



yonder Y

Yonder The Convergence of Travel, Nature and Well Being

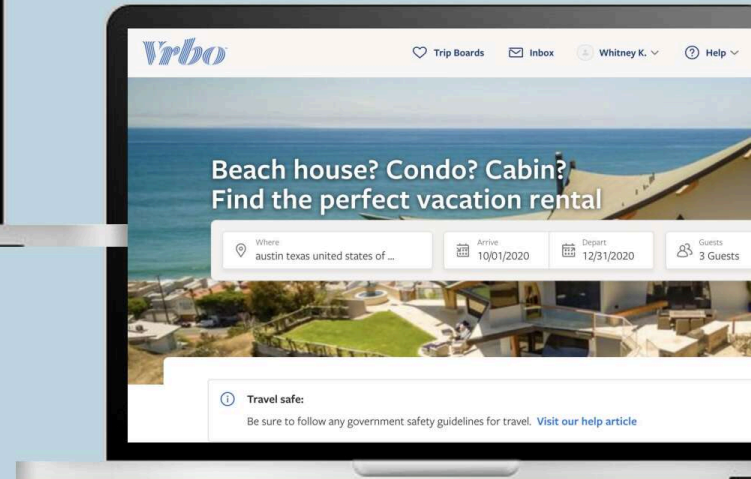
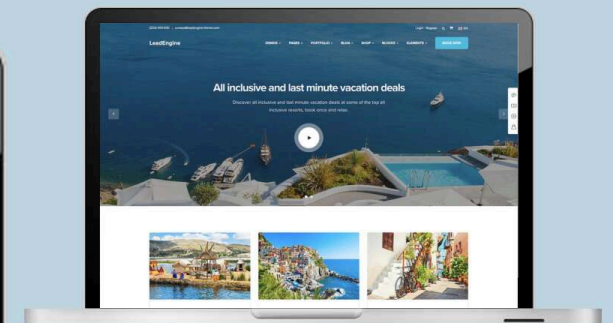
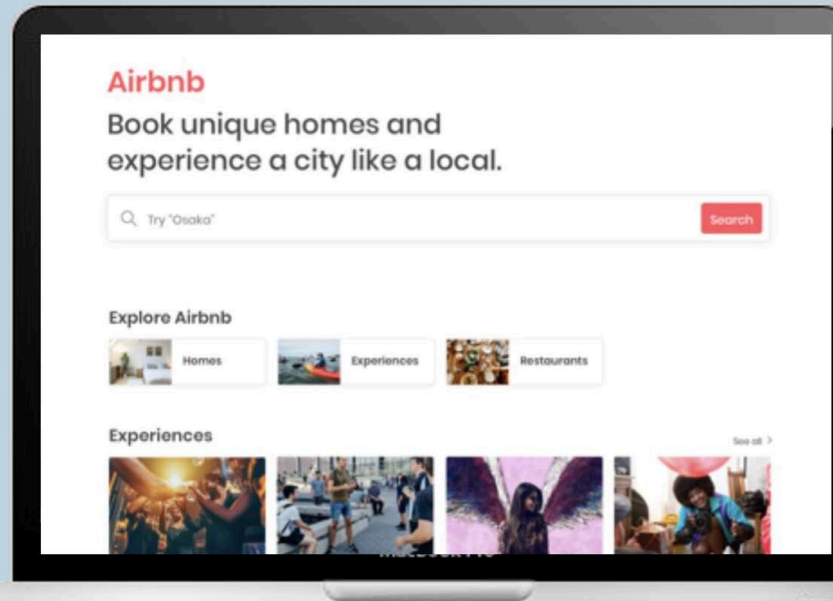
Bill Lee, CEO
September 2020

INDUSTRY PROBLEM

Agritourism and ecotourism
are underserved

Mainstream booking engines
prioritize price and urban
locations over rural ones

Online travel agencies (OTAs)
offer 'a places to crash' vs
meaningful travel
experiences



SOCIETAL PROBLEM

Stress is the health epidemic of the 21st century

Our digitally dependent culture has lost touch with nature and its meaning

Covid-19 and social isolation have amplified our yearning for meaningful connections with friends and family

“Now more than ever, nature is essential to mankind. It invites, inspires, nourishes, instructs, soothes, gladdens, fascinates, delights....and stirs hope.”

