



ridewithlocal

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EXECUTIVE SUMMARY

ridewithlocal is the first global platform for action sport experiences: Connecting clients with schools, guides and professional instructors worldwide.

Business model: Commission based marketplace, online CRM and payment platform.

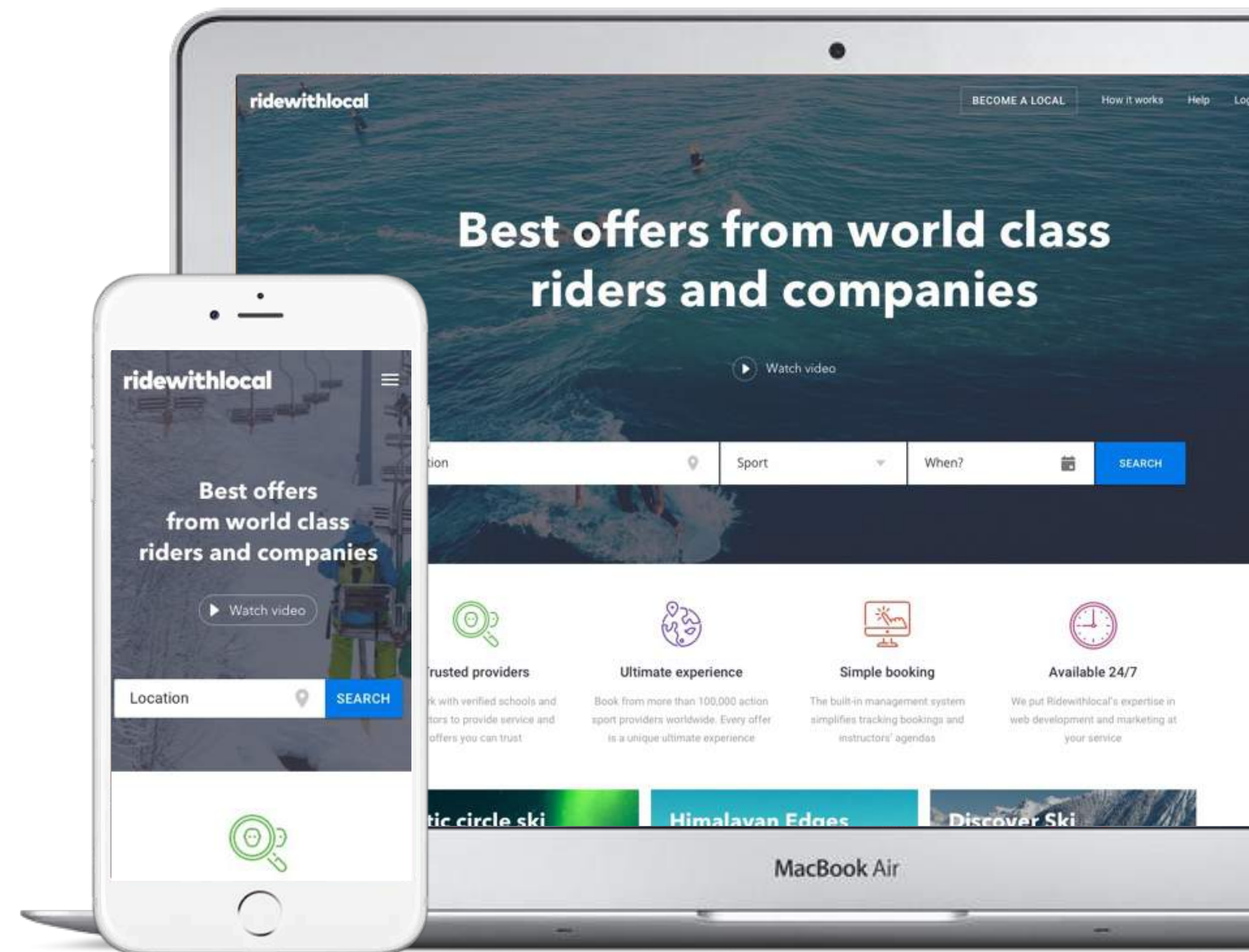
We have already built a community of more than 600 service providers from over 40 countries and this is expected to grow by 6,000 in the next 12 months, to over 50,000 by 2020, generating 55M website visitors per year.

A skilled team from diverse backgrounds share one thing: a passion for action sports.

The ridewithlocal company operates using only proprietary software and does not depend on any IP licenses.

Stimulating existing companies to improve their business practices and widen their audiences.

Proven digital marketing strategy using targeted organic content to build a community, which, for the first time is offered as a guaranteed return on investment (no upfront, or subscription fees).



CLIENT ISSUES

More people than ever prefer to pay for goods and services online or directly from their mobile phones.

Recent years have seen the popularity in apps that connect consumers directly with service providers explode since they are convenient & secure.

Genuine service provider reviews build customer confidence and develop the reputations of providers for all types of services.

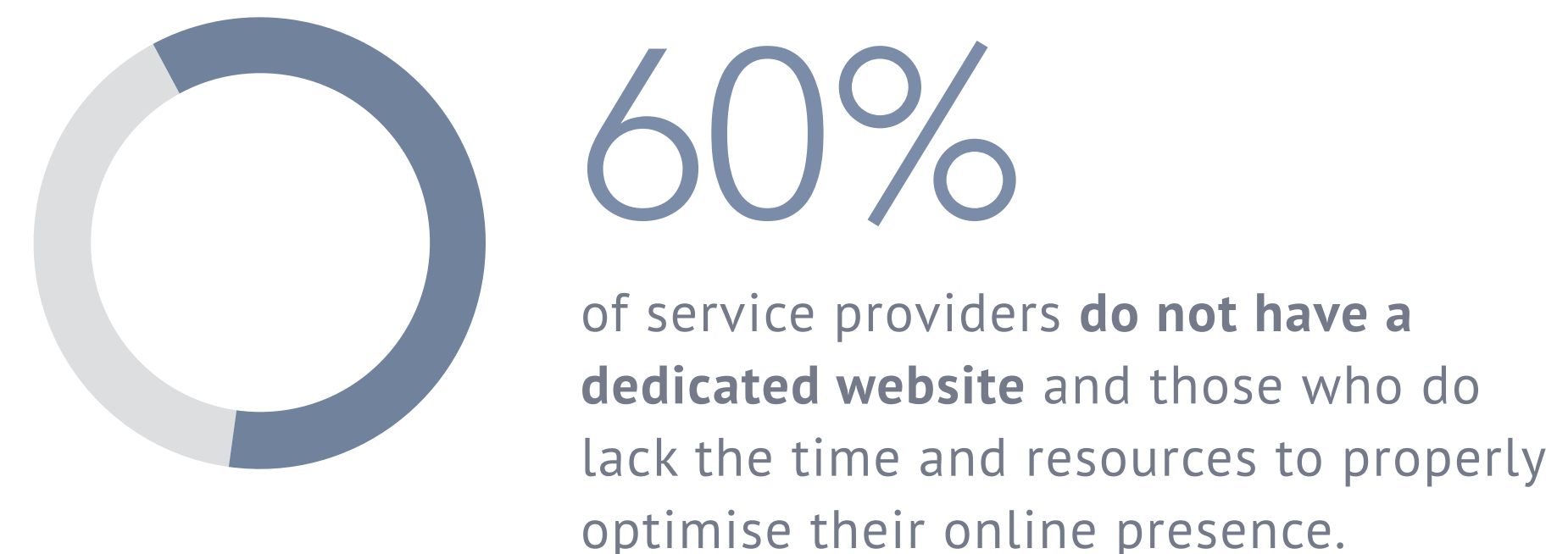
Action sport & adventure travellers plan their trips independently and book everything possible online: flights, hotels, car hire etc.

However, when it comes to the actual activities they wish to pursue, making a booking is far too difficult and time consuming!

SERVICE PROVIDER ISSUES

But it is not just about the customers:

Most instructors, guides and coaches also use modern apps and platforms, but our initial industry research revealed a discrepancy between the online activities of action sport service providers and their own business practices:



PROBLEM

There is no unified global solution that supports and serves the needs of both adventure travel customers and action sports service providers:



ACTION SPORT CLIENTS

customers

300 000 000 worldwide

IT TAKES AGES TO FIND A PROFESSIONAL AND RELIABLE INSTRUCTOR ON GOOGLE, ESPECIALLY ONE WITH REAL REVIEWS. IT TAKES EVEN LONGER TO WORK OUT WHETHER THEIR WEBSITE IS UP TO DATE AND ACCURATE, THE INSTRUCTOR IS AVAILABLE AND IF THE PRICE IS FAIR.

