



CACHE _ SEVEN

**A PLATFORM FOR
SHARING EXPERIENCES
AND INSPIRING
EXPLORATION**

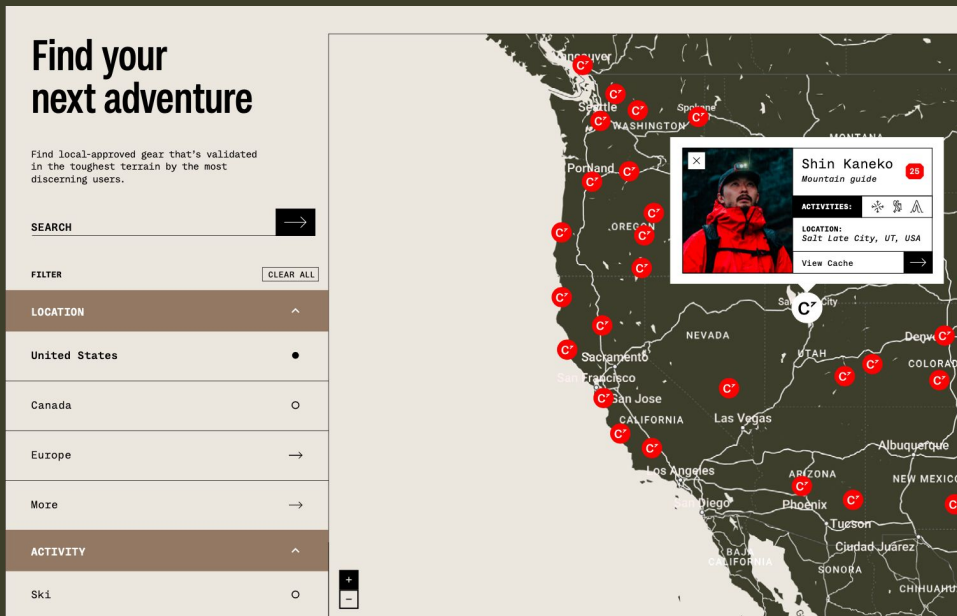
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WE TEAMED UP TO STRENGTHEN AND SUPPORT OUTDOOR COMMUNITIES ACROSS NORTH AMERICA

OUR PRIORITIES

- Drive reliable, repeat business for outdoor professionals in river, ocean and mountain sports
[guides](#) | [charter and outfitter operators](#) | [educators](#)
[ski patrol](#) | [search + rescue](#) | [instructors](#)
- Boost tourism in outdoor communities
- Expand participation in outdoor activities
- Build useful tools that strengthen community, improve well-being, and enable mentorship





HOW WE'LL DO IT

MERIT: RECOGNIZING HARD-EARNED WISDOM

- A first-of-its-kind digitized gear list builder and long-term investment in industry-leading storytelling to drive business growth, bookings and new revenue streams for outdoor professionals.

PREP: HELPING ADVENTURERS ARRIVE READY

- A research-backed adventure planning platform that helps explorers of all levels discover new experiences and properly prep for them. We help trip-goers get the most of their experience so they come back for more.

KNOWLEDGE: GUIDANCE FROM THE GREATS

- Long-term partnerships with outdoor professionals continue driving informed decision-making that benefits the outdoor community. Our Trip Planning Map is the first result of our collaborative efforts.

PHASE ONE

NO COST TOOLS

FOR OUTDOOR PROFESSIONALS

DIGITIZED GEAR LISTS

- Essential to leading full service client experiences before, during, and after trips
- Elevate touchpoints with clients to maintain and strengthen relationships, driving repeat business
- Compensate outdoor professionals for their gear knowledge through brand partnerships and 50% commission sharing
- Marketing exposure and increased discoverability to boost awareness and increase bookings
- Built-in Buy Local tool that directs purchases to locally-owned stores
- Robust gear database for efficient list building 7,000 outdoor brands | 1.5 million products

GEAR LIST EXAMPLE

ABOUT THE GUIDE

Aaron Samuels
MOUNTAIN GUIDE









Aaron is originally from Seattle, Washington and grew up hiking and camping throughout the PNW with his family. After attending college in Denver, Colorado he started guiding and hasn't missed a ski season since.

