



3 YEARS >> 3 CONTINENTS >> \$1 MILLION DOLLARS

Great Wall, China

Taj Mahal, India

The wonders of the world aren't so wonderful anymore

Chichen Itza, Mexico

Stonehenge, UK

Indian Himalayas

Peruvian Andes

Adventurers of all ages are moving on to new frontiers

Mongolian Steppe

Namib Desert



An 'Adventure Economy' has emerged to make it easy (and fun)





It's part of a larger movement called the 'Experience Economy'



“

[Since 2014], personal-consumption expenditures on experience-related services have grown more than 1.5X faster than overall personal-consumption spending and nearly 4X faster than expenditures on goods.”

McKinsey & Company



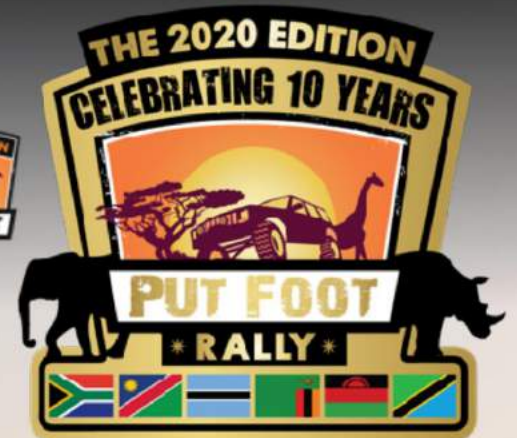
Over the last 5 years, the experience economy has exploded

The Opportunity:

Experiential adventure travel for the masses.



We have been a part of it for nearly a decade



CASE STUDY



An 18-day, 4,000 mile adventure across the heart of Southern Africa.

It is the largest and longest-running social rally on the continent.*

*and the second largest on earth

\$2,500,000

REVENUE TO DATE

2500+

PARTICIPANTS TO DATE

\$750,000

RAISED FOR CHARITY

2016 - 2020: 50% Year-Over-Year Growth

A photograph of a dead, gnarled tree in a desert landscape under a starry night sky. The Milky Way is visible in the background, and the foreground shows dark sand dunes and a small body of water.

As pioneers of the
experience economy,
we're always asking,
"What's next?"



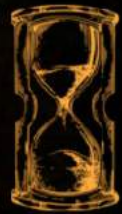
THE PERFECT TRAVEL EVENT

10 Years in the making



A 3-year global scavenger hunt where participants search for clues, solve puzzles, and complete challenges that will reveal a route to the most amazing places on Earth, and ultimately to a hidden \$1 million prize

3 YEARS



2021
2022
2023



3 CONTINENTS

3 PRIZES



\$100,000
\$250,000
\$1,000,000

3 WAYS TO JOIN



Solo



Team



Pair



1 Year Trip: \$1500 | 3 Year Trip: \$3000 | 2-3 Weeks Travel Required Per Year

STEP 1

THE ADVENTURE BEGINS AT HOME



Participants solve cryptic
puzzles to reveal their
destination.

STEP 2

VISIT A NEW
CONTINENT
EACH YEAR



Participants complete
immersive challenges to
gather clues.

A large wooden treasure chest is open on a sandy beach. Inside the chest are various gold items, including a crown, a scepter, and several ornate vessels. The chest is set against a backdrop of a sunset over the ocean, with a sky filled with soft, white clouds. The scene is illuminated by the warm, golden light of the setting sun.

STEP 3

**FIND THE
HIDDEN
\$1 MILLION**



Participants decipher their clues to locate the treasure.



