Yonder
The Convergence of Travel, Nature and Well Being

Bill Lee, CEO
September 2020
INDUSTRY PROBLEM

Agritourism and ecotourism are underserved.

Mainstream booking engines prioritize price and urban locations over rural ones.

Online travel agencies (OTAs) offer ‘a places to crash’ vs meaningful travel experiences.
Covid-19 and social isolation have amplified our yearning for meaningful connections with friends and family.

SOCIETAL PROBLEM

Stress is the health epidemic of the 21st century.

Our digitally dependent culture has lost touch with nature and its meaning.

Covid-19 and social isolation have amplified our yearning for meaningful connections with friends and family.

“Now more than ever, nature is essential to mankind. It invites, inspires, nourishes, instructs, soothes, gladdens, fascinates, delights....and stirs hope.”

-WASHINGTON POST
April, 2020
THE SOLUTION

Connecting people to nature
- Uncrowded, rural destinations a road trip away
- Antidote to stress & anxiety

First in the Industry
- Serving a global specialized market segment
- Aggregating and uniting a fragmented Agri-Eco tourism marketplace

Public Benefit Company
- Triple bottom line
- Path to becoming B-Corp
- Commitment to safe, healthy travel
The world’s go-to resource for carefully vetted, nature-rich experiences.
Total addressable market estimated at $32B+*

*of a $200B nature tourism market
Covid-19 and social isolation have dramatically increased the desire for rural areas and open spaces.

Nature is being sought out as a place of centering that is vital to mental wellness.

A new tourism industry is emerging at the convergence of nature, travel and well being.

“If you draw a 250-mile circle around any major metro – every place where you see water in there or mountains or national parks, the homes around it are what’s starting to get booked up.”

BLOOMBERG JULY 2020
EXPERIENCED STARTUP TEAM

Yonder Executives & Chairman

BILL LEE
CEO + Co-Founder
Consumer Brand Expert. Over 40 Years in Senior Leadership. Limited Brands, Children’s Place, Mosaic

DEREK NEWSOM
CTO + Co-Founder
Technology Executive, Web, Backend & Native App Expert, Incubator Managing Partner, Nvoicepay, Our Alchemy, Anderson Digital

MATTHEW SCHMIDGALL
COO + Co-Founder
Experienced Startup Executive, Workflow & Scale Designer, Incubator Managing Partner, Hennepin Studios, Anderson Digital

TIM SOUTHWELL
Chairman & Founder
Owner and Operator of Several Successful Companies in the Arena of Health, Wellness, Permaculture and Agri-Tourism

WHITNEY ALTAFI
CMO
Brand Expert, Startup Success, Lifestyle Brands, Charles Schwab--Effie Winner, Sunrun, Credit Karma, Counsyl

PATRICK S. HARRIS
Financing Advisor
Early and growth stage consumer companies. Capital introductions to family offices, institutional investors and HNW individuals
Additional Metrics

- Returning users up 20.5% from June
- Bookings up 57.8% from June
- 19% audience increase across social media platforms including Facebook, Instagram, Twitter & LinkedIn
### Mainstream OTAs

<table>
<thead>
<tr>
<th>OTA</th>
<th>Bookings</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airbnb</td>
<td>$38 B</td>
<td>40%</td>
</tr>
<tr>
<td>Booking Hldgs</td>
<td>$15 B</td>
<td>16%</td>
</tr>
<tr>
<td>Expedia</td>
<td>$10 B</td>
<td>11%</td>
</tr>
<tr>
<td>TripAdvisor</td>
<td>$3 B</td>
<td>3%</td>
</tr>
<tr>
<td>Tujia</td>
<td>$2 B</td>
<td>2%</td>
</tr>
<tr>
<td>Others</td>
<td>$27 B</td>
<td>28%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$200B</strong></td>
<td></td>
</tr>
</tbody>
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### OTAs that feature Agri-Ecotourism

<table>
<thead>
<tr>
<th>OTA</th>
<th>Bookings</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacasa</td>
<td>$0.3 B</td>
<td>3%</td>
</tr>
<tr>
<td>Hipcamp</td>
<td>$0.2 B</td>
<td>3%</td>
</tr>
<tr>
<td>Under Canvas</td>
<td>$0.2 B</td>
<td>2%</td>
</tr>
<tr>
<td>Glamping Hub</td>
<td>$0.1 B</td>
<td>2%</td>
</tr>
<tr>
<td>Getaway</td>
<td>$0.1 B</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>$31.1 B</td>
<td>89%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$32B</strong></td>
<td></td>
</tr>
</tbody>
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Sources: Skift, Owler, Statista, Forbes, Crunchbase

12.4% CAGR (Compound Annual Growth Rate)

A fragmented tourism market waiting for a leader
Cap Structure
- Founders Capital $3.95M
- Debt $1.2M

Cap Raise
- Seed Round: $3M
- Crowdfunding $275K
USE OF PROCEEDS — $3M

- **Product**: 51.5%
  - $1.54M
- **API**: 10.3%
  - $314K
- **Marketing**: 12.4%
  - $372K
- **Localization**: 25.8%
  - $774K
We offer a range of features that help diminish the stress and busy work involved in hosting.

Thank you

For more information contact:
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“We are being given the opportunity to stitch a new garment. One that fits all of humanity and nature.”

SONYA RENE TAYLOR, HUMANITARIAN