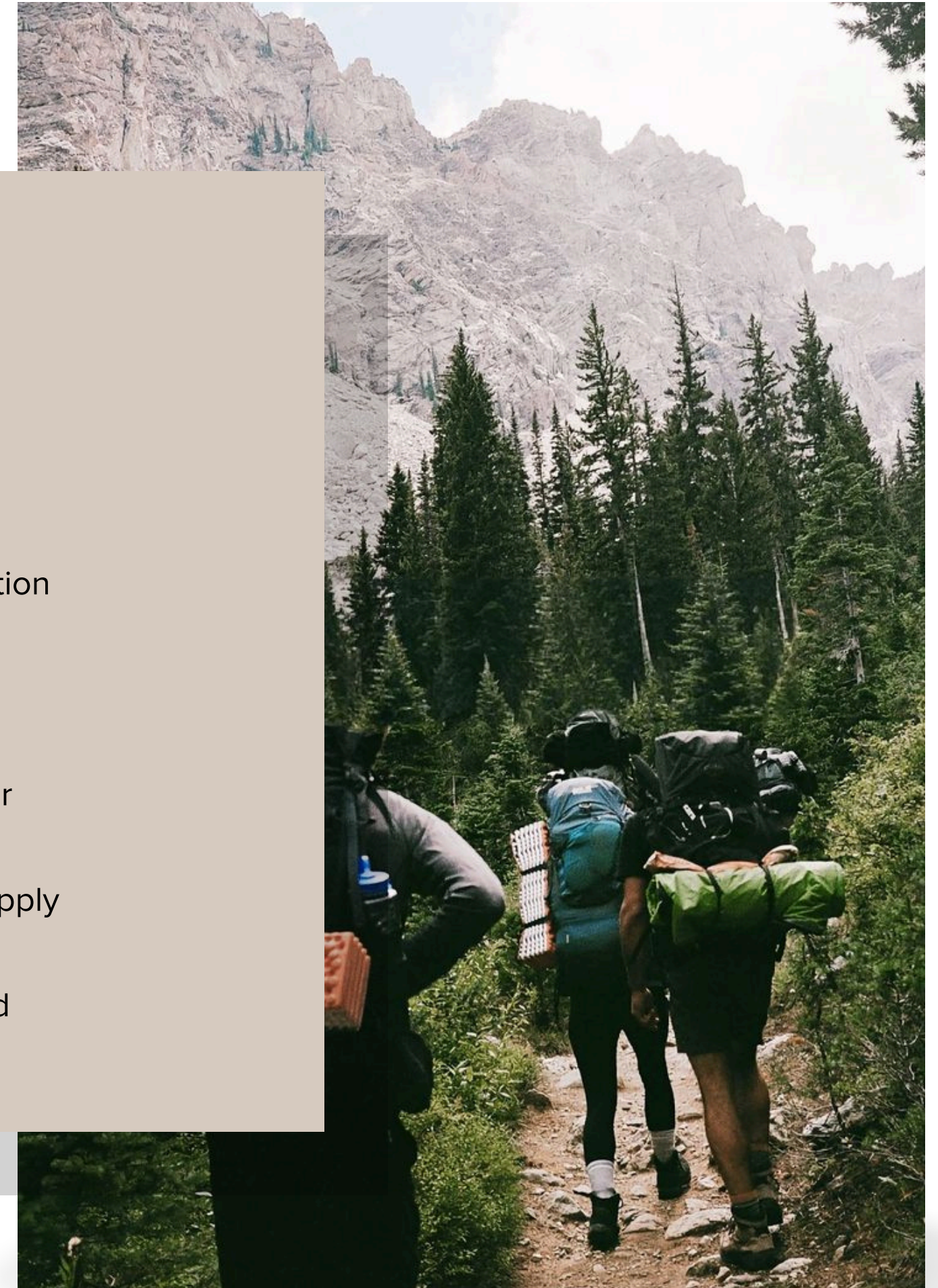
Per-Trip Rental — Primary revenue — activity-specific kits priced by duration and group size

