

# adventure clubs

Helping families create epic childhood experiences through local experiences



# Problem



**Parents** of young children desire to be intentional and engaged in their children's most formative years.

**Children** need education, stimulation and socialization.

**No easy way exists** for parents to find or create local child-centered experiences and share them together.

# Solution



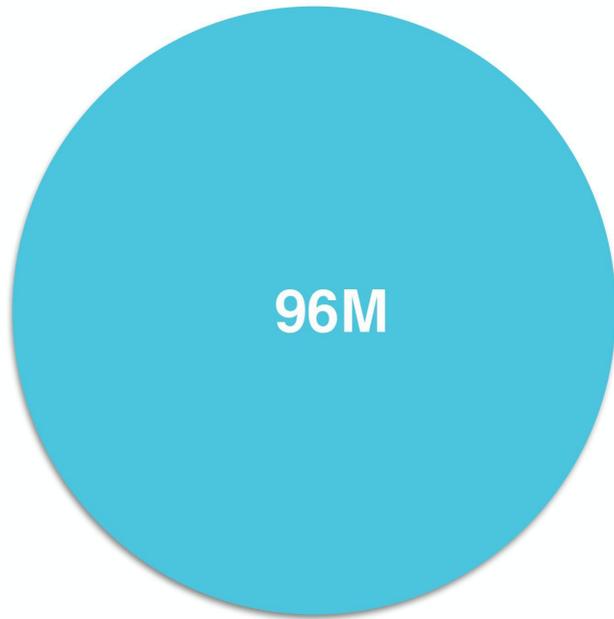
The Adventure Clubs app helps families discover childhood experiences through:

CREATING  
ADVENTURES  
tailored for a child

CURATING  
ADVENTURES  
relevant & instant

CONNECTING  
ADVENTURERS  
with other families

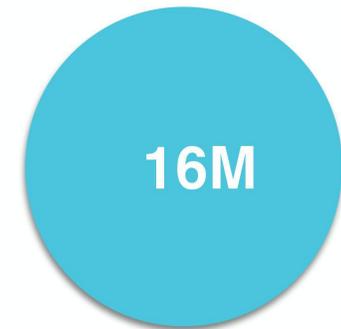
# Market Size



**FAMILY MEMBERS CONNECTED TO KIDS (under 6)**  
US Total Addressable Market



**PARENTS WITH KIDS (under 6)**  
US Segmented Available Market



**MARRIED, UPMARKET PARENTS (with kids under 6)**  
US Target Market

# Product



The Adventure Clubs app is what every family needs to spend quality time with their young kids—wherever, whenever.

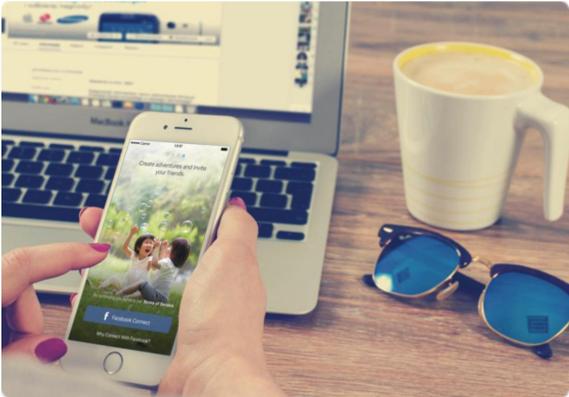
**BROWSE OR CREATE**  
ADVENTURES



**SHARE**  
ADVENTURES



**ENJOY**  
ADVENTURES



# Business Model



The primary business model: local businesses create adventures and pay a thank-you fee of the revenue generated.

