

DemoStoke

Ride what makes you feel alive.

The platform for discovering, demoing, and riding high-performance action sports gear.

Michael Zick

Founder & Head of Product

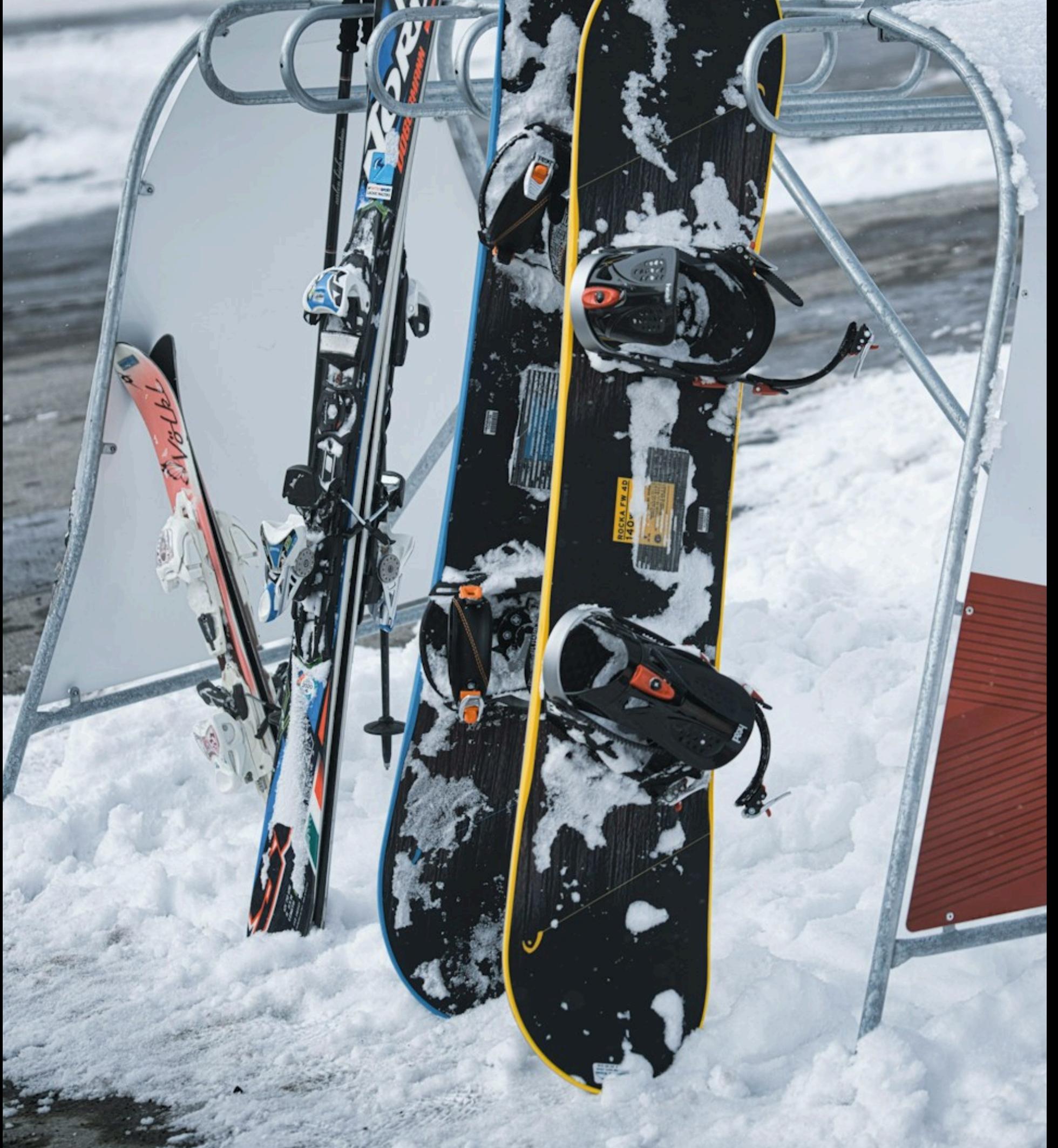
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DemoStoke.com



The Problem



Millions of dollars each year are spent on gear that is not ideal for the rider.

