

STRATEGIC PARTNERSHIP PROPOSAL

GOLFn + Moonwalk

Expanding the Lifestyle Rewards Ecosystem

Introducing TRAILn

“The app that pays you to explore”

01 — Executive Summary

A Strategic Proposal to Expand the “Get Paid for What You Love” Ecosystem

The Proposition

Moonwalk Fitness proposes a strategic partnership with GOLFn in which:

1. **GOLFn absorbs Moonwalk’s parent company** and operational team
 2. **Continue operating Moonwalk** as a standalone product within the GOLFn ecosystem
 3. **Launch TRAILn** — a new outdoor adventure rewards app that extends the GOLFn brand into a massive adjacent market

Why This Makes Sense

For GOLFn

- Access to proven fitness gamification team
- Shared Solana infrastructure and expertise
- Expansion into \$887B outdoor recreation market
- Diversified revenue streams
- Platform for multi-activity “lifestyle rewards” brand

For Moonwalk

- Access to GOLFn’s established user base (45K+)
- Premium brand partnerships infrastructure
- Proven play-to-earn economics
- Combined engineering and operations
- Path to scale beyond walking

The Opportunity at a Glance

Metric	Current (GOLFn)	Opportunity (TRAILn)
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Market Size	“\$84B Golf Industry”	“\$887B Outdoor Recreation”
US Participants	25.6M Golfers	160M Outdoor Enthusiasts
Premium App Gap	Filled by GOLFn	No rewards-based app exists
Brand Partners	Titleist, Cobra, Srixon	Arc'teryx, Patagonia, REI

TRAILn: The Concept

“The app that pays you to explore” — a rewards-based outdoor adventure app that brings the GOLFn model to hiking, camping, trail running, and outdoor exploration.

- **No crypto required** — broader market accessibility
- **Optional Solana integration** — for GOLFn ecosystem users
- **Premium brand partnerships** — Arc'teryx, Patagonia, Black Diamond, Osprey
- **Collection mechanics** — peak bagging, trail badges, gear collectibles

Key Financial Highlights

\$3.5M

Year 1 Revenue Target

500K

Year 1 Downloads

8.4

Focus Group Score
(out of 10)

The Bottom Line

GOLFn has proven that **“get paid for what you love”** works in golf. TRAILn applies this model to a market **10x larger** with **zero rewards-based competition**. Combined with Moonwalk’s fitness gamification expertise and shared Solana infrastructure, this partnership creates a **lifestyle rewards platform** that could expand into tennis, cycling, skiing, and beyond.

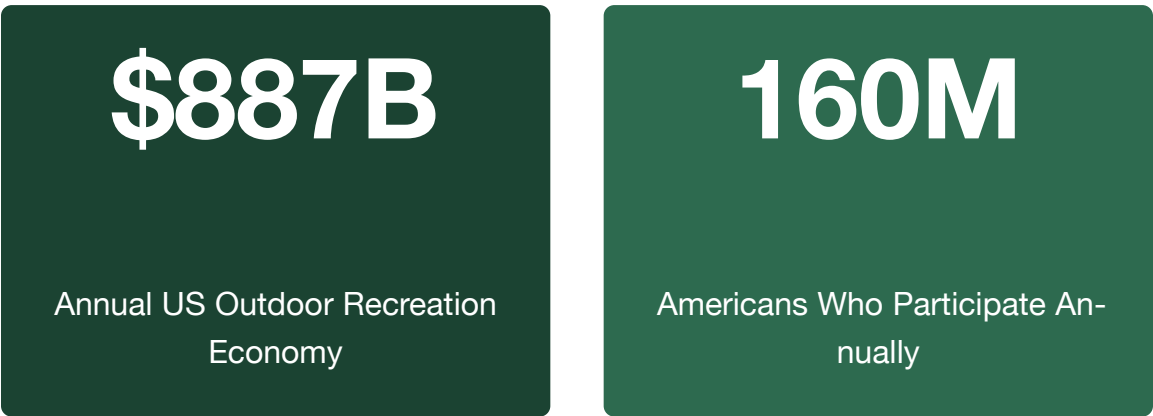
This is the platform play.