IN THE LAST FEW YEARS IT HAS BECOME MORE DIFFICULT & EXPENSIVE THAN EVER TO CONNECT WITH NEW CUSTOMERS THROUGH THE WEB AND EVEN HARDER TO BE CONFIDENT THAT THEY WON'T CANCEL THEIR BOOKING AT THE LAST MINUTE. I CAN'T AFFORD MODERN DIGITAL MARKETING SERVICES SO WHAT SHOULD I DO?

INSTRUCTORS AND SPORT SCHOOLS

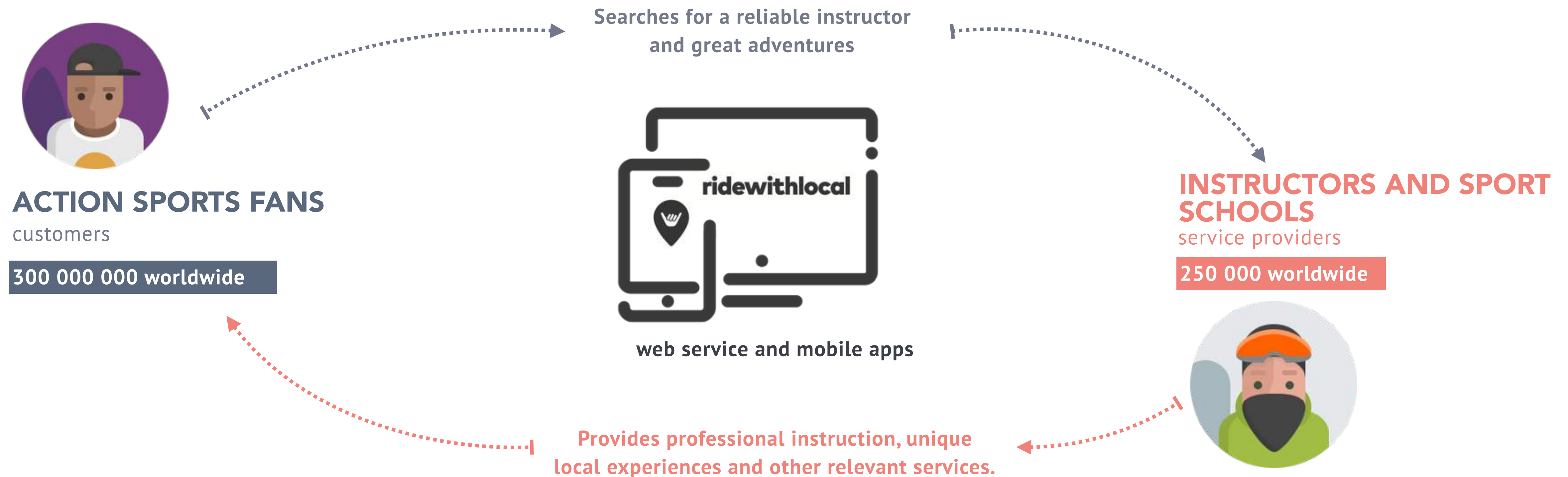
service providers

250 000 worldwide



SOLUTION

ridewithlocal is a fully automated platform, building a community to directly connect action sports fans with qualified and trusted service providers worldwide. It allows customers to quickly search, compare, book and pay for offers that are **sorted by sport and location**. These include lessons, coaching, guiding services, tailored action sports experiences, equipment rental and much more.



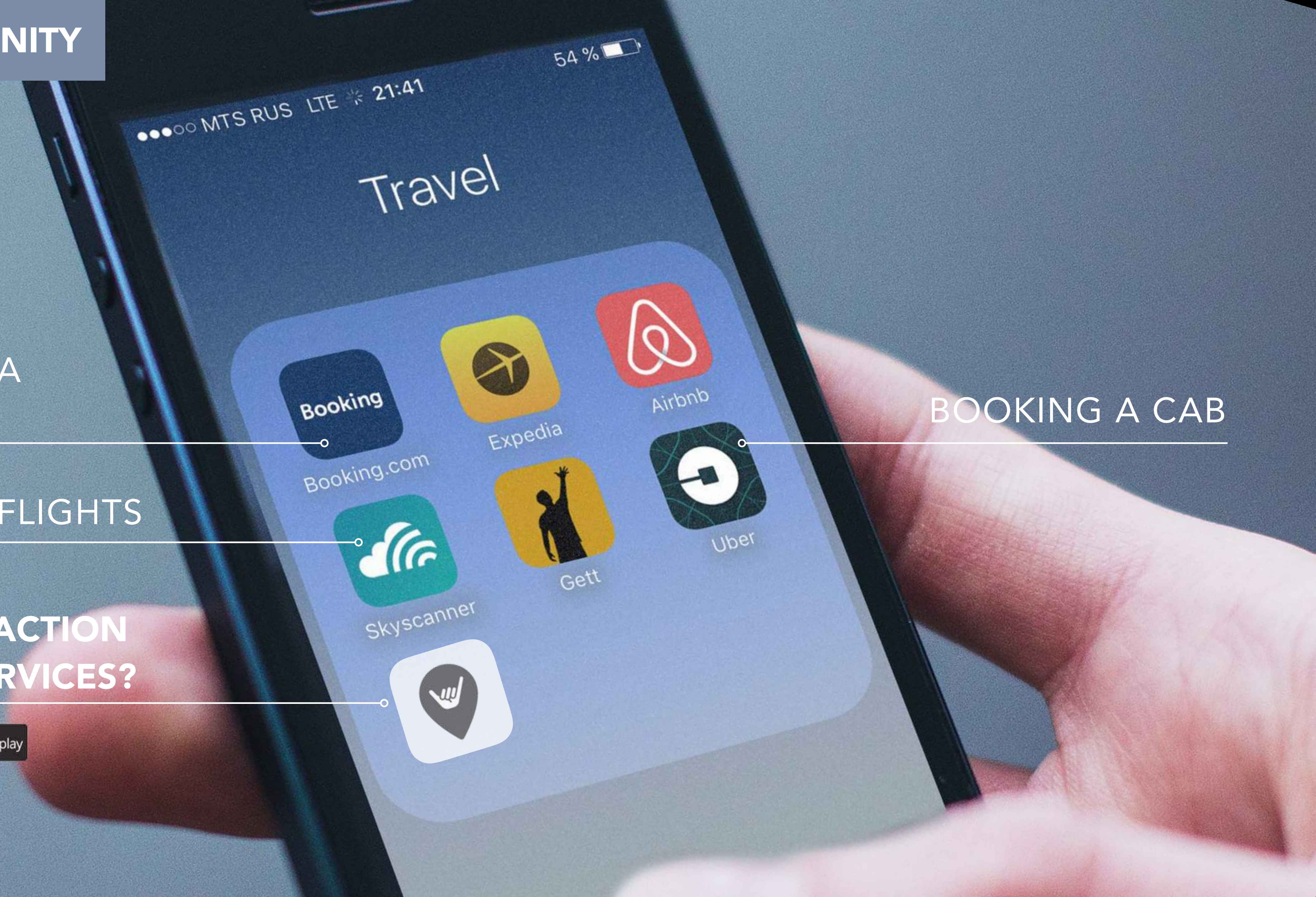
OPPORTUNITY

BOOKING A
ROOM

BOOKING FLIGHTS

BOOKING ACTION
SPORTS SERVICES?

BOOKING A CAB



PRODUCT FEATURES FOR SERVICE PROVIDERS



Multiple filter logic for offer searches by clients.