-WASHINGTON POST
April, 2020



THE SOLUTION

Connecting people to nature

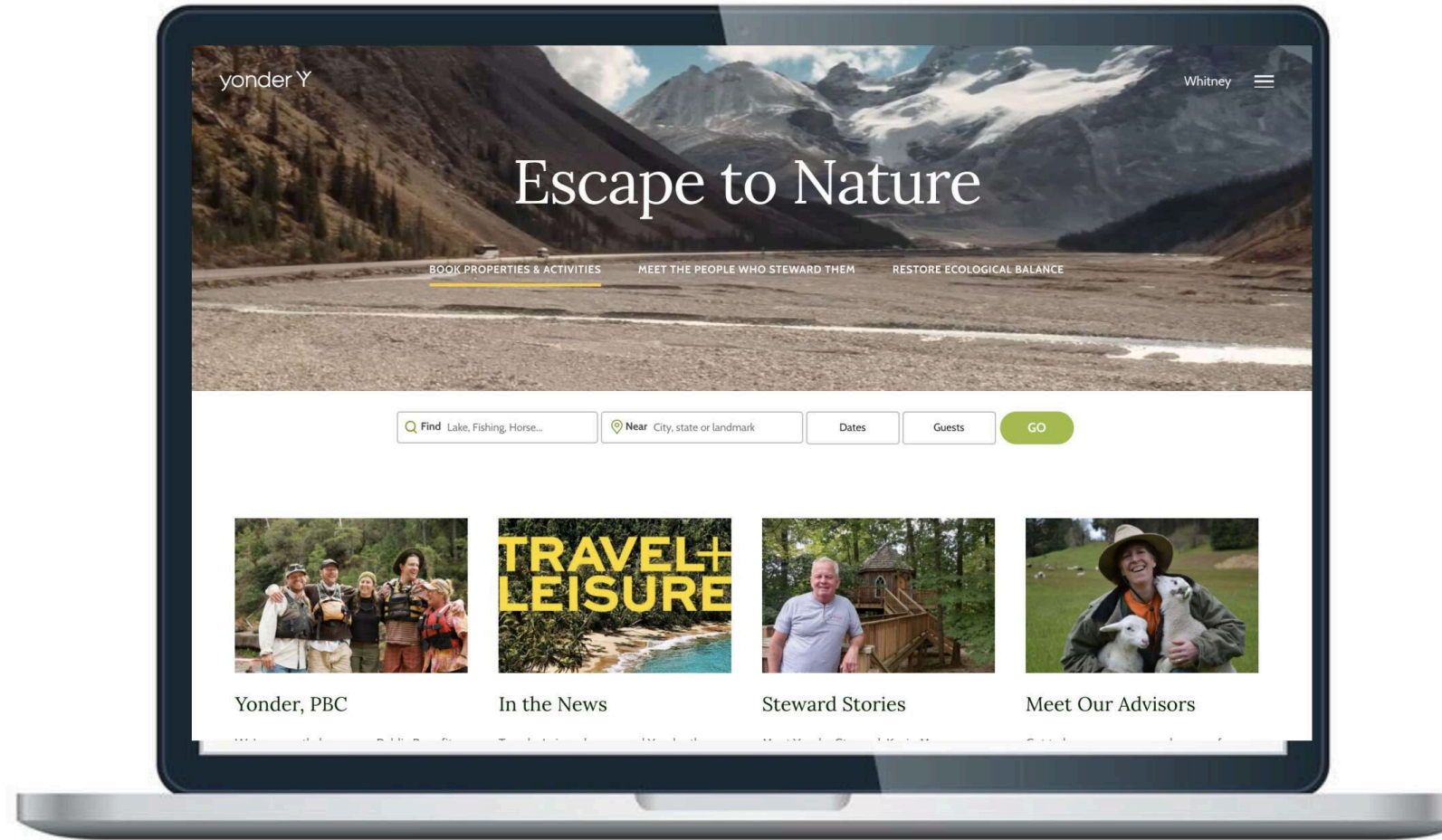
- Uncrowded, rural destinations a road trip away
- Antidote to stress & anxiety

First in the Industry

- Serving a global specialized market segment
- Aggregating and uniting a fragmented Agri-Eco tourism marketplace