02 — The Opportunity

A \$887 Billion Market with No Rewards-Based Platform

Outdoor Recreation: By the Numbers

The outdoor recreation economy represents one of the largest and fastest-growing consumer markets in America.



Segment Breakdown

Activity Category	Annual Participants	Spending
Day Hiking	58.6M	“\$12.1B”
Trail Running	12.4M	“\$3.8B”
Backpacking	10.2M	“\$4.2B”
Camping (all types)	57.8M	“\$18.3B”
Fishing	52.4M	“\$25.1B”

Climbing/Mountaineering	7.8M	“\$2.9B”
Total Outdoor	160M unique	“\$887B”

Source: Bureau of Economic Analysis, Outdoor Industry Association (2024)

The Gap: Utility Apps, Zero Rewards

Today’s outdoor enthusiasts use apps like AllTrails, Gaia GPS, and Strava for tracking and navigation. But **none offer a rewards system.**

The Insight: AllTrails has 50M+ users paying for basic utility features. None earn anything for their activity. This is the same gap GOLFn exploited in golf — and the outdoor market is **10x larger.**

Why Outdoor Enthusiasts Are Perfect for Rewards

Already Collectors

- Peak baggers track 14ers, state high-points
- National park visitors collect stamps
- Trail runners badge their finishes
- Hikers log trail completions

Collection psychology already exists — we just need to reward it.

Social by Nature

- Hiking groups meet regularly
- Trail running clubs nationwide
- Backpacking trip crews
- Summit selfie culture

The “play with friends” multiplier will drive virality.

Premium Brand Obsessed

- Average serious hiker: \$2,500/yr on gear
- Brand loyalty rivals golfers
- Quality over price mentality
- Upgrade culture embedded

Partnerships with Arc'teryx, Patagonia, Osprey will drive premium engagement.

Overlapping Demographics

- 75% of golfers also hike
- Same affluent, active, 25-55 demo
- Same “gear optimizer” psychology
- Same willingness to pay for quality

GOLFn users are ready-made TRAILn users.

03 — The Concept: TRAILn

TRAILn

“The app that pays you to explore”

Outdoor Adventure Rewards | Powered by the GOLFn
Ecosystem

Core Proposition

TRAILn rewards outdoor enthusiasts for doing what they already love: hiking, trail running, camping, peak bagging, and exploring the outdoors.

Like GOLFn, users:

- Earn points for verified outdoor activities
- Equip digital collectible cards to boost earnings
- Redeem for premium gear, experiences, and sweepstakes
- Connect with a community of like-minded adventurers

Unlike GOLFn, TRAILn is designed for **broader market accessibility**:

- **No crypto required** — optional for power users
- **Fiat-first** — credit cards for subscriptions and purchases
- **App Store native** — standard iOS/Android experience

Activities Covered

Hiking & Trails

- Day hikes
- Backpacking trips
- Trail running
- Peak bagging

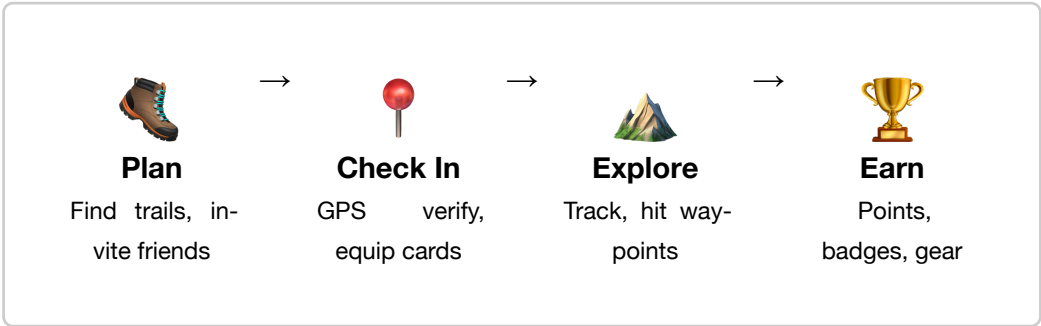
Camping & Outdoors

- Car camping
- Backcountry camping
- Fishing spots
- Kayak/paddle routes

Exploration

- National park visits
- State park check-ins
- Scenic viewpoints
- Wildlife observation