Built in messenger system from customer to service provider to develop trust



Dashboard for providers to track and manage their existing bookings



Free for providers to sign up, no subscription fees and free to list their offers



Rating, review and feedback system



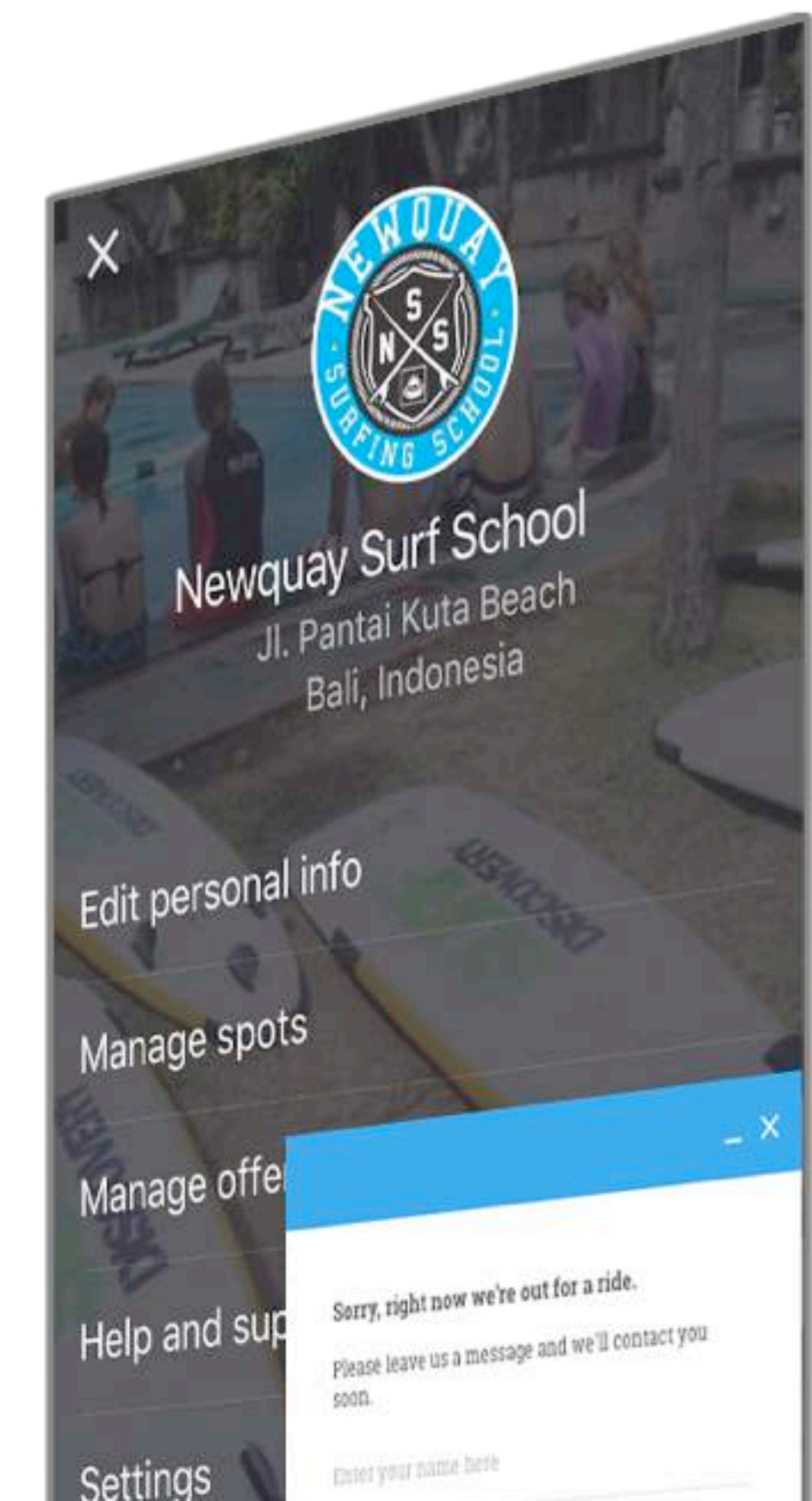
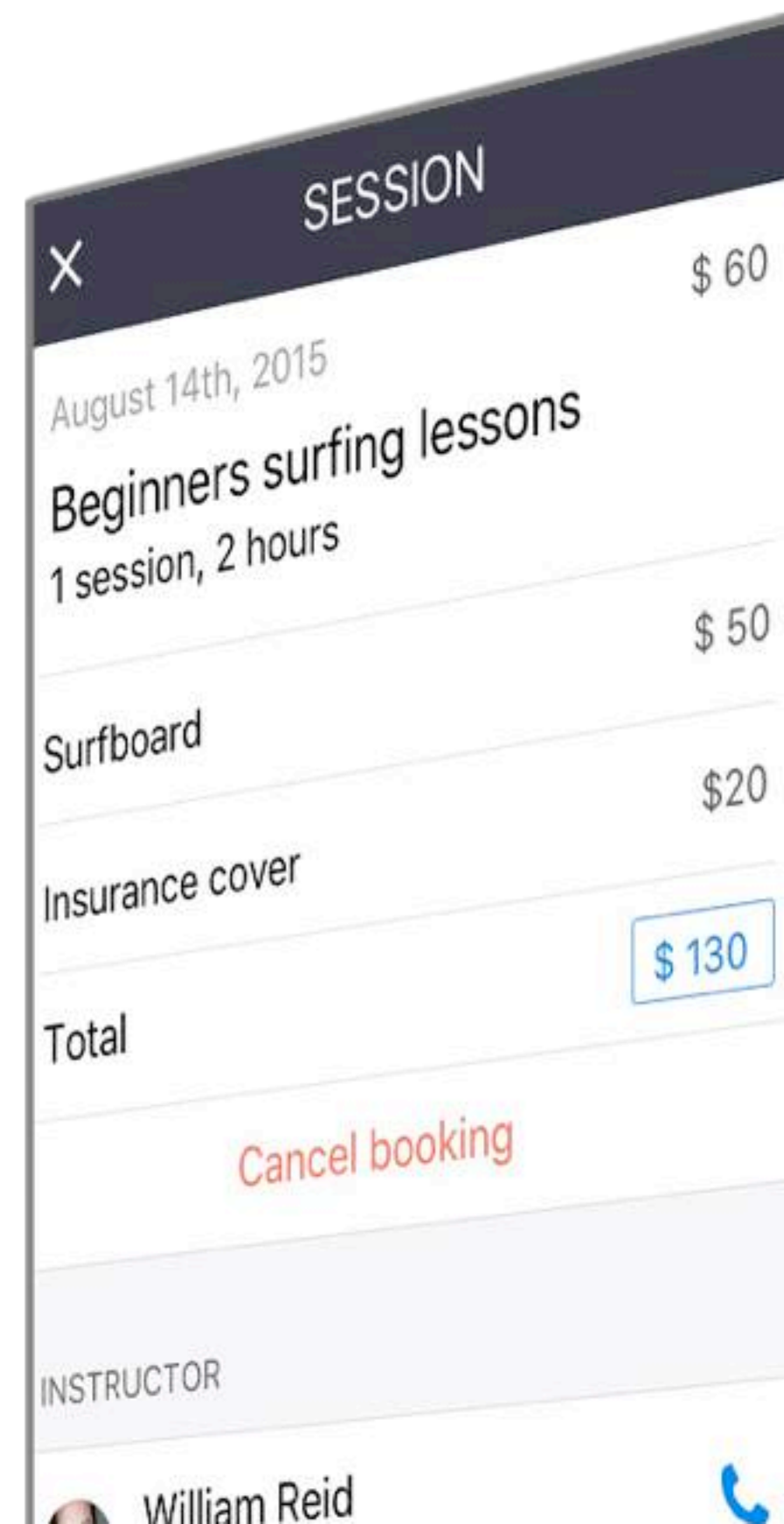
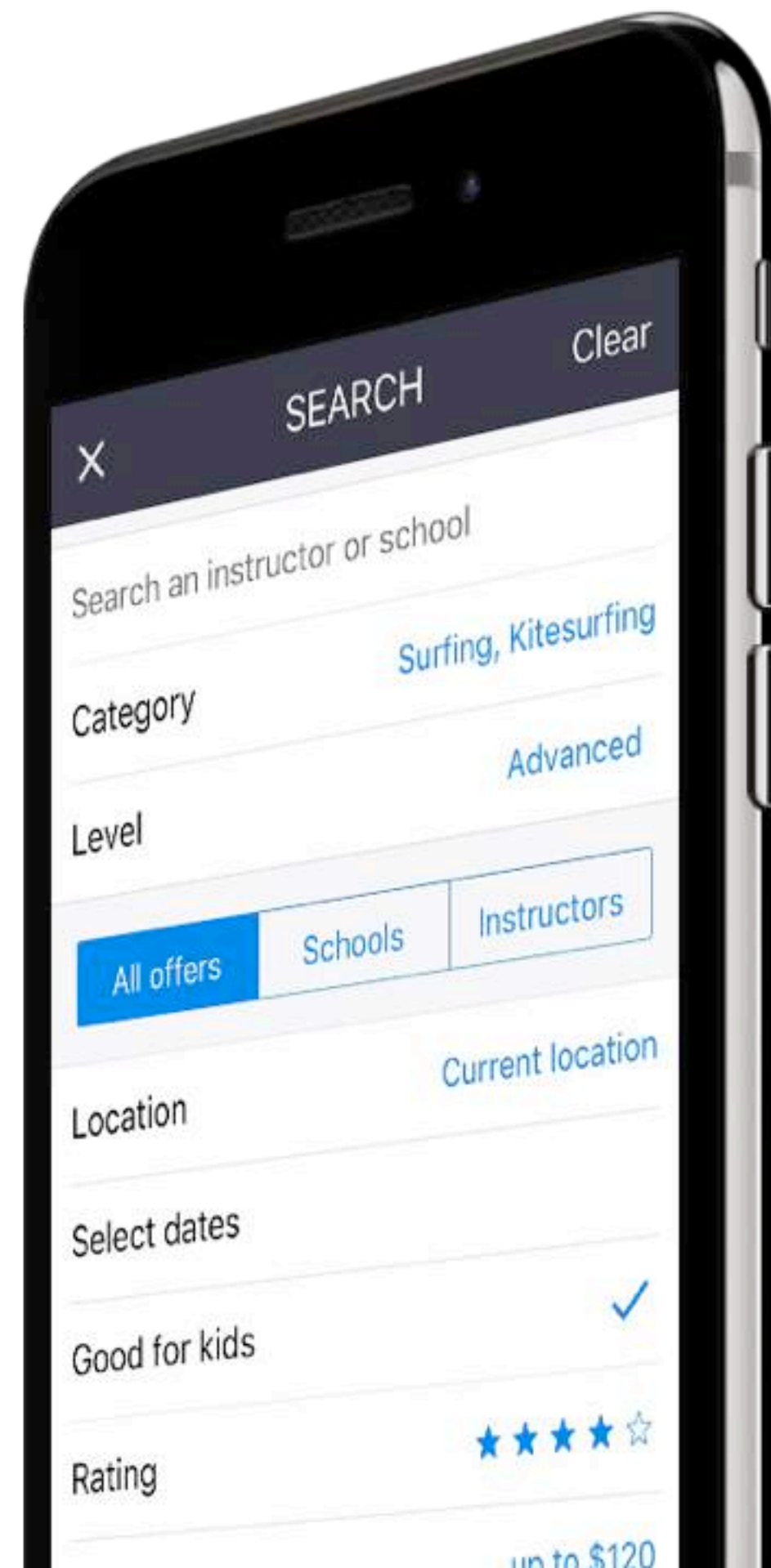
Flexible cancellation policies protects the time and income of the service provider