3 WAYS TO GET INVOLVED



1 FLY SOLO



2 TAG TEAM



3 SQUAD UP

Entry fee is per person (regardless of team structure)

3 LIFE-CHANGING PRIZES



YEAR **1** PRIZE
\$100,000



YEAR **2** PRIZE
\$250,000



YEAR **3** PRIZE
\$1,000,000

Participants can opt in for 1 year, 2 years, or 3 years

3 IMPORTANT CAUSES

YEAR 1

Solar Energy
Project in
Africa



YEAR 2

Ocean Cleanup
Project in Asia



YEAR 3

Rainforest
Conservation Project
in South America



Causes are designed to offset double participants' carbon emissions

OUR PILOT



Teams of 3, using public transport only, race from Cape Town to Zanzibar, finding clues and solving puzzles to be the first to the \$15,000 prize.

DEC 2017

PILOT COMPLETED

33 TEAMS

SOLD OUT IN 48HRS

11 DAYS

WINNING TEAM

OUR AUDIENCE

Who Are The “Adventurers”?

Just want to have fun seeing the world

80%

AGE + IDENTITY



18-25

Students and GAP Years



25-39

Working Professionals



40-65

Bucket List Hunters

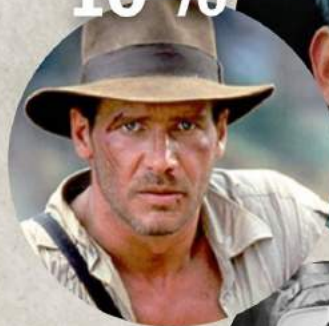


65+

The Second Chancers

Are going for the prize

10%



5%

Want to explore the unknown



5%

Want a personal challenge



Our targets are based on 10 years of adventure tourism insights, coupled with emerging market trends and consumer data