App Experience Flow



Collection Mechanics

Peak Collections

- Colorado 14ers (54 peaks)
- State Highpoints (50 states)
- Volcanic Seven Summits
- Cascade Volcanoes
- Adirondack 46ers

Complete sets for **massive bonus rewards**.

Park Collections

- National Parks (63 parks)
- National Monuments
- State Park Systems
- Wilderness Areas
- UNESCO Sites (US)

Track progress, earn as you complete.

Collectible Gear Cards

Following GOLFn’s proven card system:

Rarity	Example Cards	Earning Boost
Common	Generic trail cards, basic gear	1.1x
Uncommon	Brand gear cards, regional peaks	1.3x
Rare	Premium brand collaborations	1.8x
Epic	Iconic peaks (Half Dome, Rainier)	3x
Legendary	First ascent commemoratives, limited drops	5x+

04 — Brand Fit with GOLFn

Why TRAILn is a Natural Extension

Our focus group research evaluated 7 potential app concepts for GOLFn brand extension. TRAILn scored **8.9 out of 10 for brand fit** — second only to tennis (9.3) but with a market **10x larger**.

The GOLFn Brand DNA

GOLFn Core Values	TRAILn Translation
<div><div>1. Rewarding real-world activity</div><div>2. Premium brand partnerships</div><div>3. Collector/optimizer psychology</div><div>4. Community through activity</div><div>5. Quality over quantity</div><div>6. Web3 optional, utility first</div></div>	<div><div>1. Earn for hikes, not just walks</div><div>2. Arc'teryx, Patagonia = Titleist, Cobra</div><div>3. Peak baggers ARE collectors</div><div>4. Group hike multipliers</div><div>5. Hard hikes earn more</div><div>6. Crypto optional, fiat default</div></div>

Parallel Brand Positioning

Element	GOLFn	TRAILn
Tagline	“Get paid to play golf”	“Get paid to explore”
Hero Activity	18 holes at verified course	Summit at verified peak
Collection	Course cards, tournament badges	Peak cards, park badges

Premium Gear	Bettinardi, Cobra, Srixon	Arc'teryx, Patagonia, Black Diamond
Social Mechanic	Play with friends bonus	Hike with friends bonus
Aspirational	Golf trip sweepstakes	Expedition sweepstakes

User Overlap Analysis

Based on survey data from GOLFn’s existing user base:



The same affluent, active, 25-55 demographic that plays golf also hikes, camps, and spends on outdoor gear. TRAILn is not a new customer — it’s a second product for the same customer.

05 — Business Model

Revenue Streams

1. Membership Subscriptions (Primary)

Following GOLFn’s tiered membership model:

Tier	Annual Fee	Multiplier	Target User
Free	“\$0”	1x	Casual hikers, try before buy
Trailhead	“\$144”	2.5x	Regular outdoor enthusiasts
Summit	“\$225”	5x	Serious hikers, collectors
Alpine	“\$450”	12x	Avid peak baggers, gear lovers
Expedition	“\$1,799”	55x	Power users, experience seekers
Peak	“\$8,900”	280x	VIP, guided trip access

2. Additional Revenue

- **Collectible Card Sales** — Genesis collection, seasonal drops, brand collaborations
- **Pro Shop (E-commerce)** — Redemptions and direct purchases
- **Brand Partnership Revenue** — Sponsored badges, exclusive redemptions, data insights

Unit Economics

Metric	Estimate
Customer Acquisition Cost (CAC)	“\$15-25”

Average Revenue Per User (ARPU)	“\$140/year”
Lifetime Value (LTV)	“\$350-500”
LTV:CAC Ratio	14-20x
Monthly Churn (paid)	3-5%
Free-to-Paid Conversion	5-8%

Comparable: AllTrails reports \$100 ARPU with 4% conversion. TRAILn’s rewards mechanics should drive higher engagement and premium tier adoption.