Secure and automated online payment system which can be embedded on other pages (see below)



24/7 online and offline support



PAYMENT WIDGET

The **ridewithlocal** payment system can be embedded as a 'widget' onto the web pages of registered service providers, allowing them to instantly accept online payments from customers, completely separately to the platform.

How it works:

1. Build a widget for each offer:
2. Embed the widget on every web page where a service is offered for sale.
3. Be sure to make it clear that your customers can use the widget to book your services right away

Select the type of lesson or experience →

Choose the start date →

Set the maximum number of lessons on one booking →

Specify the maximum group size for the lesson →

Include additional options if applicable →

powered by **ridewithlocal**

☒ Private Surfing Lesson for 1-3

☐ Group Surfing Lesson

☐ Private Surfing Lesson for 3 On Jac...

\$250 / 2 hours

Start date
12 / 01 / 2016

Duration: 1 lesson Riders: 2 riders

BOOK FOR \$250

Available options

Insurance	\$500
Soft Surfboard	\$39
Stand Up Paddleboard	\$50
Service fee	\$15

[Select options](#)



Group Lesson
The group lesson is one of the most popular lessons at Hans Hedemann Surf School. A group lessons consists of 3-4 students per instructor. A basic water safety and land lesson is given before we go in the water. The group lessons is recommended for first time surfers. If you do not have a group, we will form one for you so there is no need to worry.
Must be 14 years or older for group lesson.

\$79 / 2 hours

Start date
1 Dec 2016

Riders
1 rider

BOOK FOR \$79

Place the widget near your offer description to offer your visitors the possibility of booking your services right away!

It takes only minutes to embed our widget on any web page!

4. Get paid for your services into the most convenient bank account for you within 24 hours of the client confirming that the offer took place.

PRODUCT FEATURES FOR CLIENTS

The **ridewithlocal**® web & mobile platform provide simple one-stop access to hundreds of professionals all over the world, offering all kinds of services and covering many types of action sports.

DISCOVER

Be ready to discover unique activities that you never tried before!



SEARCH

Save time by finding all the professional services you need in one place, split by sport and location. Read reviews, compare offers without lengthy searches and get stoked!



EXPERIENCE

Get a personal service by mailing your preferred service provider to discuss any details about their offer, without having to leave the site.



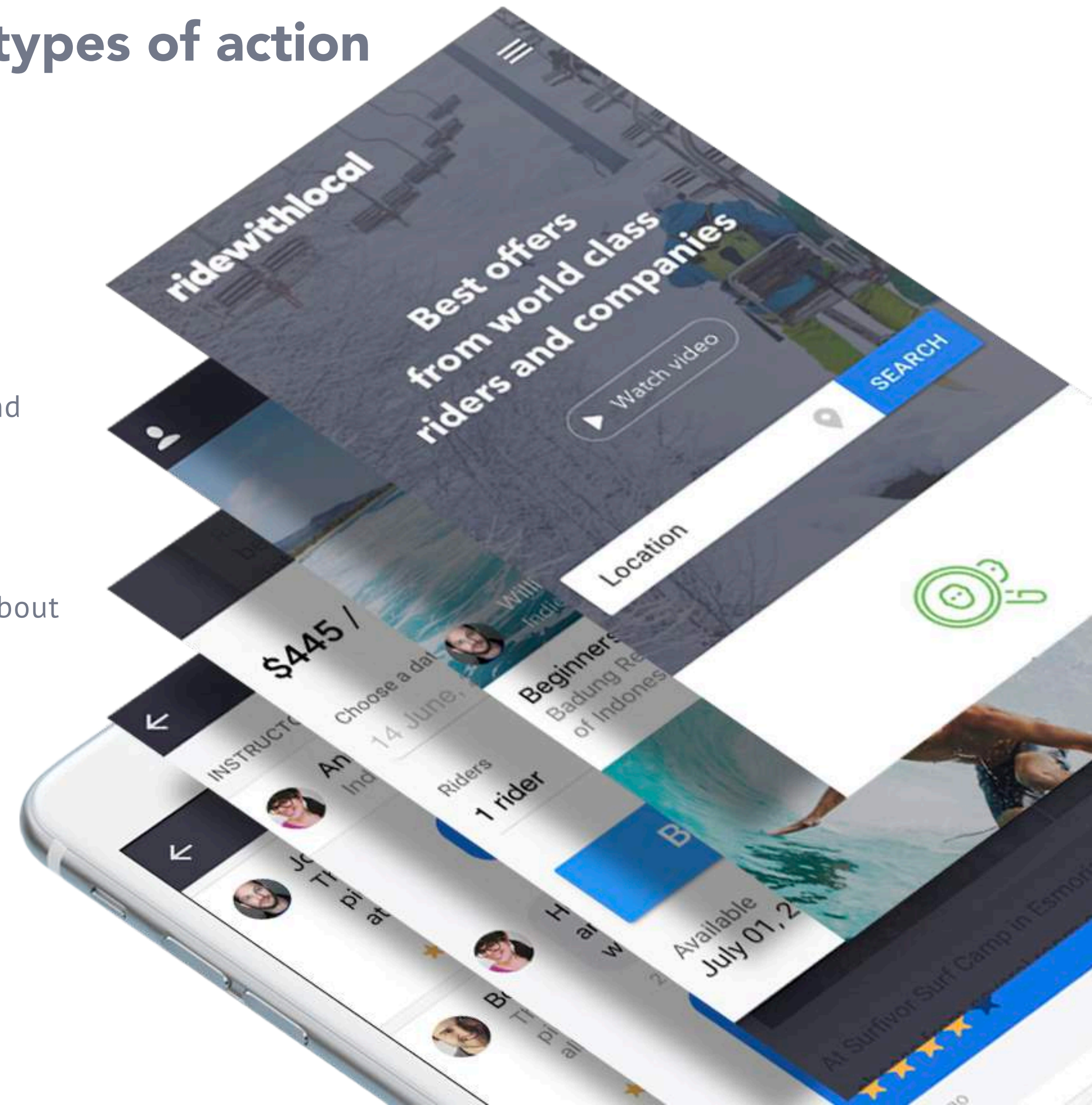
BOOK

Book safely and securely in just a few clicks, just like on other, familiar platforms.