Public Benefit Company

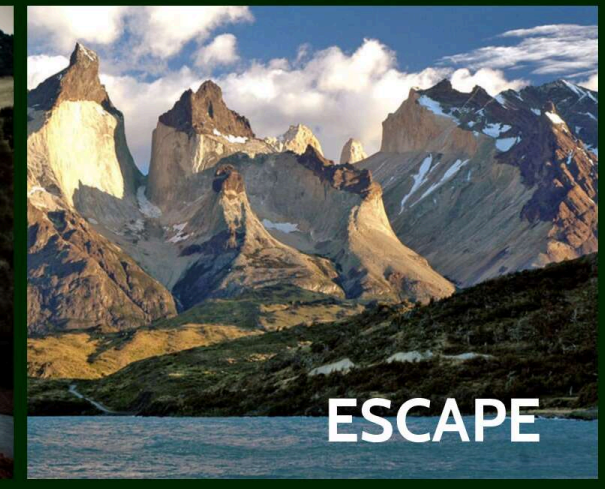
- Triple bottom line
- Path to becoming B-Corp
- Commitment to safe, healthy travel



THE EXECUTION



The world's go-to resource for carefully vetted, nature-rich experiences.



HOST DEVELOPMENT PIPELINE



Total addressable market estimated at \$32B+*

LIVE

1 USA — \$1B

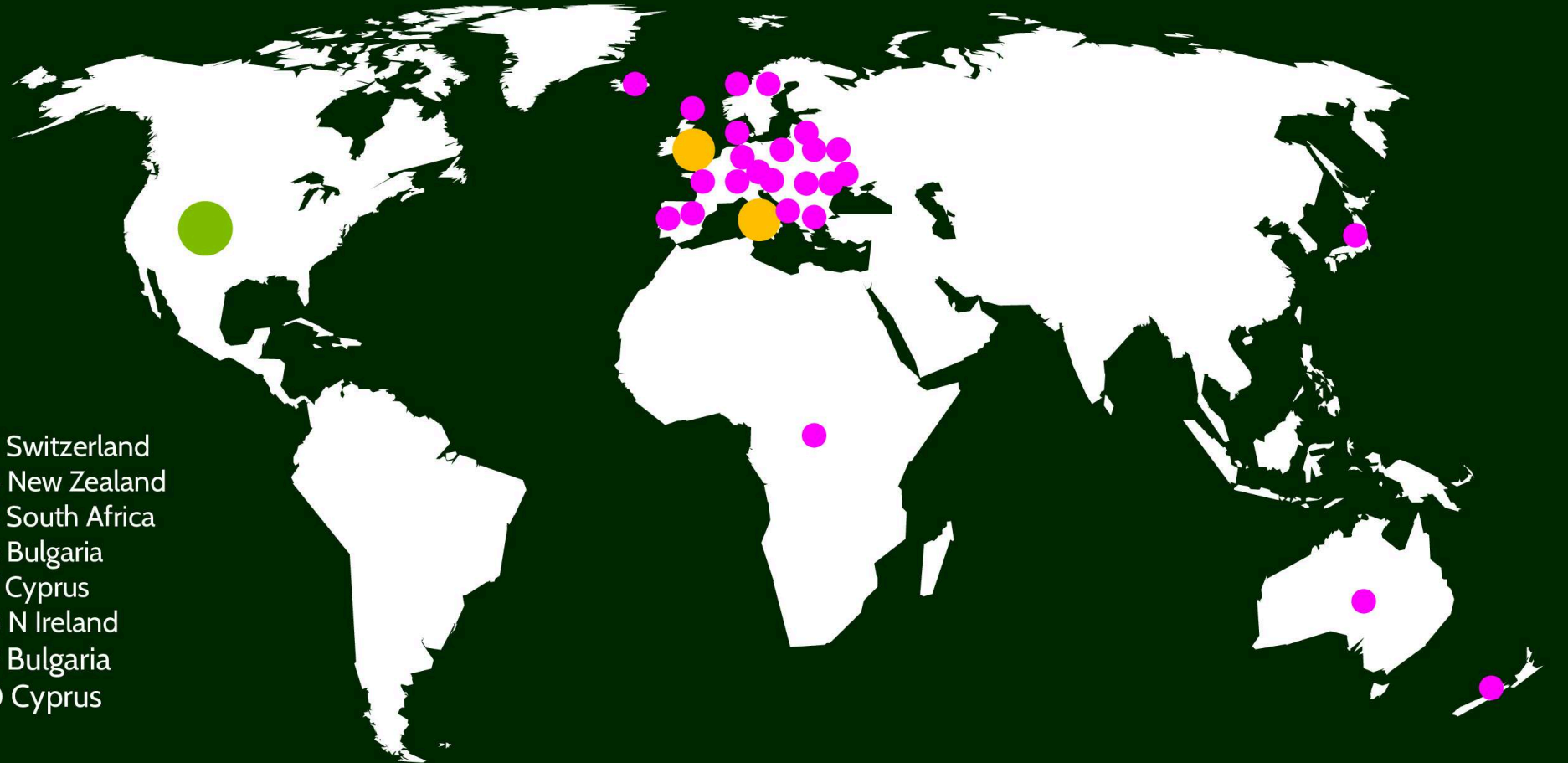
LAUNCHING

2 Italy — \$15.2B

3 UK — \$5.6B

IN NEGOTIATION

- | | | |
|-------------|---------------|-----------------|
| 4 Japan | 13 Finland | 23 Switzerland |
| 5 France | 14 Sweden | 24 New Zealand |
| 6 Spain | 15 Latvia | 25 South Africa |
| 7 Germany | 16 Poland | 26 Bulgaria |
| 8 Holland | 17 Romania | 27 Cyprus |
| 9 Australia | 18 Serbia | 28 N Ireland |
| 10 Norway | 19 Slovakia | 29 Bulgaria |
| 11 Denmark | 20 Slovenia | 30 Cyprus |
| 12 Iceland | 21 Luxembourg | |