Rental shop websites are outdated, unintuitive, and fragmented.

Time, money, and energy are spent selling gear on the used market as a result of poor product fit.

Action sports gear is terrible for the environment, so eliminating waste is good for the planet.

The Problem

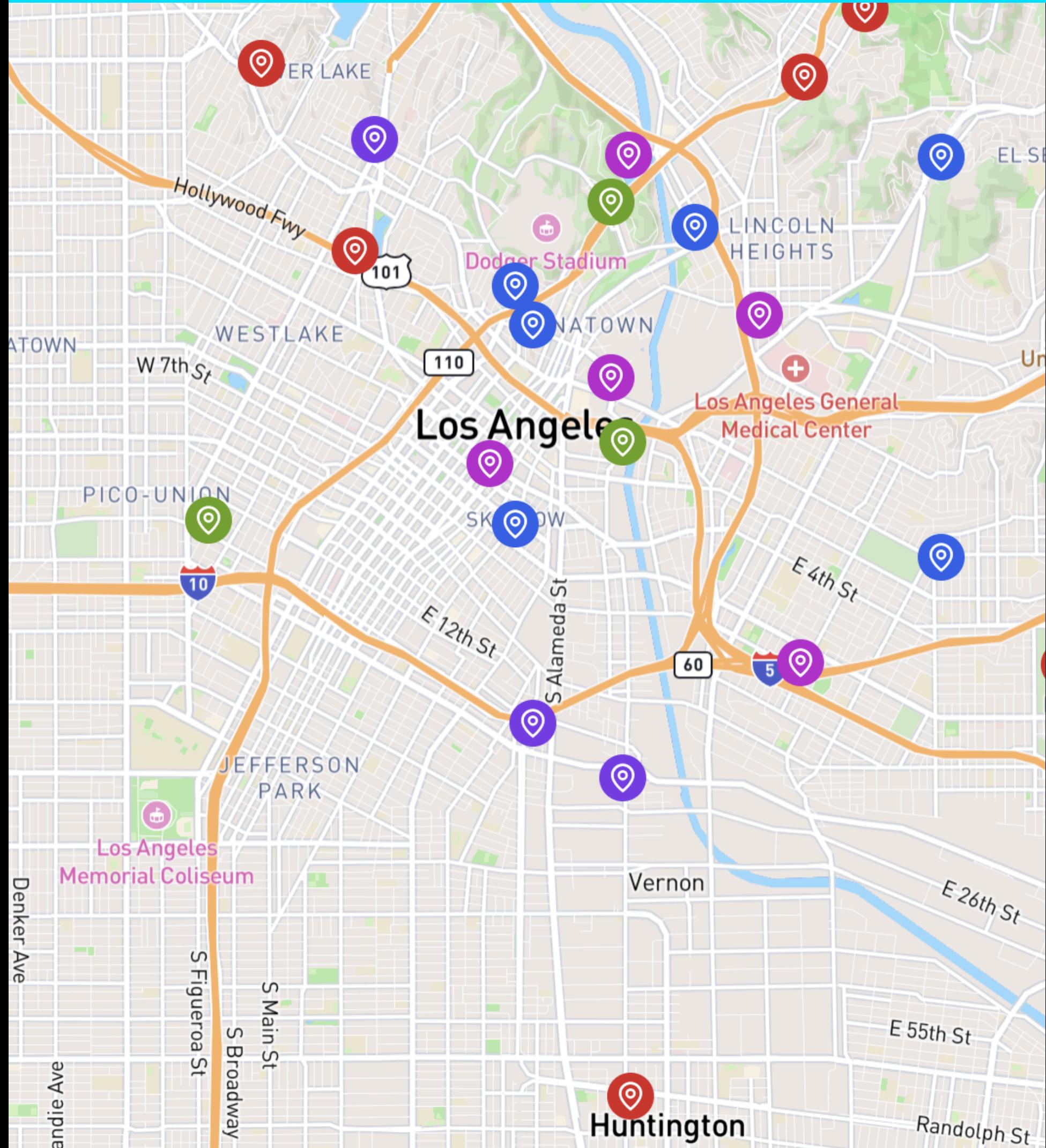
Demo events have long been a staple of the action sports world. A van with boards shows up at the beach. Tents are set up at the mountain.