REVIEW

Leave a fair review, tip other riders and get a discount for your next ride.



COMPETITIVE LANDSCAPE

No global competitors have been identified who focus simultaneously on the needs of both actions sports fans and their service providers.

	FOR ACTION SPORTS FANS (CUSTOMERS)				FOR SERVICE PROVIDERS (LOCALS)		
	One-stop for multi sport activities	Direct connection with service provider	Best price guarantee	Online booking with different cancellation policies	Service providers quality check programs & promotion	Additional marketing instruments	CRM (coming soon)
	-	-	+	-	+	-	-
	-	+	-	-	-	-	-
	+	-	+	-	-	-	-
	+	-	-	+	-	-	-
	+	-	+	-	+	-	-
	+	+	+	+	+	+	+

DIGITAL MARKETING STRATEGY

Our community is fuelled by unique, organic content, which establishes credibility and generates sales, starting with relevant and interesting blog posts, backed up by intelligently evolving targeted advertising.



We provide value by producing focussed and highly relevant content to enhance our message.

Our professional team use insights from the industry and their strong media backgrounds to produce great content and target it to potential customers.

ridewithlocal was initially built with the idea of community at it's core, to unleash the full potential of the network effect a the help of our global ambassadors.

That will allow us to acquire new users from the existing network, allowing our platform to grow organically and much faster.

By implementing a data driven approach we are able to reduce the cost of extremely effective customer acquisition and provide personalised offers or experiences to lock clients into the platform.

GO TO MARKET PLAN

ONLINE TACTICS AND TRAFFIC GENERATION

Paid online ads and promo activities

Sports media & bloggers

Sponsored and exclusive content for social media



PROMO ACTIVITIES: AWARENESS AND TRUST

Presence at professional sports event

Pro riders endorsement

Cross promotion with relevant brands and local sports schools

Current marketing channels used:

OWNED:

- Direct mailing
- Content marketing

PAID:

- Google Adwords
- Facebook ads
- Twitter ads
- Instagram ads

EARNED:

- Targeted PR (sports & travel media)
- Cross promotion with brands and sports schools

CONTESTS AND GIVEAWAYS

PARTICIPATION IN LOCAL SPORTS EVENTS

GUERRILLA MARKETING

Planned marketing activities:

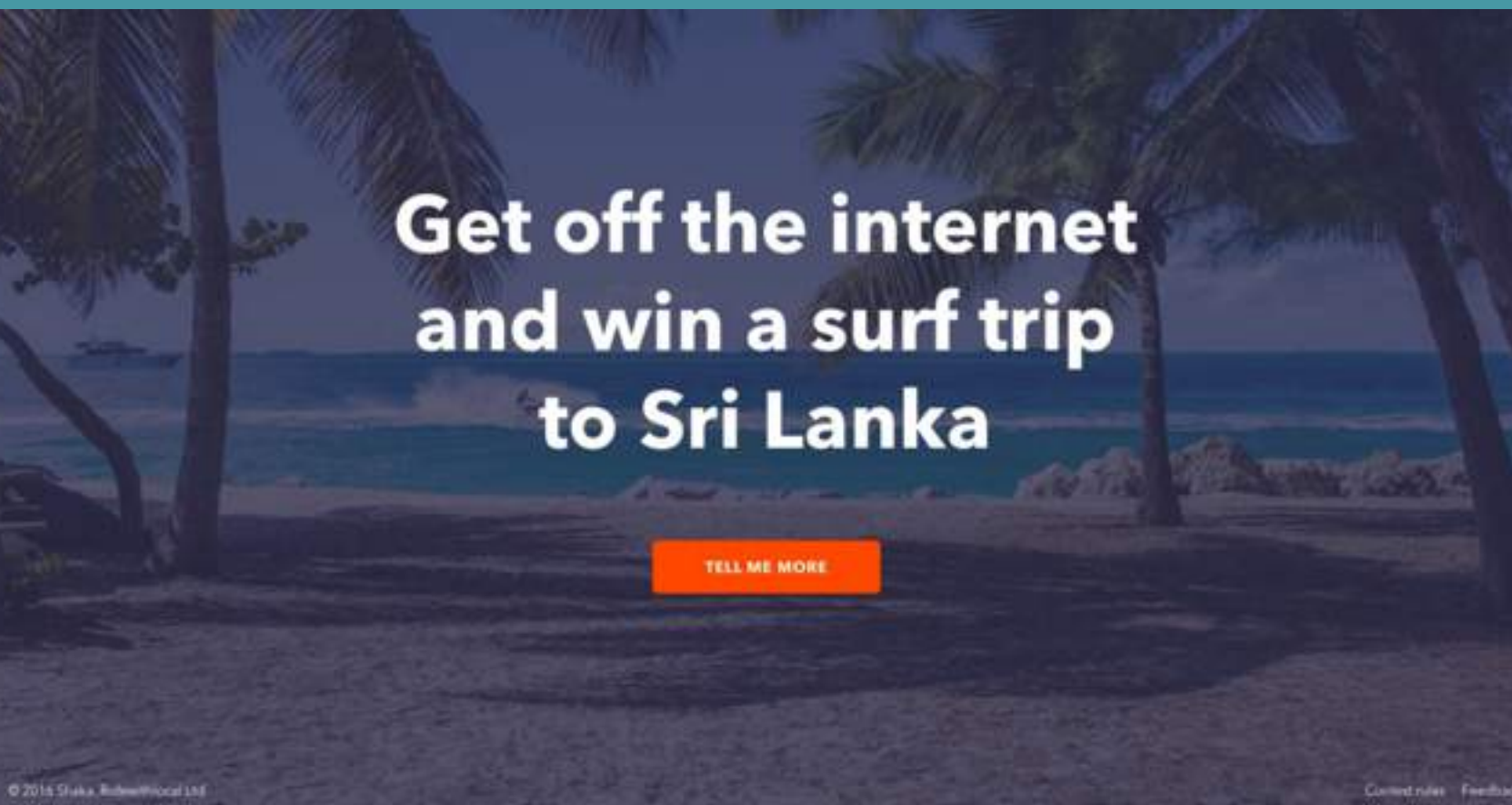
Affiliate programs with travel and ticket websites

Loyalty program

Branded local offline events

Sports event sponsorship

PROMO&COLLABORATIONS



In partnership with our friends at the Good Story surf school and beach hotel in Weligama, Sri Lanka, we created a unique rehab program for heavy social media users and initiated two winners into surfing.



We partnered with the best local snowboard-camp "DEMONIUM" to giveaway 50 free lift passes in Cervinia to ride at Snowpark Zermatt.



We collaborated with a successful start-up from Germany who produce the most advanced electric skateboards on the market.



NON-FOR-PROFIT ACTIVITIES



Trash hunt by **ridewithlocal**®: we trade litter for surf lessons!

Last summer, we teamed up with **Chipiron Surf School in Hossegor, France** to welcome riders to our Trash Hunts. As a group we cleaned up La Plage des Culs Nus by gathering up whatever rubbish we could find. **Unlike most beach cleans, we re-paid our helpers with some free surf lessons, on behalf of the ocean!**



The International Surfing Association & **ridewithlocal**® Change the Face of Sri Lankan Surfing.