THEY HAVE

Engaged digital lives

Disposable income

Passion for adventure and travel

A desire to attend global cultural events

A love for the outdoors

THEY ARE

Easy going; don't mind getting down in the dirt

THEY ENJOY

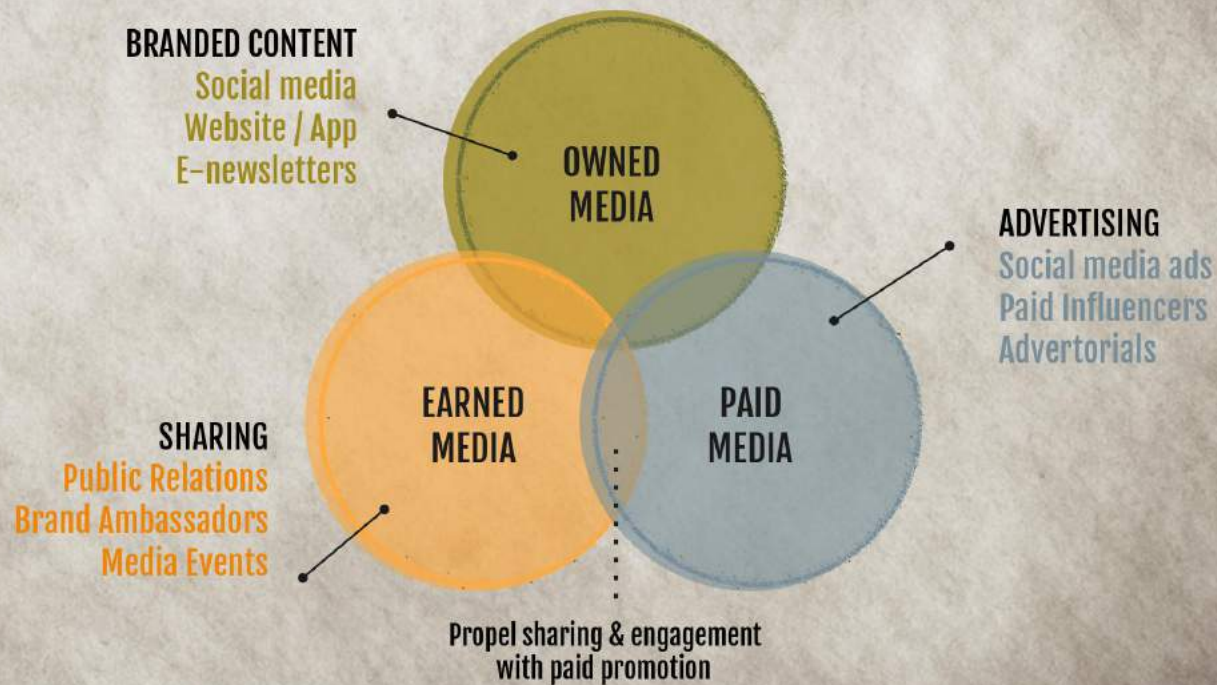
Local and authentic travel experiences

AVERAGE SPEND

\$3500 per year

How They'll Find Us

We've sold out every event we've produced over the last 10 years.
Our secret weapon is immersive and targeted storytelling.



KEY CONTENT PIECES

Launch Video



Treasure Hunt
Promo Campaign



Musician Partnership

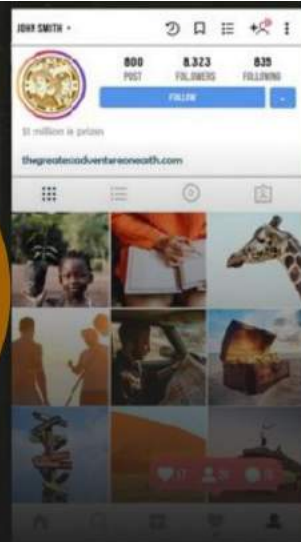


Maps Partnership



INFLUENCERS:

Activate micro and macro influencers across key markets to drive awareness



WEBSITE:

Build an immersive content portal w/ countdown clock, score board, etc.



Where They'll Find Us

PUBLICATIONS:

Ink affiliate and editorial partnerships with key regional and int'l publications



SOCIAL & DIGITAL:

Utilize owned and rented channels to drive mass awareness through paid media



Go To Market Strategy

A three-pronged approach to acquiring adventurers and building brand



INFORMED

Leveraging 10 years of customer data on our target

Total Addressable Market:
600M+

Customer Acquisition Cost:
\$15 (Historic Average)

Attendees:
5,000+



ACTIVATED

Multi-channel approach with proven executional partners

Digital:
Activate social, digital, and display channels

PR:
Engaged top travel PR agency

Creative:
Multiple executional agencies on retainer



INNOVATIVE

The Greatest Adventure on Earth promotional campaign

What it is:
Regional scavenger hunts optimized for awareness via earned media

How it Works:
Participants receive a box of clues and complete challenges to locate big ticket prizes (i.e. Tesla Model Y)

How Brands Get Involved

The Greatest Adventure on Earth is intentionally designed to maximize opportunities for partnerships and sponsorships, with multiple channels available to enable brands to make a meaningful mark.



Sponsorships
Product packages



Partnerships
Branded side missions



Meet Ups
Community activations



**POTENTIAL
PARTNERS**



Europcar



Expansion Opportunities

City-Based Adventures



Ready Player One meets Color Run
Organize weekend hunts in cities around the world.

The Wander Collective



Indiana Jones meets Airbnb
Launch a subscription-based global accommodation service.

Entertainment Property



The Amazing Race meets Twitch
Document top personalities, challenges and locations.



THINK

Building a global travel platform through high growth verticals.

“The Amazing Race for the masses.”

All Made Possible By A Cross-Functional Team Of Experienced Adventurers



Daryn Hillhouse

Global Live Event Producer (10 years)
Operations and Logistics (18 years)



FOUNDER, MOUNTAINSHAK ADVENTURES
Put Foot Rally, Wakati Challenge,
Urban Trials, The Hamba,



**OPERATIONS + BUSINESS
DEVELOPMENT MANAGER**
Wrote and Won \$1 Billion in
defense contracts.



LIEUTENANT, BRITISH ARMY
Tours: Bosnia, Kosovo,
Afghanistan



Shaan Coelho

Marketer and Operator (10 years)
Sailor, Mixed Martial Artist, Winemaker, Tour Guide