It's kinda fun but it's pretty inefficient. People fill out waivers, stand in line, and hope that there's a board that works.

These "Demo Days" might happen at most two or three times a year depending on location.



The Solution



DemoStoke lets people search for and find the type gear they want to demo.

Whether it's a shop, manufacturer, or private owner with idle equipment, DemoStoke uses AI to match gear to riders based on location, conditions, and ability.

The user can reserve the gear item and either pick it up or have it delivered.

Shops and individuals make money, increase foot traffic, and sell gear intelligently.

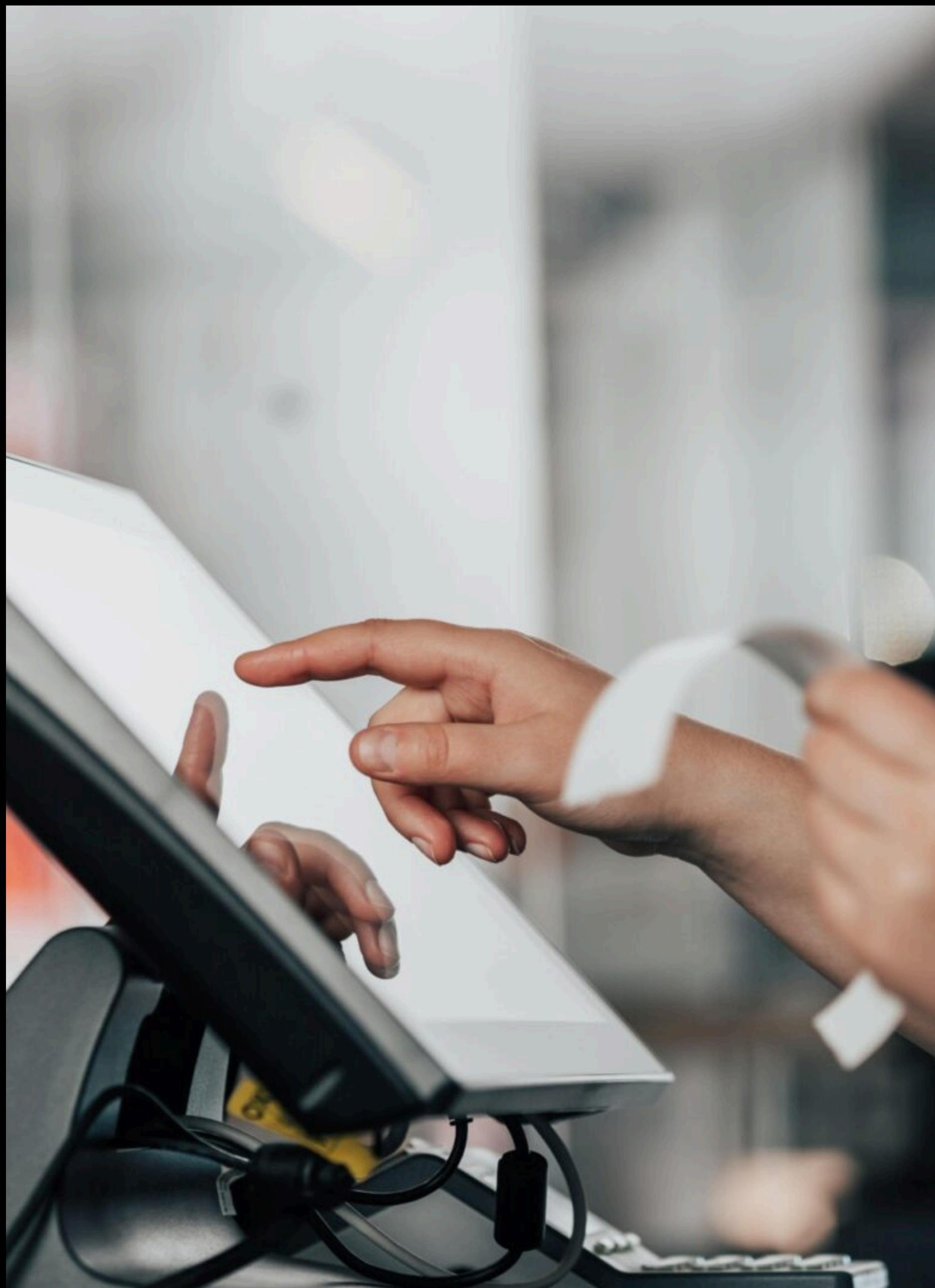
The Solution



DemoStoke doesn't replace people. It empowers riders to find the gear they're looking for and meet them where they're at — both in terms of location and ability, then transfers that data to the shop pre-sale.

