**🚀 MVP Goal:**

**Validate market demand for gear rentals and curated outdoor events** while capturing leads from individuals and organizations interested in customized experiences.

**🛠️ What to Build First (Core MVP Features)**

**✅ 1. Landing Page Website (No-code or Low-code)**

Use tools like Webflow, Framer, or Carrd.

**Must-have sections:**

* Hero section with a clear UVP and CTA: “Book Your Next Outdoor Adventure”
* Gear rental catalog (images, specs, rental durations)
* Upcoming events calendar with registration buttons
* “For Businesses” section explaining corporate retreat offerings
* Testimonials (even from beta users or mock feedback)
* Contact form / Waitlist / Book a consultation

**✅ 2. Booking & Payment Integration**

* Use tools like Calendly + Stripe or TidyCal + Paystack for early bookings.
* Offer basic rental and event booking with a few predefined options (e.g. 3 tents, 2 package types).
* Keep inventory simple and track it manually or using Airtable for now.

**✅ 3. Curated Outdoor Events (Pilot)**

* Launch with **1–2 monthly events** (e.g., a hike + weekend camp).
* Offer guided, all-inclusive packages.
* Partner with a photographer and provide a shareable after-movie for virality.

**✅ 4. Simple CRM for Corporate Leads**

* Use Typeform or Google Forms to collect custom requests from organizations.
* Include fields like: team size, preferred date, goals (e.g. team bonding, relaxation), and budget.
* Follow up manually with PDF proposals and a dedicated point of contact (email or WhatsApp).

**✅ 5. Community Engagement (Lightweight)**

* Create a **WhatsApp group or Discord server** for your early community.
* Encourage members to share photos, tips, and reviews.
* Offer small incentives like discounts or branded merchandise for engagement.

**🧪 How to Test and Validate**

* Track event sign-ups and rental orders: where are people clicking, dropping off, or converting?
* Interview participants after each event: What did they love? What felt unclear or clunky?
* Run a campaign targeting HR teams in 5–10 Lagos/Abuja companies and track interest in corporate packages.

**💡 MVP Stack Recommendations**

| **Function** | **Tool/Platform** |
| --- | --- |
| Website | Framer, Webflow, Carrd |
| Rentals/Inventory | Airtable or Notion |
| Event Booking | TidyCal, Calendly, Google Calendar |
| Payments | Paystack, Flutterwave, Stripe |
| CRM | Notion, Airtable, or HubSpot Starter |
| Community | WhatsApp, Discord, Telegram |
| Forms | Typeform, Google Forms |
| Visuals | Canva or Figma (mockups & flyers) |

**🧭 Timeline: 10-Day MVP Sprint**

| **Day** | **Task** |
| --- | --- |
| Day 1-2 | Build landing page with rental & event info |
| Day 3 | Set up booking + payment integration |
| Day 4 | Launch pilot event page |
| Day 5 | Launch corporate inquiry form |
| Day 6 | Set up Airtable CRM and inventory tracker |
| Day 7 | Create WhatsApp/Discord community group |
| Day 8-9 | Run ads or DM campaigns to test demand |
| Day 10 | Host your first event or gear rental test |

**🛠️ CORE SERVICE CATEGORIES**

**1. Camping Gear Rentals**

* Tents (1-person to 10-person)
* Sleeping bags & pads
* Portable stoves & cooking gear
* Lanterns, flashlights, headlamps
* Camping chairs & tables
* Hiking poles, backpacks
* Waterproof bags/dry sacks
* GPS devices & walkie-talkies
* Coolers & portable fridges
* Power banks & solar panels
* Safety kits (first-aid, repellents)

**2. Curated Outdoor Experiences**

* Scheduled group hikes
* Weekend camping trips
* Mountain biking adventures
* Kayaking or canoeing experiences
* Beach bonfire nights
* Stargazing & astronomy nights
* Sunrise/sunset treks
* Wildlife tours & nature walks
* City escape micro-adventures
* Eco-tours & conservation hikes
* Cultural village visits

**3. Corporate & Group Retreats**

* Custom team-building packages
* Leadership camps
* Nature-based strategy sessions
* Wellness & mindfulness retreats
* Digital detox weekends
* Adventure races / group challenges
* Problem-solving field activities
* Campfire storytelling + bonding games
* Event branding & company swag
* Post-event team analytics & feedback reports

**4. Logistics & Planning Services**

* Event route planning & permits
* Transportation to/from event locations
* On-site logistics setup (tents, food stations)
* Meals & catering (standard, vegan, halal, etc.)
* Trained guides, instructors, and lifeguards
* Security and emergency planning
* Local permissions & land access management

**5. Media & Documentation**

* Professional photography & videography
* Event recap videos (“after-movies”)
* Instant social media content packages
* Adventure journals / memory books
* Drone footage packages
* Custom highlight reels for corporates

**6. Community Engagement & Loyalty**

* Membership subscriptions (VIP club)
* Points-based loyalty system
* WhatsApp or Discord community groups
* Outdoor skills workshops (e.g., how to camp/hike safely)
* Community-hosted micro events
* Adventure ambassador program
* User-submitted content showcases
* Leaderboards & achievement badges
* Referral bonuses & invite-only perks

**7. For Resorts & Hospitality Partners**

* Gear leasing program for guests
* Outdoor experience co-hosting
* Guest experience design (adventure + relaxation)
* White-label adventure branding
* Custom tour packages for resort guests
* Resort staff training for outdoor safety
* Joint marketing and revenue-share events

**8. Educational & Youth-Focused Programs**

* School field trips and nature excursions
* Outdoor summer/winter camps
* Eco-education + sustainability workshops
* Parent-child adventure weekends
* Scout-style survival skill training
* Student leadership adventure camps

**9. Shop & Merchandising**

* Branded outdoor gear (bags, bottles, tees)
* “Adventure Starter Kits”
* Camping checklists & e-guides
* Portable equipment sales (headlamps, hammocks, etc.)
* DIY camping meal kits
* Limited-edition adventure wear drops

**10. Digital & Tech Offerings**

* Online booking platform for rentals/events
* Event calendar with registration
* Self-guided adventure route maps (with GPS files)
* Gear availability checker
* Virtual gear selection assistant
* Adventure inspiration blog or video series
* Event reminders and auto-updates (SMS/Email)
* Mobile app (future version)