[Guide Profile](#)

EQUIPMENT LIST

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NECESSARY ITEMS

 WATERPROOF JACKET Arc'teryx Beta LT Jacket Learn More <input type="button" value="+"/> Purchase <input type="button" value="→"/>	 BACKPACK Black Diamond Dawn Patrol 32L Pack Learn More <input type="button" value="+"/> Purchase <input type="button" value="→"/>	 TRKING POLES Kovea Peak PowerLock Trekking Pole Learn More <input type="button" value="+"/> Purchase <input type="button" value="→"/>	 INSULATED JACKET Arc'teryx Cerium Hoody Learn More <input type="button" value="+"/> Purchase <input type="button" value="→"/>
 CAMP STOVE MSR PocketRocket Deluxe Stove Kit Learn More <input type="button" value="+"/> Purchase <input type="button" value="→"/>	 SLEEPING PAD Thera-A-Rest ProLite Apex RV Sleeping Pad Learn More <input type="button" value="+"/> Purchase <input type="button" value="→"/>	 SLEEPING BAG The North Face Inferno -40C Down Sleeping Bag Learn More <input type="button" value="+"/> Purchase <input type="button" value="→"/>	 GUIDANCE FROM THE GREATS Learn More <input type="button" value="+"/>

HOW WE GOT HERE

LISTENING TO THE OUTDOOR COMMUNITY

- Two years of qualitative and quantitative research
- Interviews with outdoor professionals across nine sports
- Five hundred surveys with adventurers who regularly hire outdoor professionals

RESPONDING TO KEY INSIGHTS

- Outdoor professionals are experiencing increasing instability
- Outdoor professionals have limited time and resources for marketing and business development
- Desire amongst community to share knowledge and support each other

AN EXPERIENCED TEAM

- Residents of outdoor communities in Idaho, Wyoming, British Columbia, Maine, Wisconsin and North Carolina
- Experienced founding team backed by best-in-class researchers, designers and developers focused on social impact work relating to food, health, and the environment

MISSION DRIVEN. HERE FOR THE LONG RUN.

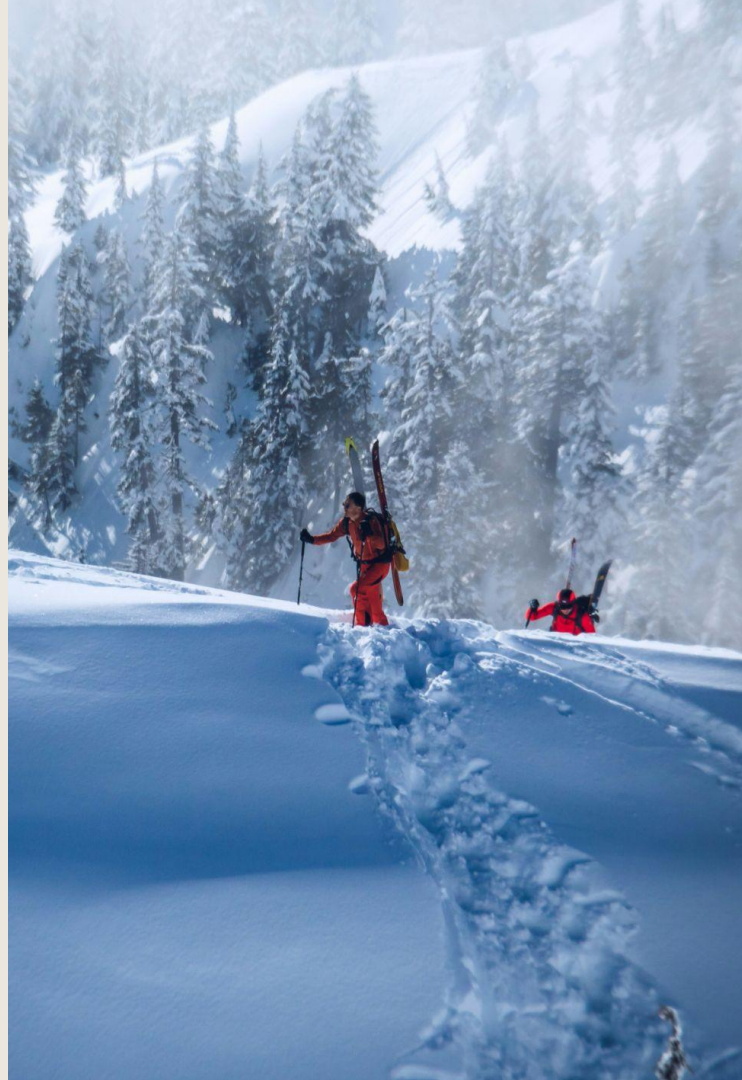
WHAT WE'RE WORKING TOWARDS

- Becoming the first stop for adventurers planning trips
- Sharing and amplifying resources that benefit outdoor professionals
- Working with guide services, local organizations, tourism boards and outdoor-focused businesses to support each other's initiatives and goals

See an opportunity for us to work together?
We'd love to connect.

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kevin@cache7.com



QUESTIONS OR IDEAS?
DON'T HESITATE TO REACH OUT

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