Under the direction of **The International Surf Association's** course presenter Tim Jones, the ISA has teamed up with **ridewithlocal**® and the highly respected Life Saving Association of Sri Lanka **to offer courses and training to local surfers and surfing instructors**



Exclusive sponsored content from the 2016 INS ISA World Surfing Games in Costa Rica

ridewithlocal® became the official sponsor and content distributor of the ISA World Surfing Games in Costa Rica. **We were presenting daily video and photo reports to the global surfing community faster than other media resources.**



SELECTED PRESS COVERAGE SINCE BETA RELEASE

We've been well received so far by the tech and action sports media in different counties.



“GONNA CHECK THIS OUT
FOR SURE — COOL IDEA!”



“THE IDEA HAS BEEN IN THE AIR FOR
A LONG TIME, BUT NOBODY WENT
THROUGH WITH IT. THEN CAME THESE
GUYS.”



“AN INNOVATIVE WAY TO BRING TOURISTS
AND LOCALS CLOSER. THE SITE IS STILL
PRETTY FRESH BUT THE ATTENTION IS
GROWING.”



“WITHIN JUST 5 CLICKS
THE ADVENTURE BEGINS!”

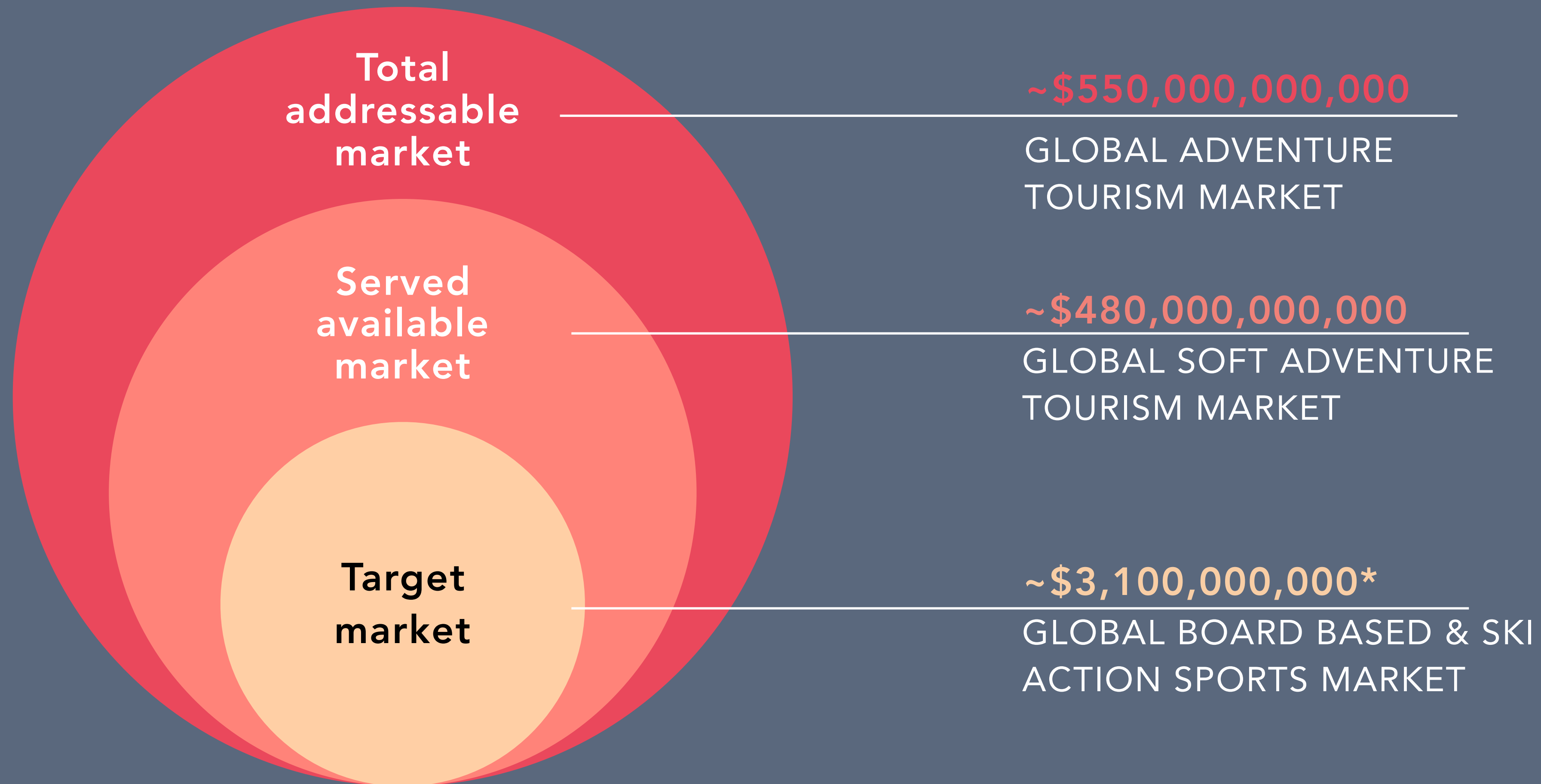


“IT'S A SITE THAT GIVES YOU THE
OPPORTUNITY AS TOURISTS TO HIRE
THE BEST INSTRUCTORS IN THE
WORLD OF EXTREME SPORTS!”



“WHETHER YOU'RE JUST STARTING A NEW
ADVENTURE, OR ARE ALREADY AND
ADRENALINE JUNKIE SEEKING SOME
EXTRA GUIDANCE AND SKILL,
RIDEWITHLOCAL IS THE APP TO FIND ALL
THINGS ACTION SPORTS RELATED.”

MARKET SIZE



*5.5B with rentals

KEY FIGURES

Online travel sales of \$590 billion in 2013 ^[1]

Projected growth rate of 10% CAGR between 2013 and 2018 - higher than average industry growth ^[1]

Soft adventure has experienced 17% annual growth since 2009 ^[2]



69%

of adventure travellers research online for their trip, compared to only 17% who book through a tour operator or travel agent ^[3]



42%

of adventure travellers report using their mobile phone during their vacation to search for information ^[4]

BUSINESS MODEL

We earn an average 13% commission* on each transaction

(*including standard processing fees of 3-5%)

Our goal is to capture 5% of the global skiing, snowboarding & surfing tourism market



SINGLE LESSON
AV. DEAL PRICE \$116
(\$20 MIN - \$10K MAX)

BUNDLE DEALS
AV. DEAL PRICE \$800
(\$250 MIN - \$15K MAX)



\$30M
revenue

Assessment
2017-2020

OVERALL FORECAST 2017 - 2020

	2017	2018	2019	2020
Sales (revenue)	\$1,194,570	\$8,728,687	\$17,032,489	\$30,221,037
Less processing fee	\$928,089	\$7,050,093	\$14,412,106	\$26,733,994
Regular marketing	\$597,285	\$4,364,343	\$8,516,245	\$15,110,519
Extra Marketing 2017	\$90,000	-	-	-
Sales less marketing	\$240,804	\$2,685,750	\$5,895,862	\$11,623,476
Non-marketing costs	\$462,109	\$1,893,583	\$3,635,860	\$5,083,820
Extra gain from traffic sales	-	\$402,445	\$547,267	\$971,024
Annual total EBITDA	-\$221,305	\$1,194,612	\$2,807,268	\$7,510,680