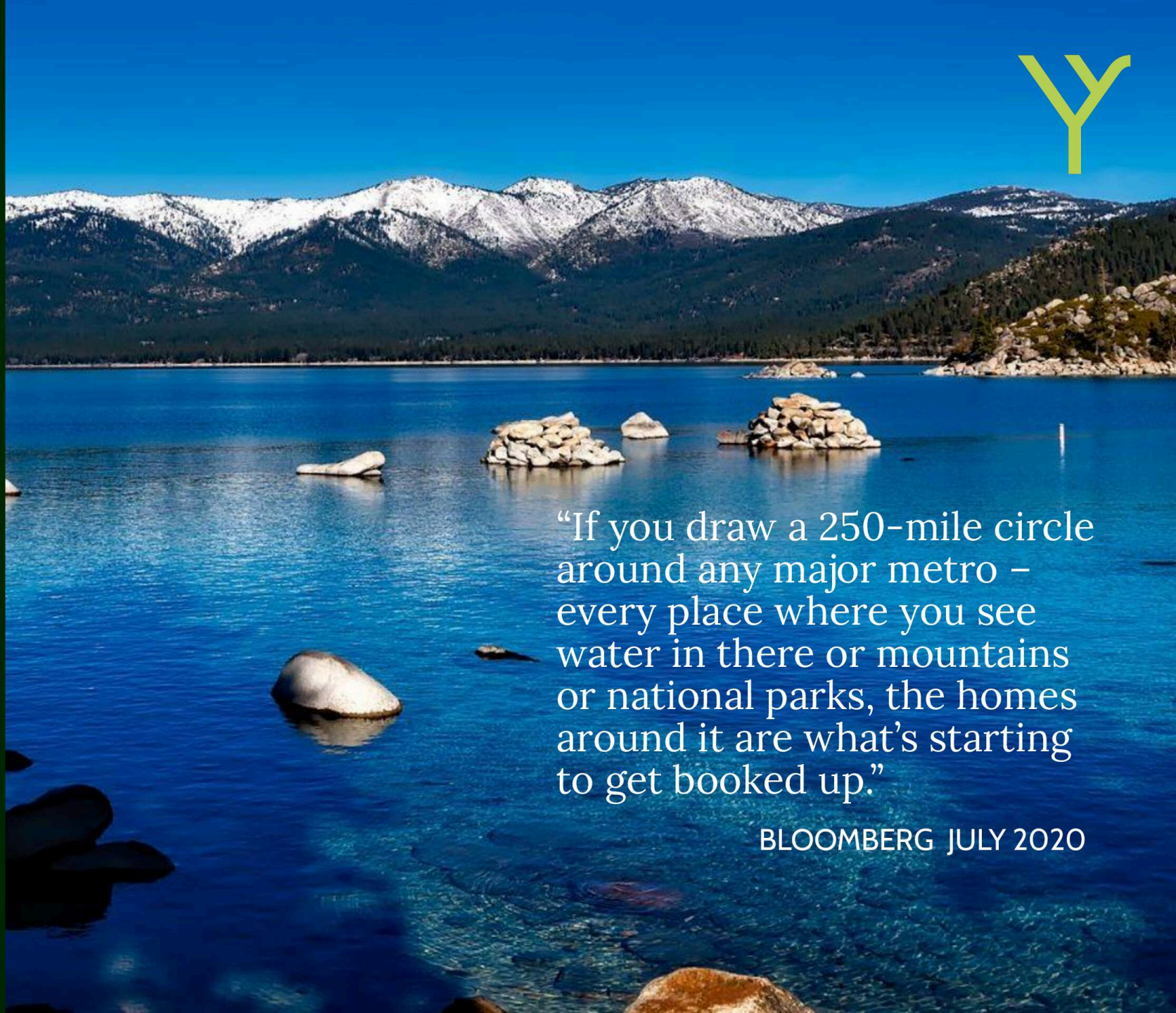
*of a \$200B nature tourism market

SOCIETAL TRANSFORMATION

Covid-19 and social isolation have dramatically increased the desire for rural areas and open spaces

Nature is being sought out as a place of centering that is vital to mental wellness

A new tourism industry is emerging at the convergence of nature, travel and well being



“If you draw a 250-mile circle around any major metro – every place where you see water in there or mountains or national parks, the homes around it are what’s starting to get booked up.”

BLOOMBERG JULY 2020

EXPERIENCED STARTUP TEAM

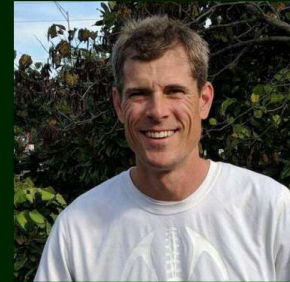
Yonder Executives & Chairman



BILL LEE

CEO + Co-Founder

Consumer Brand Expert. Over 40 Years in Senior Leadership. Limited Brands, Children's Place, Mosaic



TIM SOUTHWELL

Chairman & Founder

Owner and Operator of Several Successful Companies in the Arena of Health, Wellness, Permaculture and Agri-Tourism



DEREK NEWSOM

CTO + Co-Founder

Technology Executive, Web, Backend & Native App Expert, Inqubator Managing Partner, Nvoicepay, Our Alchemy, Anderson Digital



WHITNEY ALTAFI

CMO

Brand Expert, Startup Success, Lifestyle Brands, Charles Schwab--Effie Winner, Sunrun, Credit Karma, Counsyl



MATTHEW SCHMIDGALL

COO + Co-Founder

Experienced Startup Executive, Workflow & Scale Designer, Inqubator Managing Partner, Hennepin Studios, Anderson Digital



PATRICK S. HARRIS

Financing Advisor

Early and growth stage consumer companies. Capital introductions to family offices, institutional investors and HNW individuals