06 — Financial Projections

3-Year Revenue Forecast

Metric	Year 1	Year 2	Year 3
Total Downloads	500K	1.5M	3M
Paid Subscribers	25K	90K	200K
Conversion Rate	5%	6%	6.7%
Membership Revenue	“\$2.4M”	“\$8.6M”	“\$19.2M”
Card Sales Revenue	“\$600K”	“\$2.0M”	“\$4.5M”
Pro Shop Revenue	“\$300K”	“\$1.2M”	“\$3.0M”
Partnership Revenue	“\$200K”	“\$700K”	“\$1.5M”
Total Revenue	“\$3.5M”	“\$12.5M”	“\$28.2M”

Combined GOLFn + TRAILn Ecosystem

With shared infrastructure and cross-selling, the combined entity projects:

- **Year 3 Combined Revenue:** \$40-50M
- **Platform Valuation Multiple:** 8-12x revenue (vs. 4-6x for single-app)
- **Strategic Value:** Foundation for tennis, cycling, skiing expansions

07 — The Ask

Partnership Structure Proposal

Option A: Full Acquisition

GOLFn acquires Moonwalk's parent entity, gaining:

- Full Moonwalk team and IP
- TRAILn development rights
- Shared equity structure for founders

Option B: Joint Venture

GOLFn and Moonwalk form JV for TRAILn:

- Shared development costs
- Revenue split (negotiate)
- Independent Moonwalk operations

Option C: Licensing + Partnership

Moonwalk licenses GOLFn's technology stack:

- Infrastructure licensing fee
- Brand collaboration agreement
- Cross-promotion commitment

What Moonwalk Brings

- **Proven team** — Fitness gamification expertise
- **Working product** — Moonwalk active and iterating
- **Solana expertise** — Shared blockchain infrastructure
- **Market research** — 15-persona focus group data complete
- **Execution speed** — 6-8 month MVP with your stack

Next Steps

1. **Due Diligence Meeting** — Deep dive on financials, tech, team
2. **Technical Integration Review** — Shared infrastructure assessment
3. **Brand Partnership Outreach** — Joint approach to Arc'teryx, Patagonia
4. **Term Sheet** — Structure negotiation
5. **TRAILn Development Kickoff** — Q1 2026 target

Contact

Moonwalk Fitness Team
partnership@moonwalk.app

Appendix — Focus Group Research

Methodology

15-persona AI focus group simulating diverse outdoor and activity enthusiasts. Each persona evaluated 7 app concepts across 5 dimensions.

Concept Scoring Summary

Concept	Brand Fit	Market Size	Overall
TRAILn (Outdoor)	8.9	9.2	8.4
RACQn (Tennis/Pickleball)	9.3	7.8	8.1
RIDEn (Cycling)	8.4	8.5	7.8
SLOPEn (Skiing)	8.5	6.8	7.2
CASTn (Fishing)	9.0	6.2	6.9
WAVEn (Water Sports)	7.8	5.5	6.3
ACTIVn (General Fitness)	6.2	6.0	5.8

Key Insights

- **TRAILn won overall** due to market size + strong brand fit combination
- **Tennis had highest brand fit** but smaller market limits upside
- **General fitness scored lowest** — too crowded, weak differentiation
- **Outdoor enthusiasts already collect** — peak bagging, park stamps, trail badges
- **75% of GOLFn users hike** — built-in cross-sell opportunity

Full focus group transcripts and persona details available upon request.

Document prepared by Moonwalk Fitness — January 2026

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