TRACTION: KEY FIGURES

40

COUNTRIES

258

CITIES

8

MAJOR SPORTS

600

PROVIDERS

1200

OFFERS

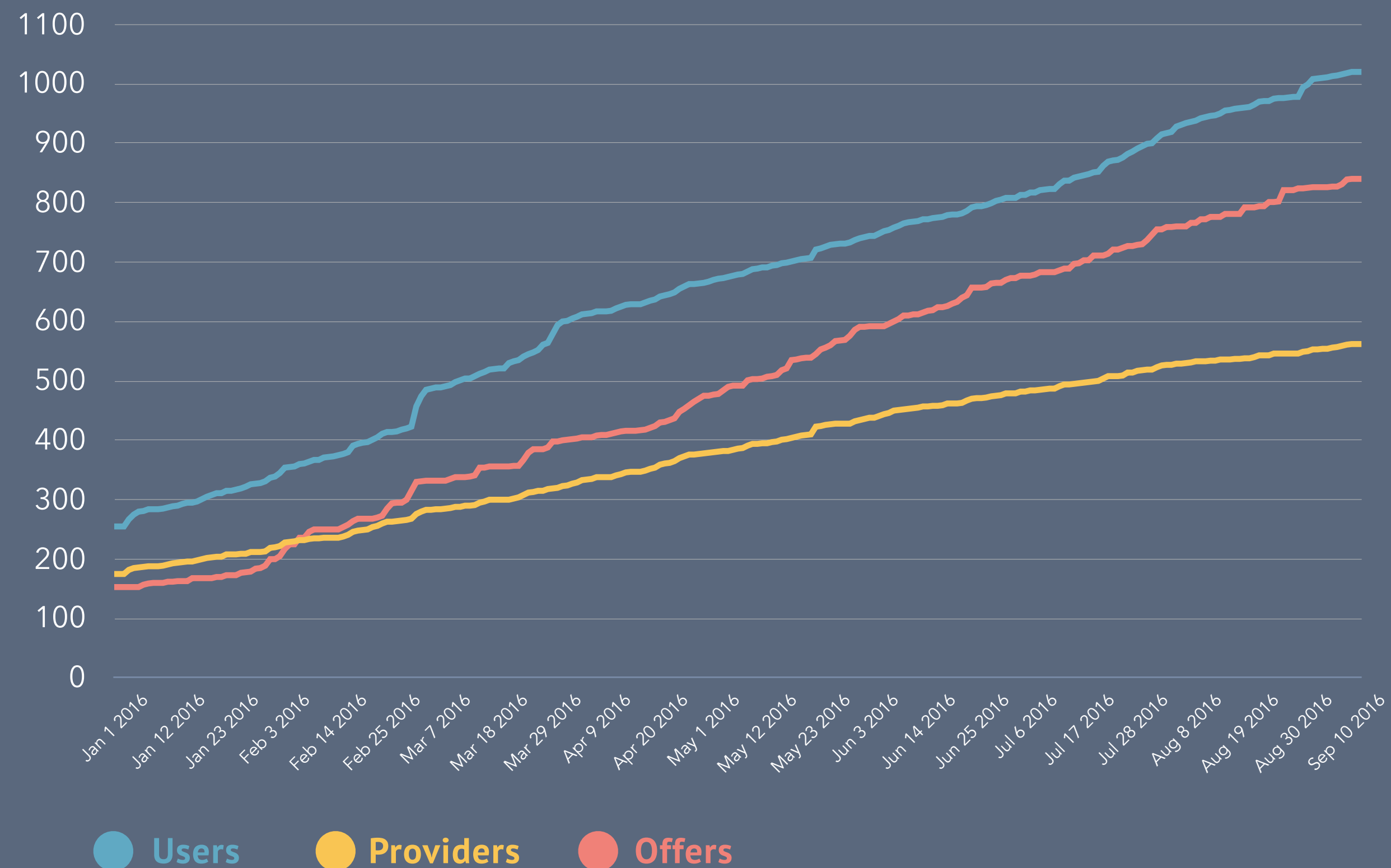
10K

COMMUNITY

TRACTION

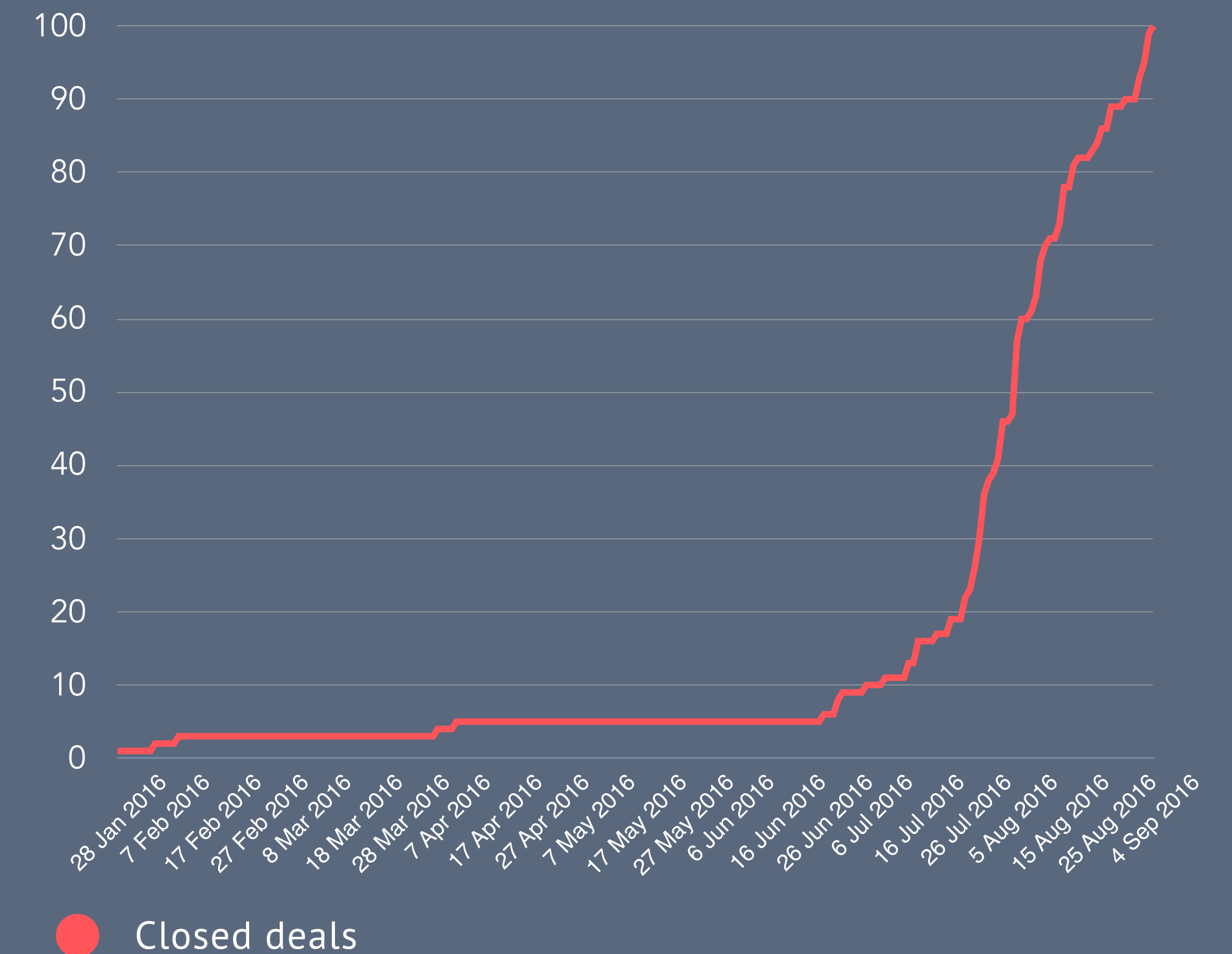
The first milestone:

600 PROFESSIONAL SERVICE PROVIDERS FROM MORE THAN 40 COUNTRIES HAVE BEEN VERIFIED BY OUR TEAM AND JOINED THE **ridewithlocal[®]** PLATFORM.