DemoStoke hands off motivated customers to gear retailers, making it easy to try then buy gear that actually fits, without making the customer call a bunch of shops.

The **win-win** is easier discovery, qualified leads, and a seamless demo-to-own pipeline.



DemoStoke Back Office

Not only will **DemoStoke** connect motivated buyers to gear they will eventually love, **it will connect with most point-of-sale suites.** This will reduce or eliminate manual gear entry, facilitate easy check-in/out, and handle real-time inventory syncing and analytics.



DemoStoke Potential

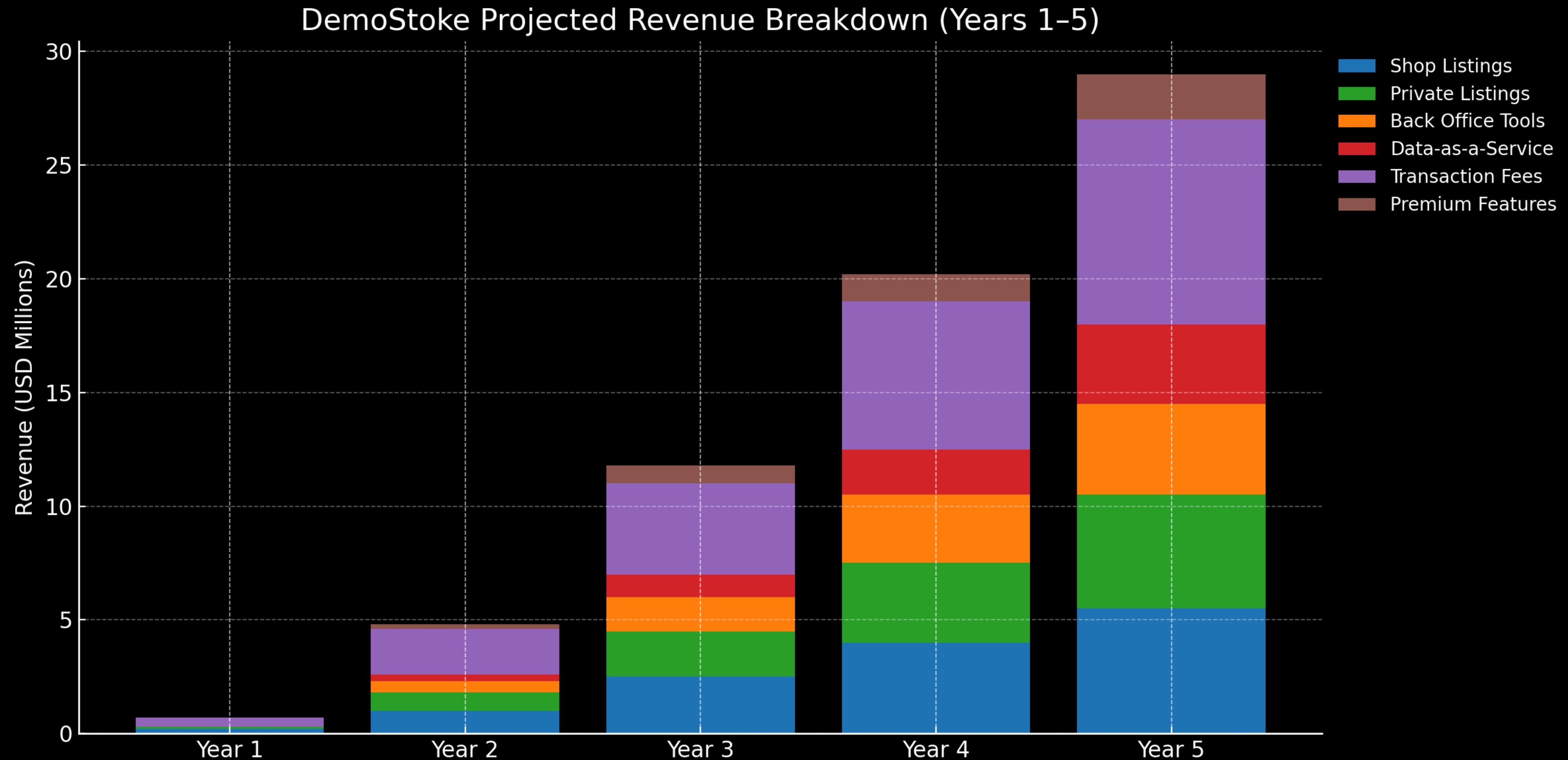
DemoStoke could become the **Amazon** or **Priceline** for action sports gear, with unified search, discovery, try, and buy — all on one platform.