## FIVE KEY REVENUE STREAMS

**MARKETPLACE**  
ADVENTURES

**IN APP**  
PURCHASES

**USER**  
SUBSCRIPTIONS

**NON REDEEMED**  
ADVENTURES

**SPONSORED**  
ADVENTURES

# Timeline



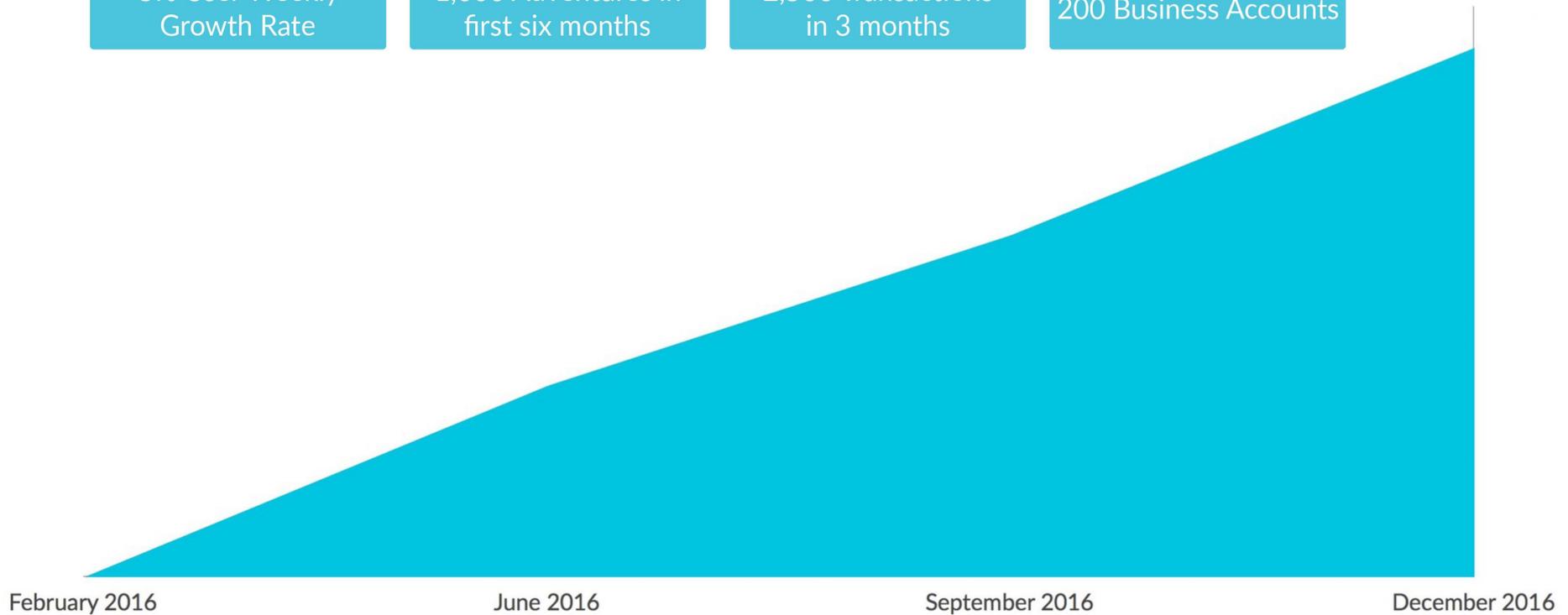
In the first 12 months, users grew 8,400 (▲ 15,000%)