FOUNDER

International Consulting Firm
Driving Digital Growth &
Operational Excellence

VICE PRESIDENT

Spearheaded growth and operation
of Los Angeles and London Offices

VAYNERMEDIA



DIGITAL PRODUCER

Digital Media Coach for
Bellator MMA

AVON

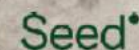
GLOBAL MARKET MANAGER

Managed 2 selling vehicles per quarter



Luke Kingma

Creative Director & World Builder (10 Years)
Published Author, Screenwriter, Cartoonist,
AirBnB Superhost, Rickshaw Runner



CONTENT DIRECTOR

Architected Seed University, an immersive
education platform for influencers



HEAD OF CREATIVE

Built profitable creative franchises,
including Glimpse. Acquired by Singularity
University

GRAVITY

FOUNDING TEAM

Conceptualized, incubated, and launched
company. Raised \$4.7M on Kickstarter

VAYNERMEDIA

CREATIVE DIRECTOR

Led Hasbro, Spotify, and Warner
Bros. accounts. Launched West
Coast office.

This slide contains forward looking projections which cannot be guaranteed.

Participant Revenue Opportunities

Ticket Sales

2020 - Pre Event	1750 (3 Year) 500 (1 Year)	= \$5.8125M
2021 - Year 1	1000 (3 Year)	= \$3.3125M
2022 - Year 2	125 (3 Year) 250* (1 year)	= \$812.5k
2022 - Year 3	125 (3 Year) 125* (1 year)	= \$624k

Total Ticket Revenue = \$10.562M

Ticket Pricing Per Person

3 Year Entry	
0-500	\$2.5k
501-1500	\$3.0k
1501-2500	\$3.25k
2501-3000	\$3.5k
1 Year Entry	
0-500	\$1.5k

*Estimated 50% Churn Rate

Accommodation - Average 2 nights stay per location

Year 1:	5 locations x \$30pn x(2) x 1000 pax	= \$ 300K
Year 2:	10 locations x \$30pn x(2) x 2000 pax	= \$ 1.2M
Year 3:	15 locations x \$30pn x(2) x 3000 pax	= \$ 2.7M

Total Accommodation Revenue = \$ 4.2M



**Tickets:
\$ 10.562M**

+

**Accommodation:
\$ 4.2M**

**Total Revenue:
\$14.762M**



Commercial Revenue Opportunities

SPONSORSHIPS



Challenge Sponsors

Year 1: 5x Sponsors @ \$100K / year or \$ 20K / Quest

Year 2: 10x Sponsors @ \$100K / year or \$ 20K / Quest

Year 3: 15x Sponsors @ \$100K / year or \$ 20K / Quest

Goal: \$3M over 3 years

Secret Missions

15x @ \$200K (5 per continent over 3 years)

Goal: \$3M over 3 years

PARTNERSHIPS



Tier 1 Partner

5x @ \$500,000 / year

Example:

- Airbnb, Tesla, Bethesda / Epic / Activision

Goal: \$7.50M over 3 years

Tier 2 Partner

10 Partners @ \$ 200k / year

Example:

- Clothing: Patagonia
- Equipment: Cotopaxi / Columbia
- Other: Redbull / KIND Energy Bars