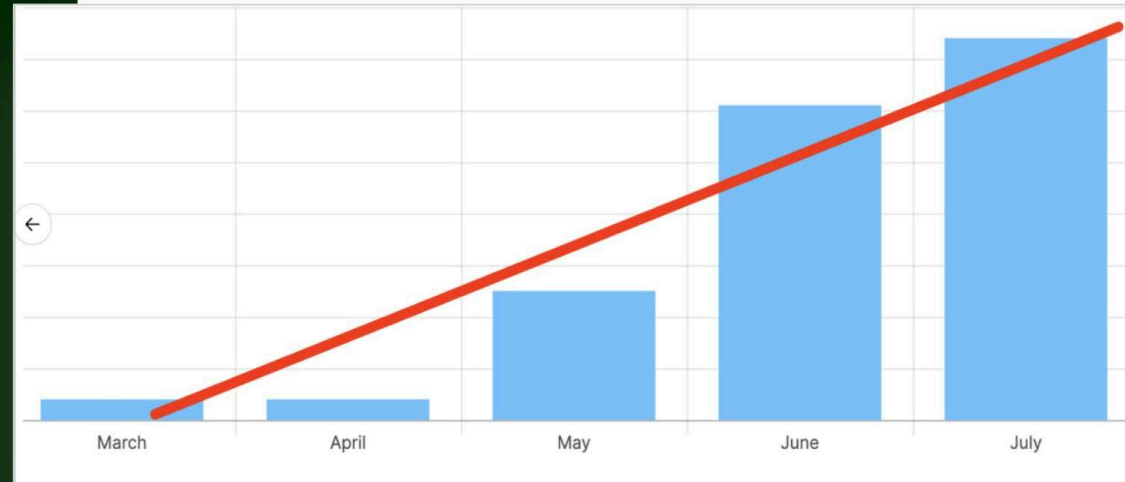
WE'RE IN BETA



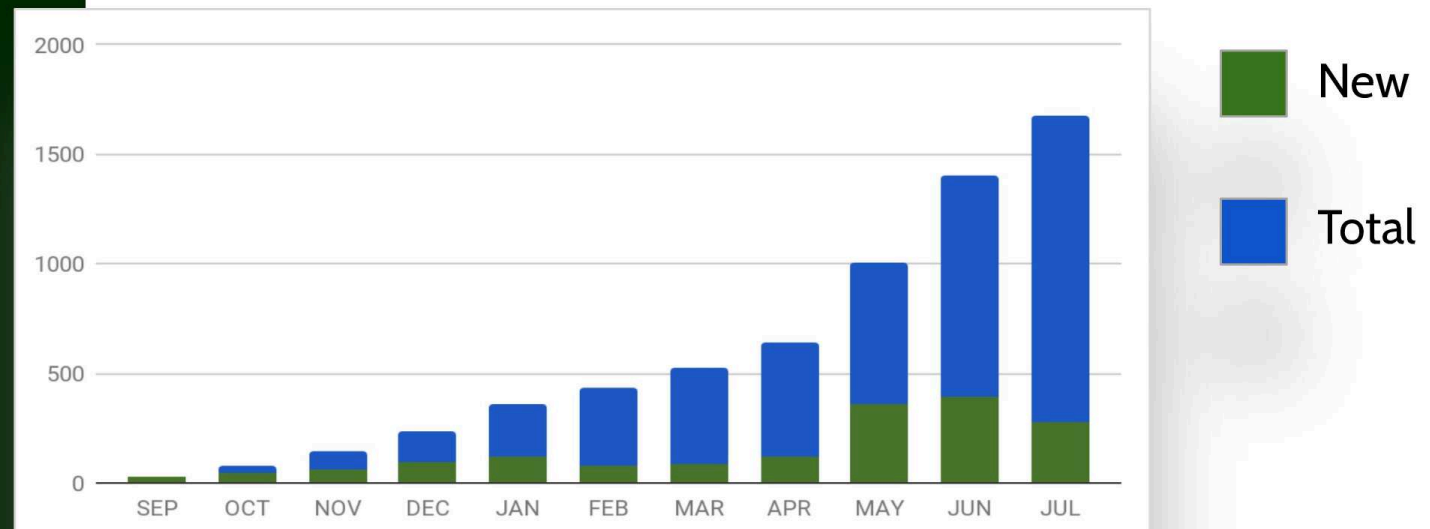
Additional Metrics

- Returning users up 20.5% from June
- Bookings up 57.8% from June
- 19% audience increase across social media platforms including Facebook, Instagram, Twitter & LinkedIn

Launch Through July Bookings



Platform User Account Growth



NO DIRECT COMPETITION

Mainstream OTAs

Airbnb	\$ 38 B	40%
Booking Hldgs	\$ 15 B	16%
Expedia	\$ 10 B	11%
TripAdvisor	\$ 3 B	3%
Tujia	\$ 2 B	2%
Others	\$ 27 B	28%