The second milestone:

100+ DEALS CLOSED DURING THE SUMMER SEASON 2016



PROGRESS TIMELINE

TODAY

POST-FUNDING TARGETS
(12 MONTH PROJECTION)

RIDEWITHLOCAL SOCIAL COMMUNITY

~10 000

>30 000

NUMBER OF SERVICE PROVIDERS

~600

>2 700

NUMBER OF REGISTERED USERS

~1 000

>3 000

NUMBER OF UNIQUE LISTED OFFERS

~1 120

>5 000

TYPES OF ACTION SPORTS

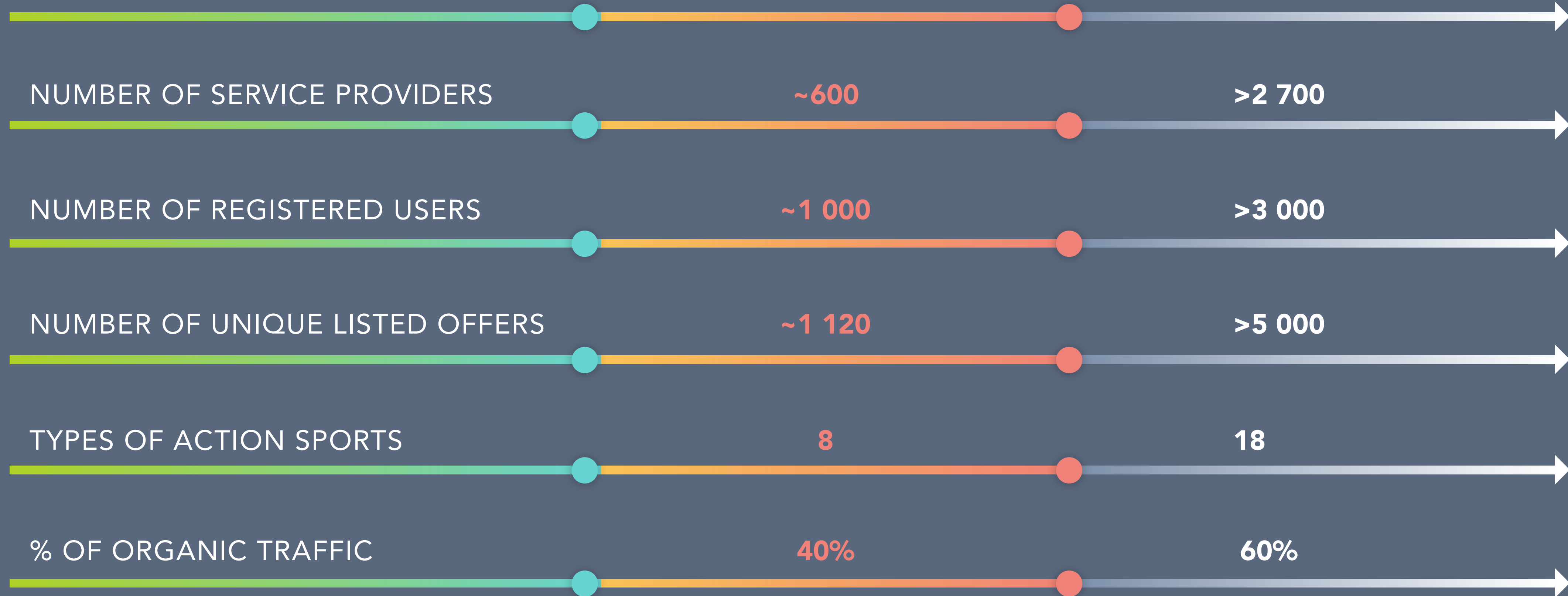
8

18

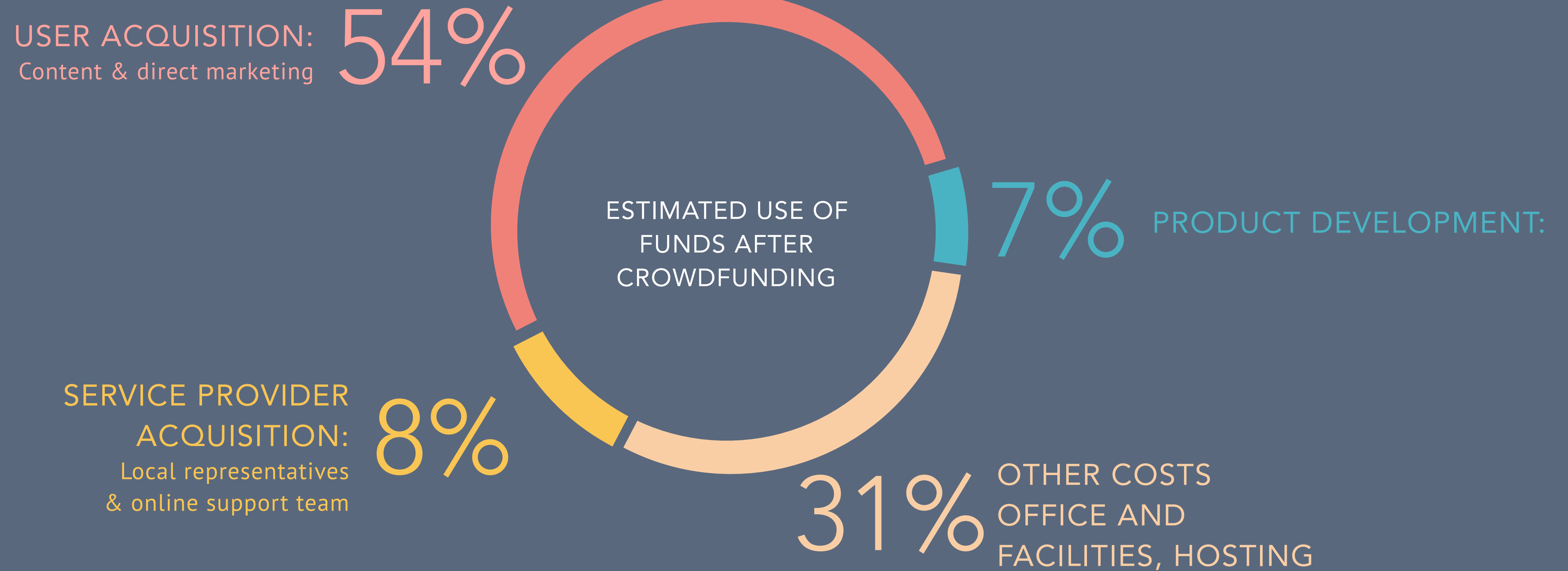
% OF ORGANIC TRAFFIC

40%

60%



BUDGET & USE OF FUNDS



INTERNATIONAL MANAGEMENT TEAM



GREG MENSHIKH
CEO & FOUNDER

In his most recent role he lead strategy and corporate development teams for USC and AEON corporations, where he acquired, turned around and successfully sold businesses valued +\$1B. A passionate snowboarder and surfer with 20+ years of experience

BA from MSU
MSc, in leadership and strategy SLOAN Program from London Business School



VASSILY ZHABYKIN
COO

Extensive experience in managing technological teams, owner of HotSpot – a leading Russian agile web-developer with more than 50 successfully completed projects for large international companies including Qiwi, Chronopay, Sony, VW group, Volvo

BA in economics from MSIIA, ACCA



PIETRO BONOMO
HEAD OF SALES

A seasoned entrepreneur and online marketing specialist. Previously digital business developer, Wipe out Italia, founder Academia Tourino.

Ex-professional, snowboarder, MMA fighter, free surfer



YURI BABIN
DIRECTOR AND EARLY STAGE INVESTOR

A former investment banker with 10+ years of experience in London advising companies on raising capital. Active swimmer and kitesurfer, enjoys bikram yoga and muai thai.

BA from MSU, MBA from Insead; LL.M. from Cornell Law School;



DR. IAN ASHMORE
HEAD OF SP ACQUISITION

Company director of clothing label for 10+ years, journalist, event organiser & fund raiser, photographer, international marketing manager, snowboarder and skateboarder for 20+ years

MPhys and PhD. from the University of Leeds. Published academic, national level journalist



ALEXIS DE TARADE
HEAD OF PRODUCTION

15+ years of action sports media experience including with Method Mag, EpicTV, Snowboarder Mag, Eastern Edge, Mellow Boards

BA from Parsons School of Design
Seasoned snowboarder from the age of 14

ADVISORS



ALISON HAIGH-DAVIES

Advisor and early stage investor
Organisational development specialist, with track record of designing and delivering scale people change, and building future capability with 20+ years of experience.

MA, Cambridge; MS, LBS



TIM JONES

Director of Surf School Sri Lanka and Surf School Lanzarote and high performance coach. School graduates include multiple winners of the international competitions.



NICHOLAS MULLER

A Swiss professional snowboarder and environmental activist. Nicolas Muller has been voted TransWorld Snowboarding's Rider of the Year on two occasions and was also Snowboarder Magazine's Rider of the Year in 2013.



DIEGO NARANJO

CEO and Owner en Escuela de surfing Costa Azul., Co-Founder of Orange Wave productions.

WSL Costa Rica representative
Professional surf coach and professional surfer

ridewithlocal



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