Damage Waiver Add-On — Optional 10 to 15% surcharge for full damage coverage

Trailhead Pass (\$19.99/mo) — Subscription that provides 2 kit rentals per month and 20% off additional rentals

Gear Purchase Pathway — Partner with brands to offer 'rent-to-own' — apply rental fees toward gear purchase if user wants to buy

Corporate and Group Packages — Team-building, company retreats, and group trip bundles — B2B revenue stream





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YOUR ONE STOP FOR EVERY OUTDOORS ADVENTURE

RENT YOUR GEAR. OWN THE ADVENTURE

CAMPAIGN STRATEGY

CAMPAIGN PHASES

Phase 1 — Brand Launch (Months 1–3)

Goal: Establish Trailhead's brand identity and generate the first 5,000 kit rentals.

- **Hero campaign launch:** 'Own the Weekend' — lifestyle photography and video series showing real people's first camping trips, first fishing catches, first summit moments, all made possible by Trailhead
- **Focus initial marketing:** spend on the Occasional Adventurer and Beginner segments in high-outdoor-activity markets: Colorado, Utah, Oregon, Washington, North Carolina
- **Content marketing launch:** 'Your First [Activity] Guide' blog and video series — beginner education content that ranks for 'how to start camping' and similar high-intent search terms
- **PR launch targeting outdoor lifestyle media:** Outside Magazine, REI blog, Trail Runner, Backpacker — pitch angle: 'The sustainable gear solution the outdoor industry has been ignoring'
- **Social proof collection:** offer first 500 customers a discount in exchange for a photo and honest review — build UGC library from day one



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CAMPAIGN STRATEGY

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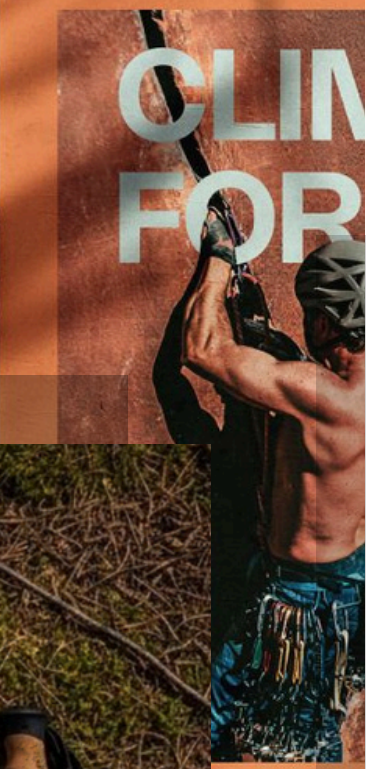
Phase 2 — Seasonal Activation (Months 4–9)

Goal: Drive peak-season bookings aligned with outdoor activity cycles and specific trip occasions.

- **Spring launch push:** targeting National Park season — campsite booking spikes in March and April, Trailhead campaigns in parallel with those searches
- **'Plan the Trip' campaign:** partner with national park campsite booking platforms and apps to reach users at the exact moment they confirm a reservation
- **Summer family camping:** push targeting the family tripper segment via Facebook and parenting communities
- **Fishing season activation:** for fly fishing and freshwater fishing kits — seasonal paid campaigns geo-targeted to proximity of key waterways
- **Referral program activation:** 'Bring the crew, rent the kit' — group discount for parties of 3 or more renting simultaneously



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CAMPAIGN STRATEGY

CAMPAIGN PHASES

Phase 3 — Retention and Repeat (Months 10–12)

Goal: Convert one-time renters into repeat customers and drive Trailhead Pass subscriptions.