TOTAL \$ 200B

OTAs that feature Agri-Ecotourism

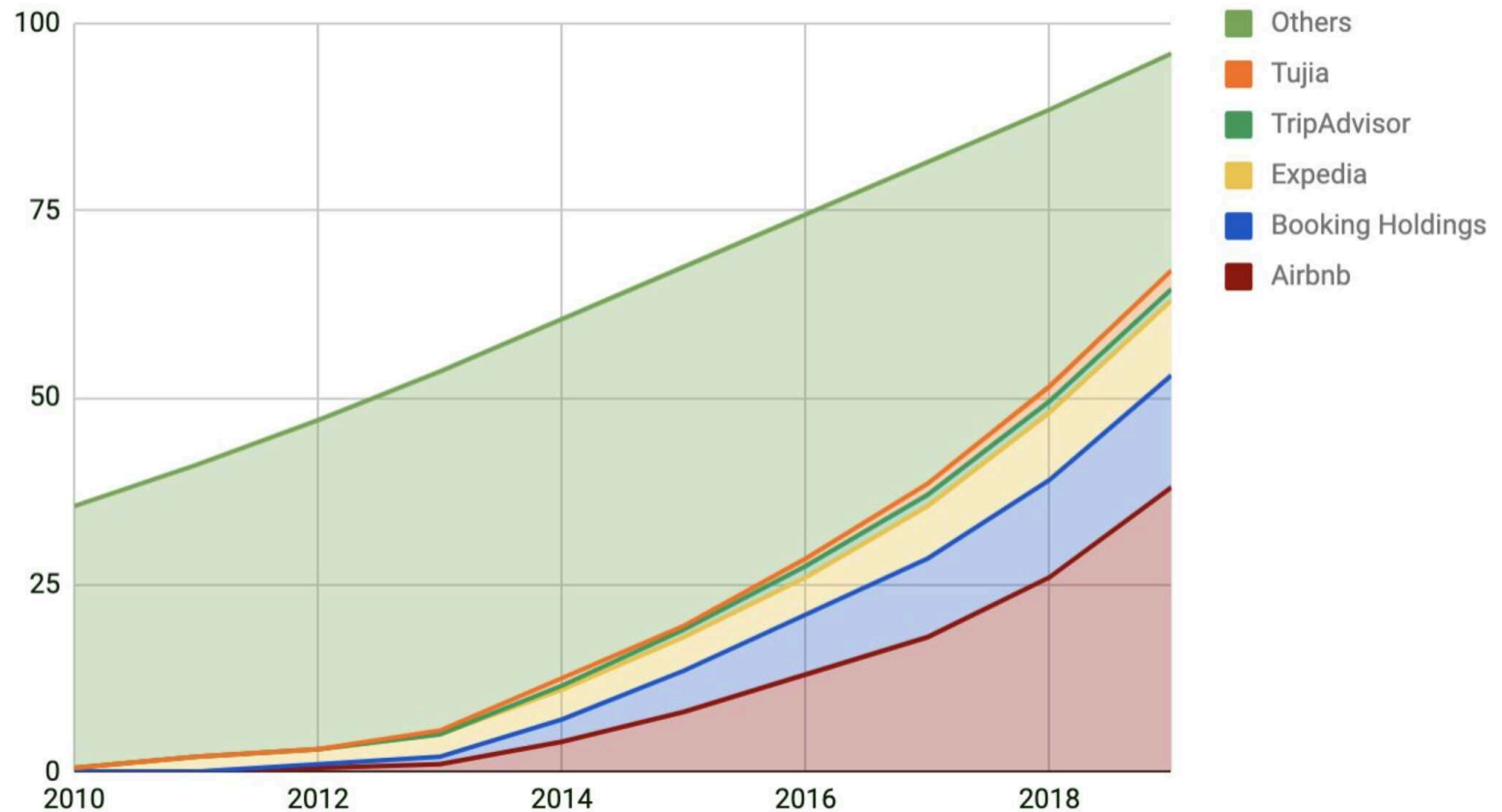
Vacasa	\$.3 B	3%
Hipcamp	\$.2 B	3%
Under Canvas	\$.2 B	2%
Glamping Hub	\$.1 B	2%
Getaway	\$.1 B	1%
Others:	\$ 31.1	89%

TOTAL \$ 32B

Sources: Skift, Owler, Statista, Forbes, Crunchbase

A fragmented tourism market waiting for a leader

OTA P2P Bookings - \$Billions



12.4% CAGR (Compound Annual Growth Rate)

