

The Totally Awesome Treehouse Growth Plan

(Concept from Riley Budd, a little shit who barely has a clue what the hell he's talking about)

Problem: treehouses are hard to sell

- There's a limited number of Billionaire buyers to sell to
- Hospitality operators (B2B sales) prefer “cheaper” solutions
- High customization on each project costs time & money, limiting scalability



Solution: sell unique experiences

(Full vertical integration: become a micro resort developer)

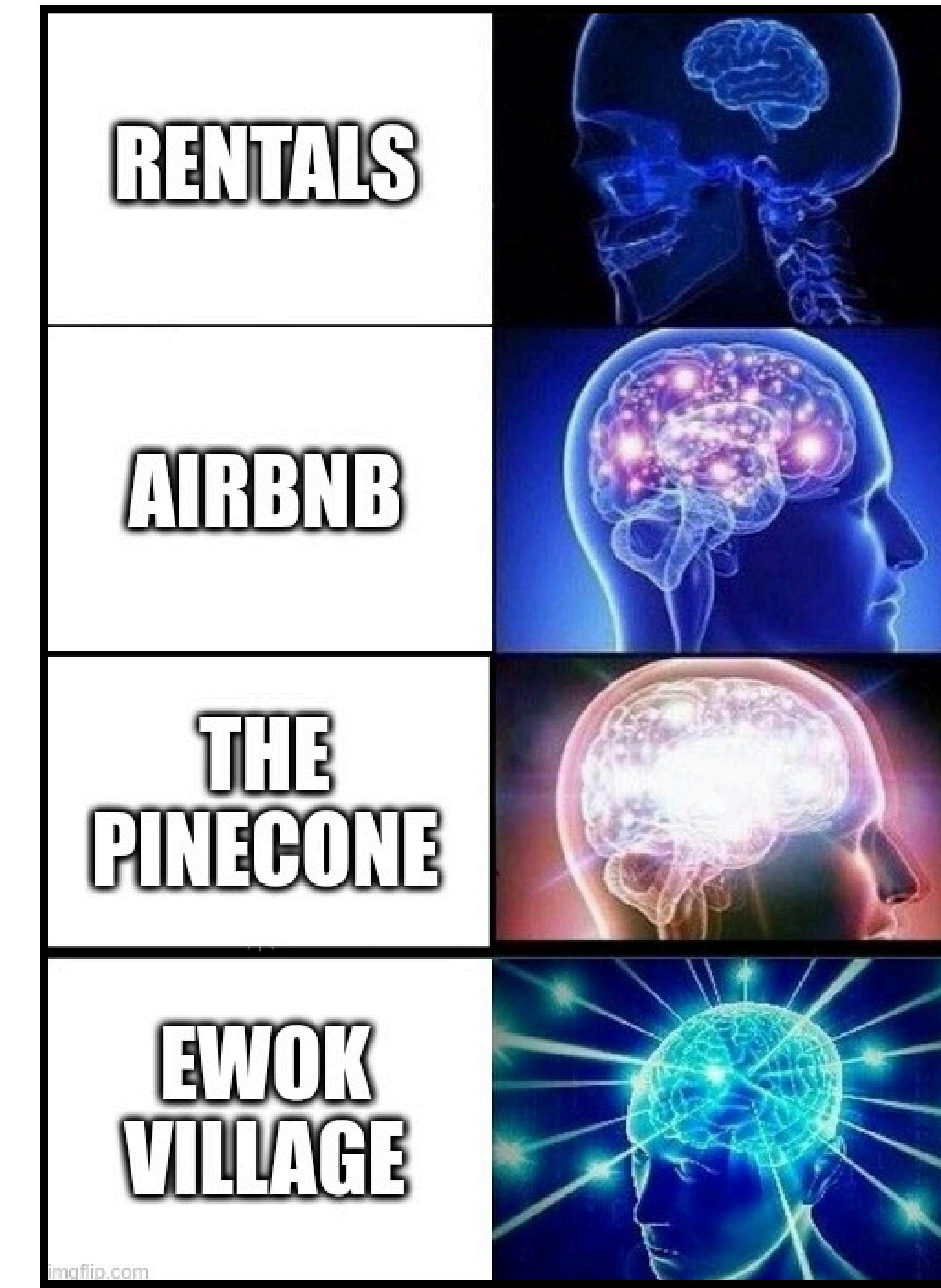
- Get a more stable revenue base
- Hold margin (Disneyland charges a premium for *magic*)
- Sell to a broader audience (including average Joe)
- Unlock endless possibilities for ewok puns



There's already demand

(Because the pinecone is a thing...)