- **Post-trip email sequence:** thank you, review request, 'Your next adventure?' — suggest next activity kit based on what they rented
- **Trailhead Pass launch campaign:** targeting customers who have rented twice or more
- **Winter gear expansion:** ski, snowshoe, and snow camp kits — extend the rental season beyond traditional summer outdoor months
- **Year-end 'Adventure Recap' personalized email:** your trips this year, distance covered, activities tried — modelled on Spotify Wrapped to drive shareability and brand affinity

CHANNEL & MEDIA STRATEGY



Channel	Role In Campaign	Budget Allocation
Google Search Ads	Capture high-intent searches: 'camping gear rental', 'hiking gear rental near me'	30%
Instagram Ads/Reels	Brand and lifestyle awareness, visual storytelling, UGC amplification	22%
TikTok Ads	Beginner and younger audience acquisition, 'first trip' content	15%
Content Marketing/SEO	'Beginner Guide' and 'What to Pack' content for organic search traffic	10%
Influencer Marketing	Outdoor lifestyle micro and mid-tier creators – authentic trip content	12%
Email Marketing	Post-trip retention, seasonal activation, Trailhead Pass conversion	5%
PR / Earned Media	Outdoor lifestyle and sustainability media placements	4%
Facebook/Pinterest	Family tripper and 28–45 demographic targeting	2%

CHANNEL & MEDIA STRATEGY

Content Strategy

Search Intent Content — The SEO Foundation

A significant portion of Trailhead's potential customers are searching for answers before they are searching for products. 'What do I need for a first camping trip', 'best gear for beginner hikers', 'how to fly fish for beginners' — these are high-volume searches from the exact audience Trailhead serves. A robust content marketing strategy capturing these queries builds long-term organic acquisition.

- **'Your First [Activity] Kit' series** — covers what you actually need for each activity
- **'National Park Packing Lists' by park** — ultra-specific content that ranks for high-intent trip planning searches
- **'Is it worth buying gear or renting?'** — transparent comparison content that earns trust and converts searchers to renters



where memories are made.



CHANNEL & MEDIA STRATEGY

Content Strategy

Social Content Pillars

- **Trip content:** real customer adventures, before-and-after moments, 'first time doing this' storytelling
- **What's in the kit:** satisfying unboxing-style content showing the full kit laid out — works extremely well on TikTok
- **'You can do this':** encouragement content for beginners — lowers intimidation barriers
- **Sustainability angle:** the environmental case for renting rather than buying gear you will use rarely



where memories are made.



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CHANNEL & MEDIA STRATEGY

Content Strategy

Influencer Strategy

Beginner Outdoor Creators — Creators documenting their first outdoor experiences — authentic, relatable, directly mirrors Trailhead's positioning

Outdoor Lifestyle Creators — Hiking, camping, and fishing content creators for broader reach

Travel Creators — Van life, road trip, and national park visit creators whose audiences plan outdoor trips

Family Lifestyle Creators — Parents documenting family camping trips — strong for the family tripper segment



where memories are made.



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KPIS & SUCCESS METRICS

LAUNCH PHASE KPIS (MONTH 1-3)



Metric	Target	Why It Matters
Kit Rentals	5,000 in first 90 days	Validates product-market fit and campaign effectiveness
Average Order Value	\$85+	Ensures unit economics are viable from launch
Website Conversion Rate	3.5%+	Measures landing page and checkout effectiveness
Post-Trip Review Rate	35% of customers leave a review	Builds social proof for ongoing acquisition
Net Promoter Score	50+	Measures customer satisfaction and word-of-mouth potential