Data and analytics can be anonymously sold to manufacturers, creating a powerful revenue stream.

Competitive Analysis

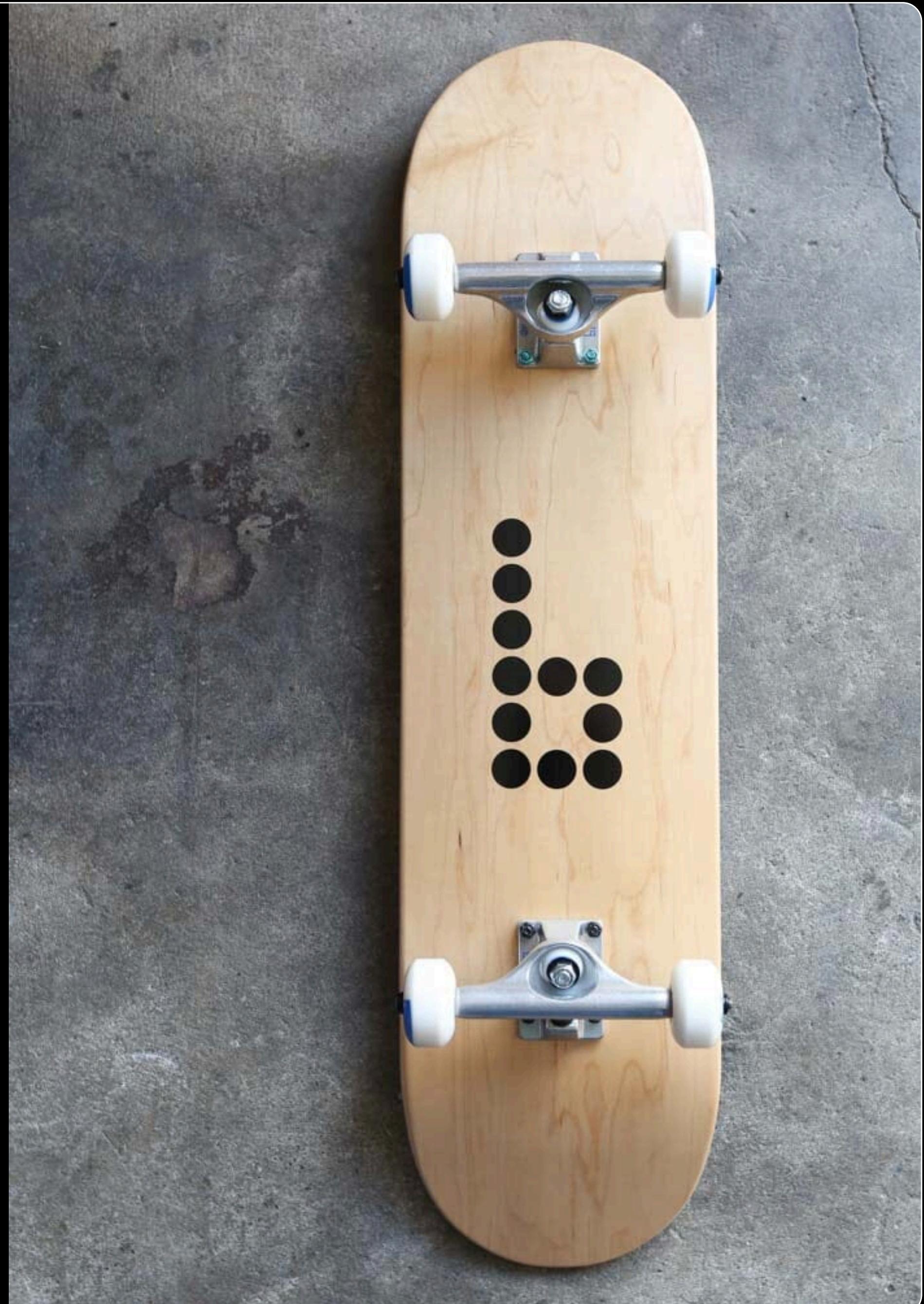
	Platform	Demo-First Model	POS Integration	P2P + B2C Support	Gear Matching Intelligence	User Experience
1	DemoStoke	✓	✓ (Lightspeed sync)	✓	✓ (AI-powered)	Modern, mobile-first, clean UI with intelligent filters and easy booking
2	Sendy	✗	✗	✓	◆ Partial (AI chatbot)	Cluttered, offering items far beyond action sports gear
3	Gearo	✗	✓	✗	✗	Clunky, shop-first layout with outdated filters and flow
4	GeerGarage	◆ Partial (community lends)	✗	✓	✗	Minimalist, community-driven but unintuitive navigation
5	Friend With A	✗	✗	✓	✗	Crowded UI, busy design, focused on general rentals
6	The Quiver	◆ Partial (some demos)	✗	✓	✗	Decent layout, limited matching/filtering options