- You have access to an asymmetrical upside bet based on insider knowledge of past performance
- The uniqueness of a treehouse stay gives you low-cost, viral marketing potential
- <Insert numbers and stuff - Dustin, please help?? 😭>



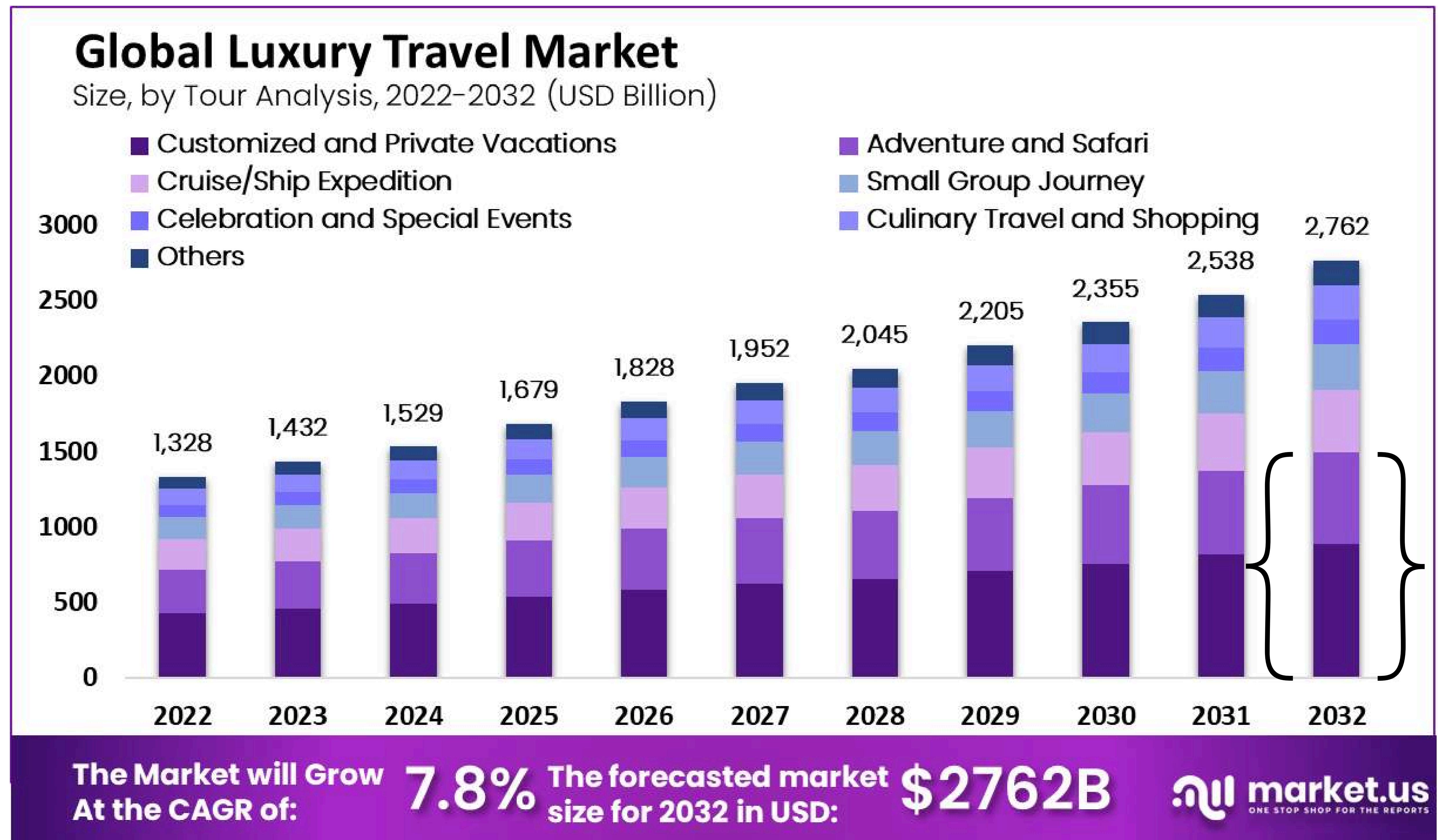
Resorts make more money

A resort space unlocks the possibility of extra revenue streams:

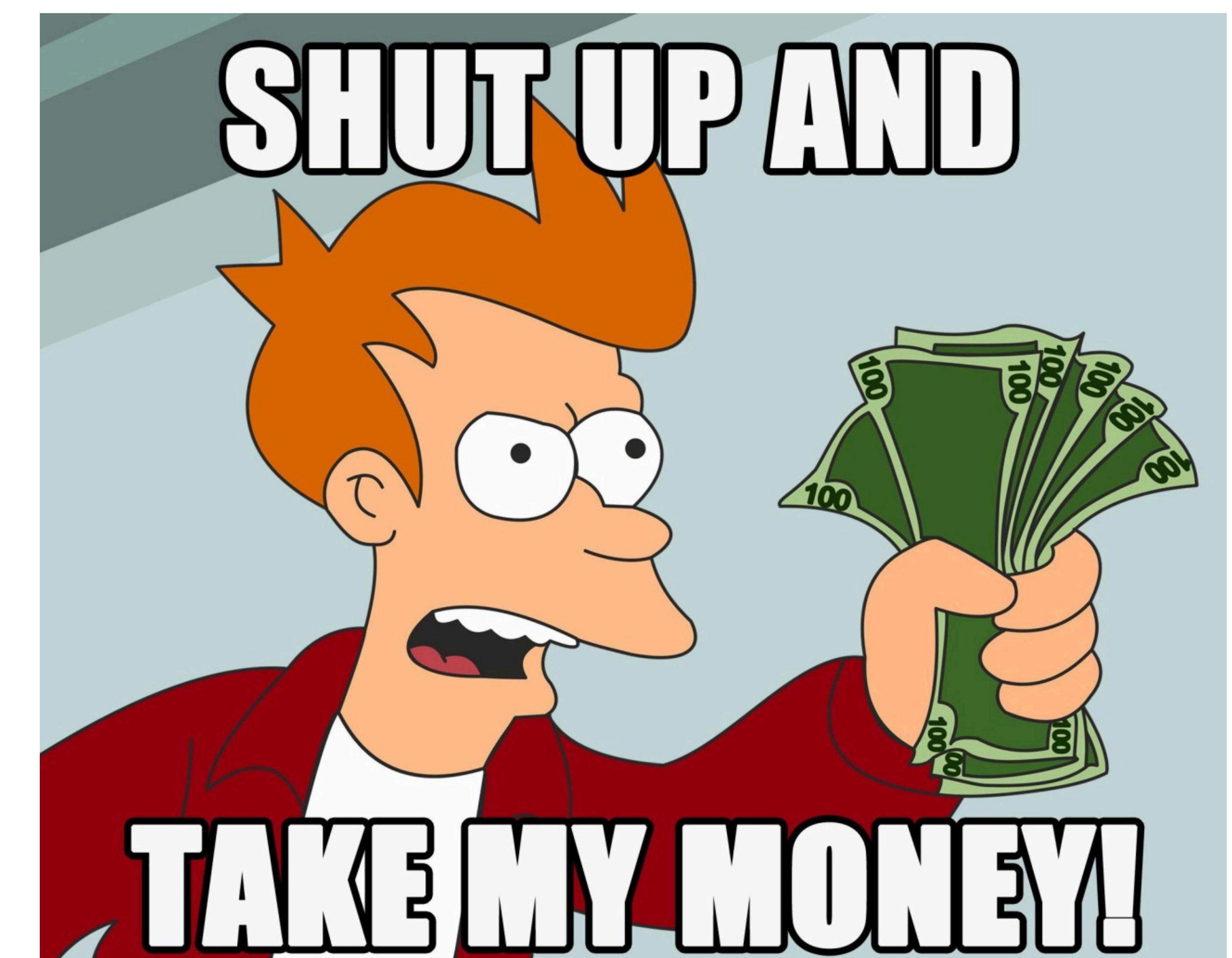
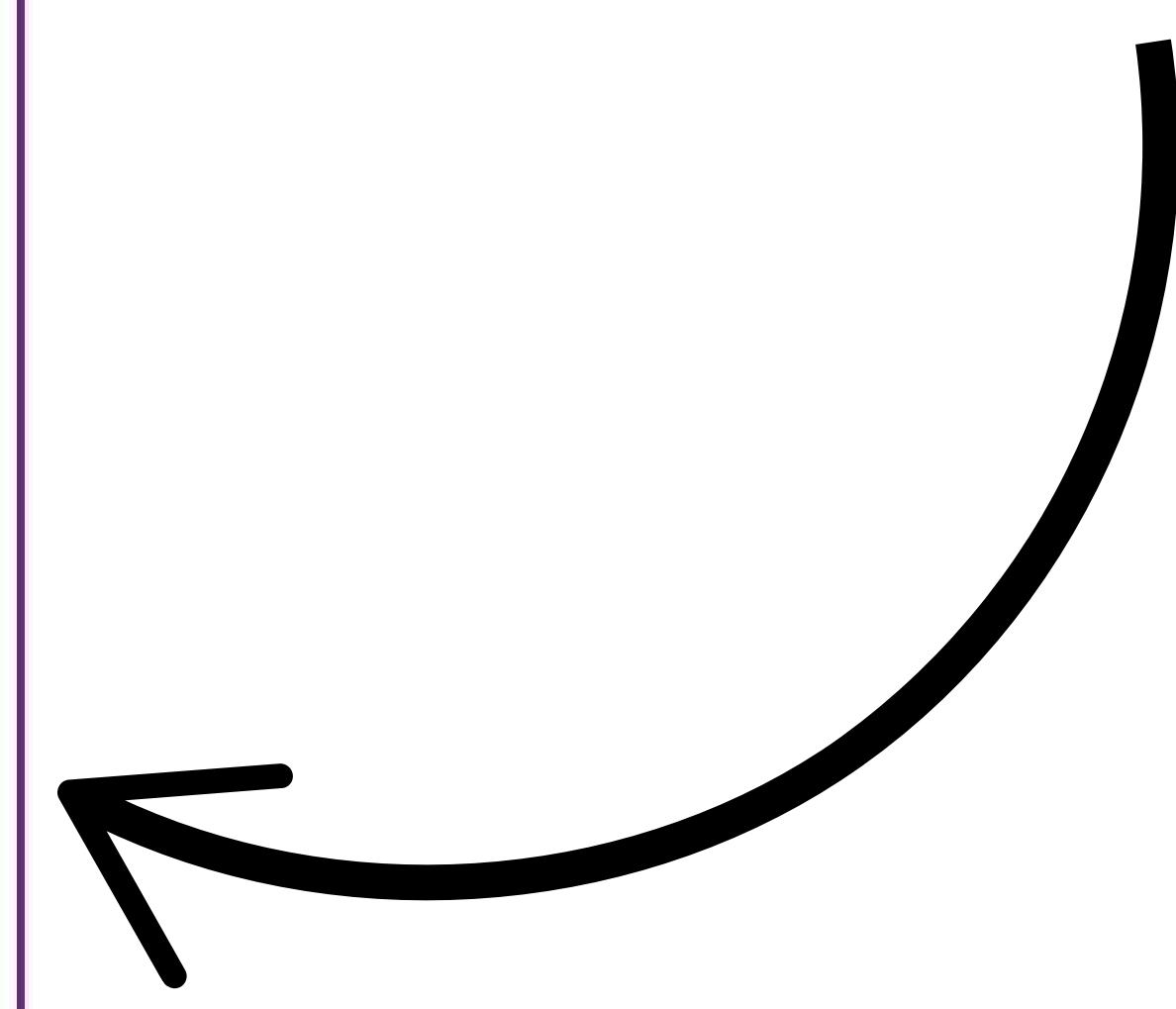
- Event space rental
- Treetop yoga, writing, or art retreats
- Fairytale village experiences for kids
- Selling space for local artists
- Locally produced artisan food
- Spa center