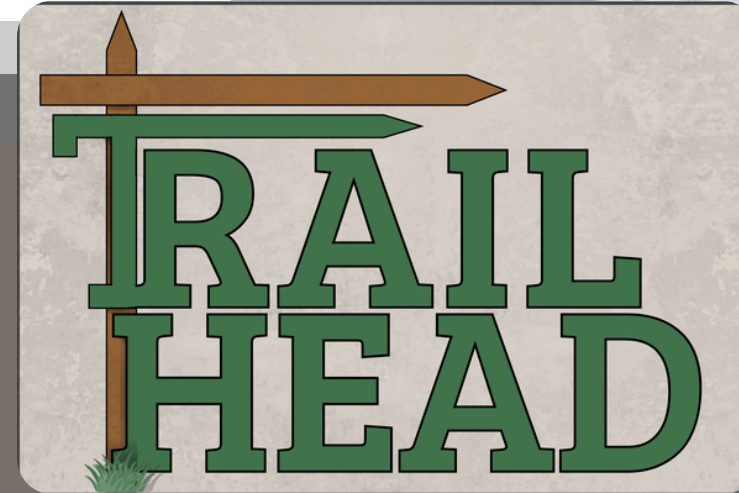
KPIS & SUCCESS METRICS

GROWTH PHASE KPIS (MONTH 4–12)



Metric	Target	Why It Matters
Total Kit Rentals	25,000 by month 12	Primary revenue and growth measure
Repeat Rental Rate	30% of customers rebook	Indicates brand loyalty and product satisfaction
Trailhead Pass Subscribers	1,500	Recurring revenue stability metric
Customer Acquisition Cost	Under \$28 per booking	Unit economics sustainability
Organic Search Traffic	15,000 monthly visitors from SEO content	Measures long-term content strategy ROI

KPIS & SUCCESS METRICS



BRAND AWARENESS KPIS

Social Following	25,000 combined Instagram and TikTok by month 6
Earned Media	10+ placements in outdoor lifestyle and sustainability media
UGC Volume	500+ customer photos and videos tagged or submitted by month 6
SEO Rankings	Top 5 for 'camping gear rental' and 'hiking gear rental' nationally by month 9