5% User Weekly Growth Rate

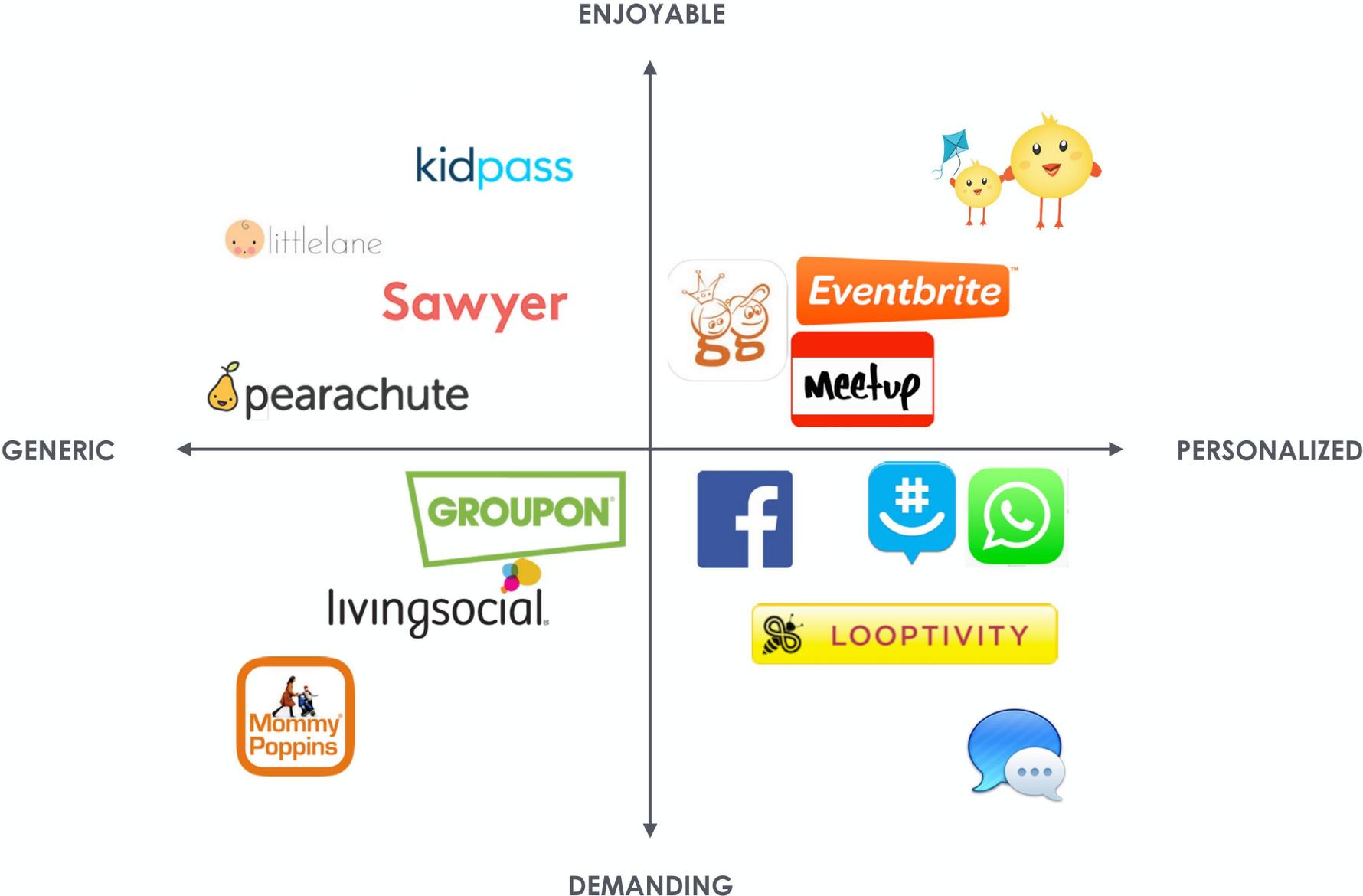
1,000 Adventures in first six months

2,500 Transactions in 3 months

200 Business Accounts



# Competition



# Competitive Advantages



DATE AND TIME

FLEXIBLE

LOCAL

EASY

AFFORDABLE

FAMILY ORIENTED

COMMUNITY

EDUCATIONAL

PERSONALIZED

# Team



## FOUNDERS



Janelle Schroy  
President



Jedd Schroy  
CEO

## ADVISERS



Wayne Gosling  
Groupon SA CEO



Jeanne Neilson  
Actress



Chris Bergmann  
Choremonster CEO



Magdalene Minnaar  
Classical Singer



Chad Reynolds  
Batterii CEO



Megan Alexander  
TV Personality

# INVESTMENT OPPORTUNITY



## **Seed Stage**

An Adventure Clubs Simple Agreement for Future Equity (SAFE) is available for investment.

For more information contact  
Jedd Schroy: [jedd@adventureclubs.com](mailto:jedd@adventureclubs.com)