People spend so many dollars



This is like ***1.4 TRILLION***
buckaroonies



Graph taken from <https://www.news.market.us/luxury-travel-statistics/>
Seems legit.

The business model scales up

- Design once, build 10-20 times (i.e. the Treewalkers MO)
- Take advantage of bulk purchasing discounts (Insurance, building materials, land...)
- Utilize more production capacity.
- Replicate success in multiple markets (5-10 year plan)



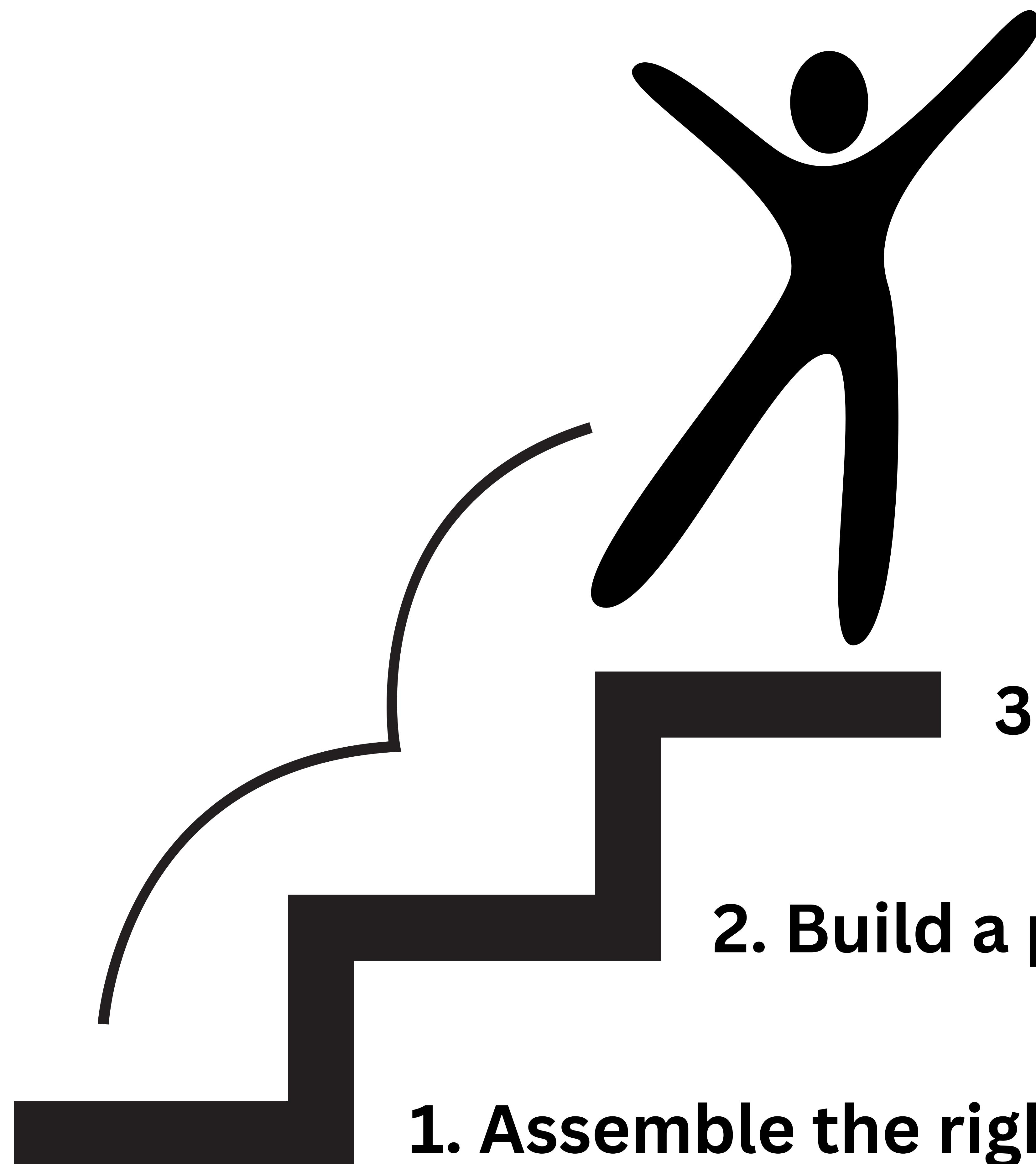
People invest so many dollars

Fact: there are literally *billions* of capital available for business models that can support the desired returns.

No lies detected.

(Vet your LPs though, cranky investors suck ass)

It's a big idea, but totally possible.



It's not like we're building the Burj Khalifa...

- 1. Assemble the right partners (O2, a solid GC, equity partners, etc.)**
- 2. Build a prototype micro-resort, nail the business model**
- 3. Copy and paste the business model to new markets**