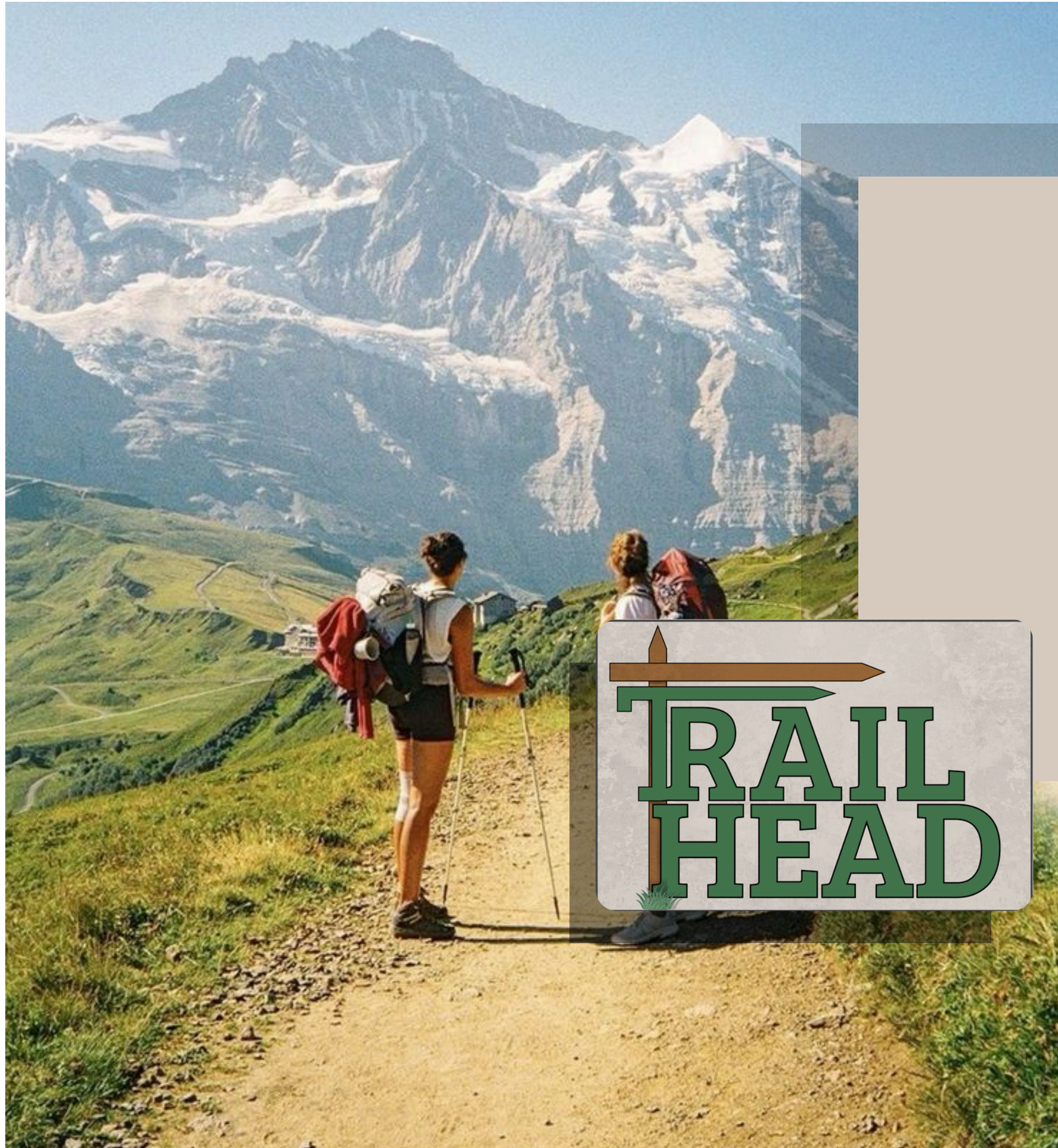


STRATEGIC SUMMERY

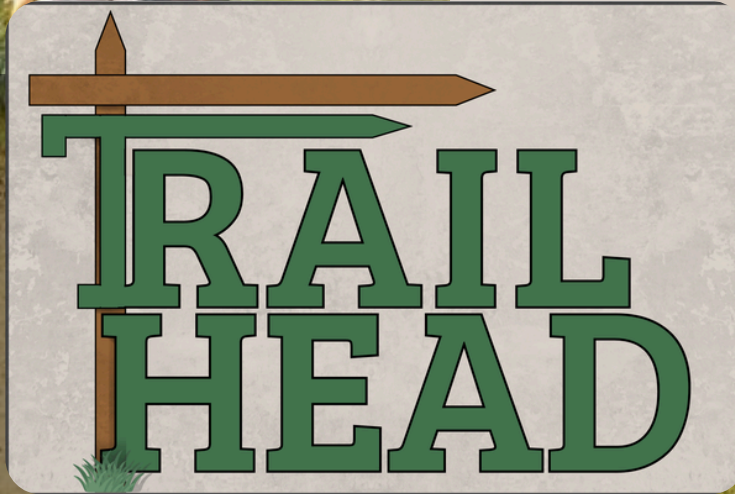
WHY THIS CAMPAIGN WORKS

- **The target audience is large, underserved, and growing:** casual outdoor participation has increased significantly post-pandemic, but gear purchase intent has not kept pace.
- **The rental model aligns with generational consumer shifts:** Millennials and Gen Z are more comfortable renting services (cars, fashion, housing) than previous generations — Trailhead is riding this cultural current.
- **The beginner entry point creates a trust funnel:** rent once, have a great experience, come back. Each successful rental builds loyalty and expands the activity range per customer.
- **Activity-specific kit bundles remove the #1 purchase barrier:** 'I do not know what I need.' Trailhead answers that question with a box delivered to your door.
- **The SEO content strategy builds a long-term, compounding acquisition channel:** that reduces dependence on paid media over time.





THANK YOU

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