Projected Revenue



Lean GTM Strategy

Objective: Establish DemoStoke as the go-to discovery and demo platform for action sports gear by building supply-side density, rider engagement, and cultural credibility through **partnerships, content, and community.**



Lean GTM Strategy

Q1: Foundation & Pilot Region (0-3 months)

- Launch MVP and manually onboard 5-10 shops + shapers in Tahoe + SoCal
- Begin weekly content drops and outreach to creators + brand partners
- Guerrilla marketing campaigns (stickers, t-shirts, swag)
- Attend outdoor gear conferences in Reno-Tahoe + NorCal + SoCal regions



Lean GTM Strategy

Q2: Supply Density + First Gear Content (4–6 months)

- Expand supply to 100+ gear items and launch referral + review features
- Begin branded content (DemoStoke Originals) and first partner campaign
- Expand exclusive blog and video content for SEO rankings a repeat site visits



Lean GTM Strategy

Q3: Rider Growth + Content Habit Loop (7–9 months)

- Launch rider-side features: My Quiver, reviews, merch; grow to 5,000+ MAUs
- Partner with celebrity athletes like Kelly Slater and Travis Rice for gear-related exclusives
- Solidify brand partnerships with companies like Never Summer, Firewire, and Element



Lean GTM Strategy

Q4: Scale Play + Monetization Layer (10-12 months)

- Expand supply to 1500+ gear items from shops and private lenders
- Launch monetization: boosted Listings, advanced analytics, subscription services
- Prep for angel raise or series investment



Target KPIs by Month 12

- 1,500+ live listings
- 10,000+ riders engaged
- 50+ partner shops/shapers
- 3+ brand relationships
- 2+ Celebrity athlete partnerships
- Positive unit economics from transaction flow
- Repeat demoers + newsletter retention + rising branded search volume

Suppliers and users say...



"I'm hyped already!"

— Ryan Harris, Eco by Ry Surfboards

"Omg that would be really cool!"

— Jess, Lake Tahoe Snowboarder

"[DemoStoke] would be super useful."

— Justin, Backcountry Experience Employee

"I'm surprised this hasn't been done yet!"

— Joanna, Sponsored Tahoe Snowboarder

Riders Already Pay to Demo.

We make it
smarter.

We're not asking users to
adopt new behaviors.

We're meeting them
exactly where they are:
spending money to try
gear, but giving them:

- Way more choice
- Way more convenience
- Way more confidence
- **Way more soul**

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