CAPITAL RAISE



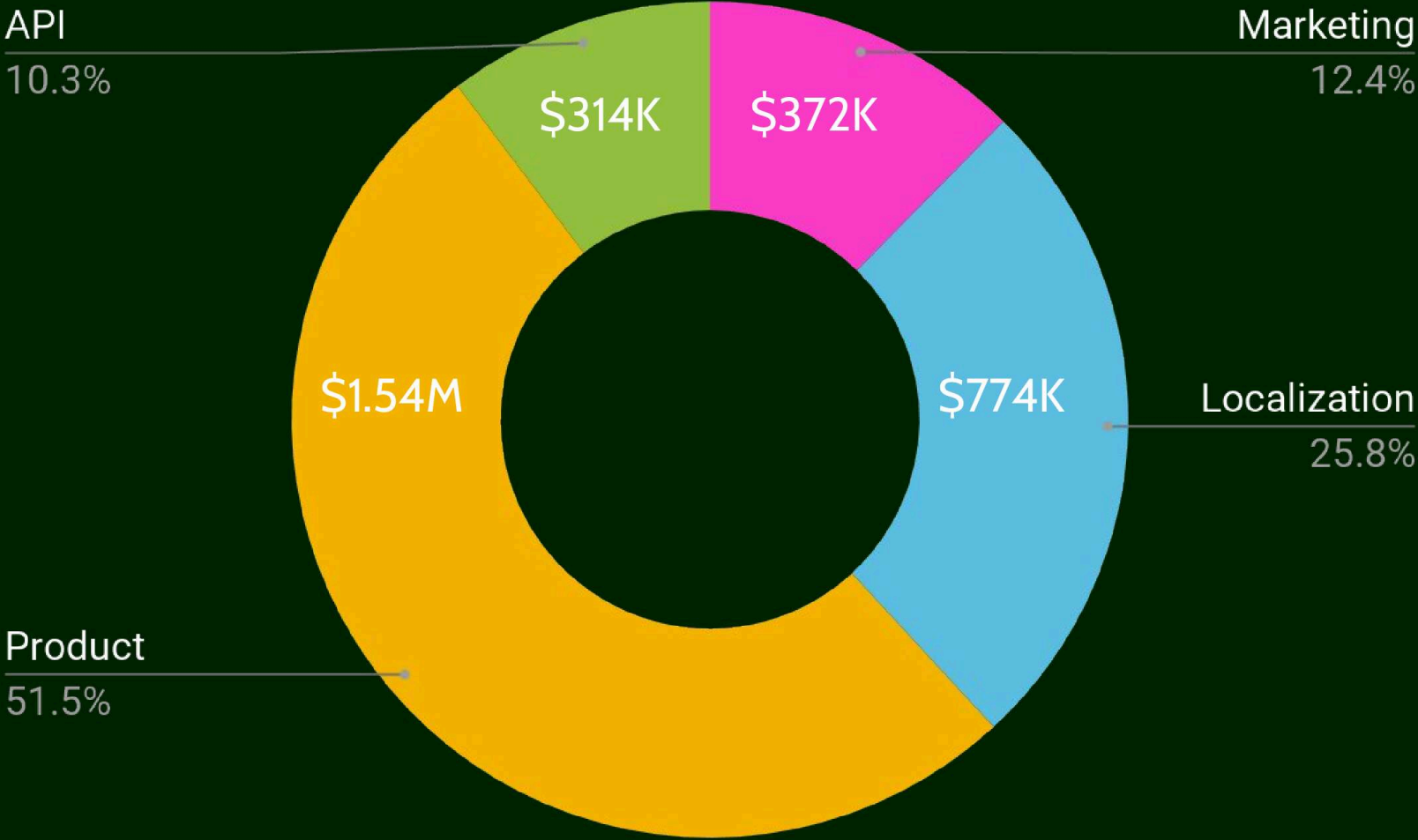
Cap Structure

- Founders Capital \$3.95M
- Debt \$1.2M

Cap Raise

- Seed Round: \$ 3M
- Crowdfunding \$275K

USE OF PROCEEDS — \$3M





Thank you

For more information contact:

Patrick S. Harris
patrick@yonder.com

“We are being given the opportunity to stitch a new garment. One that fits all of humanity and nature.”

SONYA RENE TAYLOR,
HUMANITARIAN