Goal: \$6M over 3 years



Tickets:
\$10.562M

+

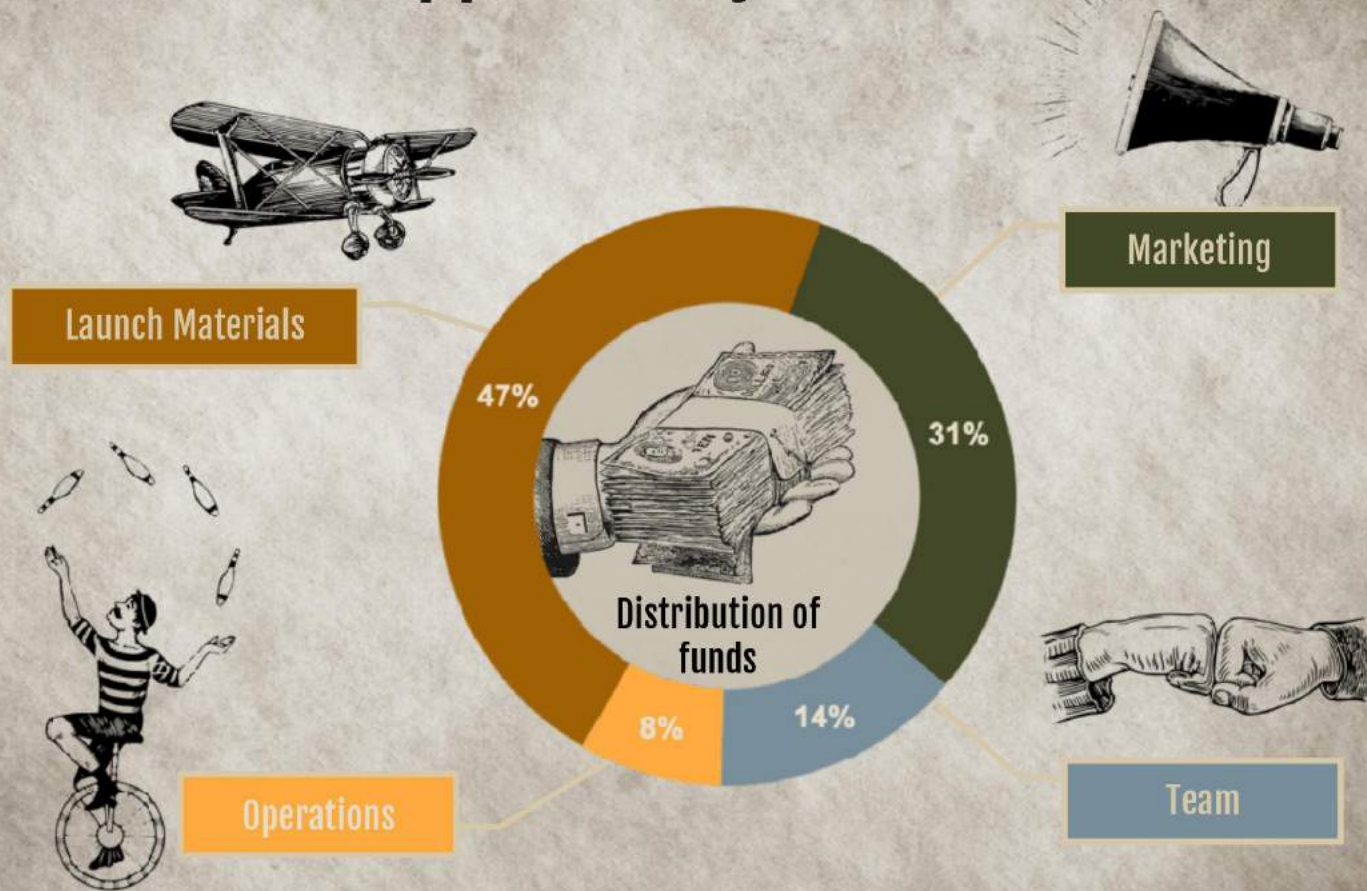
Accommodation:
\$4.20M

+

Commercial:
\$19.50M

**Total Potential
Revenue:
\$34.262M**

Investment Opportunity



Pre-Seed Round



ASK

\$500,000
for
10% equity

A high-angle, warm-toned photograph of a diverse group of people, mostly young adults, gathered in a circle. They are all wearing light-colored t-shirts, and many have their hands pressed together in the center, suggesting a team huddle or a moment of collective agreement. The lighting is soft and focused on the group, creating a sense of unity and shared purpose. A dark, semi-transparent rectangular box is overlaid in the center of the image, containing the text 'THANK YOU' in white, bold, sans-serif capital letters.

THANK YOU

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