



c△mpanyon

CONNECT WITH NATURE



THE PROBLEM

- 1** Highly fragmented market
- 2** Digital immature market
- 3** Increasing CO2 emissions caused by tourism



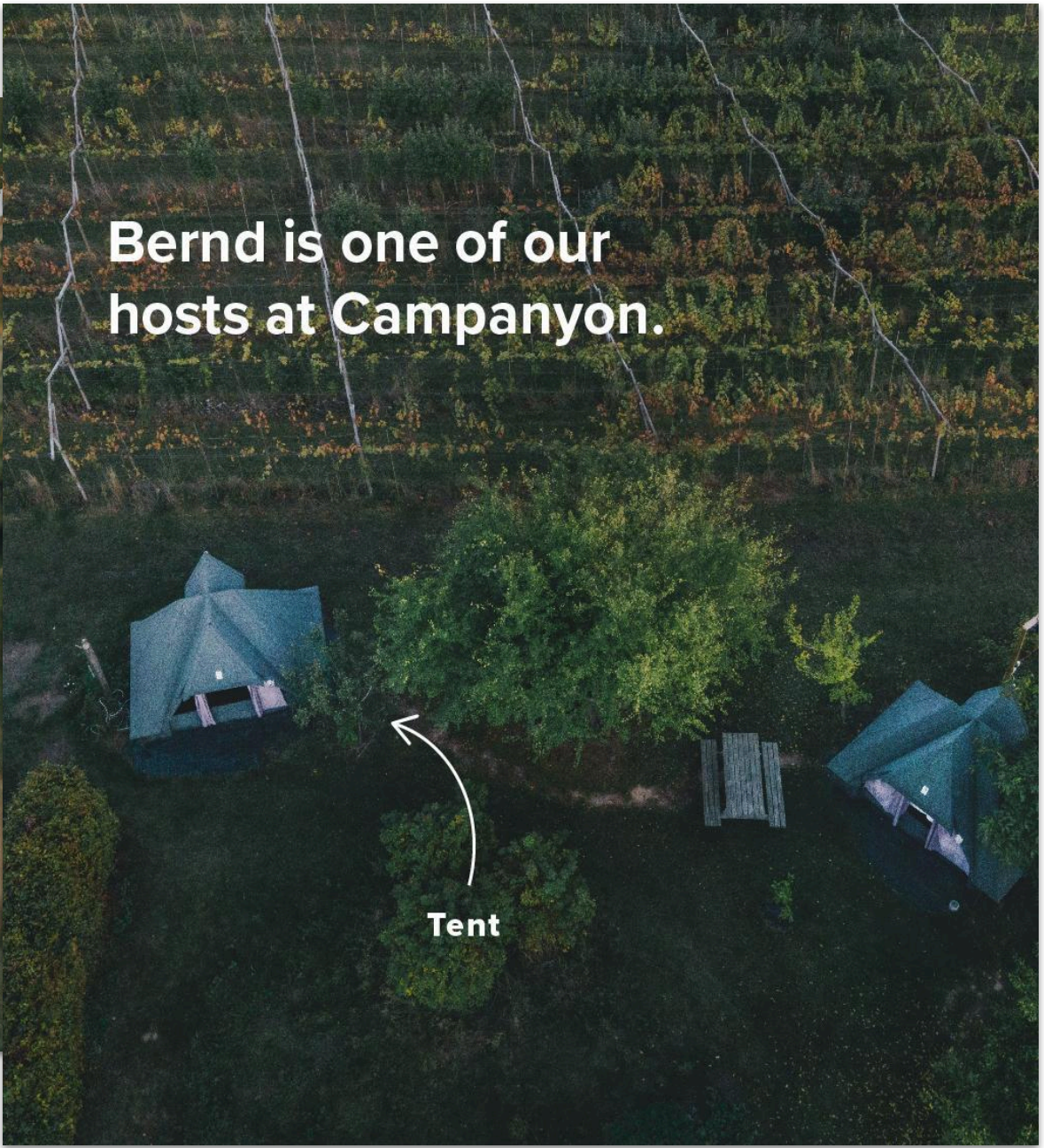
WHY CAMPANYON?

1 A user-friendly end-to-end platform and app

2 There's something for every campers' taste

3 New supply in nature

The screenshot displays the Campanyon website interface. At the top, there is a search bar with the text "Where would you like to go?", a search icon, and a "BECOME A HOST" button. The main content area features a listing for "Harstad Igloo Island" with a 4.9 (10) rating and location "Harstad, Norway". A large photo shows a person sitting inside a transparent igloo tent overlooking a lake. To the right are four smaller photos: a bird in flight over a lake, a person in a hammock, a view of the island, and a wooden structure. Below the photos is a "SHOW ALL PHOTOS" button. The listing details include "Harstad Igloo Island", "Max. 2 people - Size 18 m² - 1 bedroom", and "Provided accommodation, Glampsite, Quiet, Eco-friendly". The "Accommodation description" states: "Unique opportunity for you to be on your own island on Gressholman and also spend the night in an igloo with a 360 degree view. This is for you who want to give your girlfriend, your friend or your family member something very special, spend your". There is a "Read more" link and a note "Translated with Google Translate - See original". On the right, a booking widget titled "Select dates to see the price" contains fields for "Check-in" (Select date), "Check-out" (Select date), and "Guests" (1 guest). It also indicates "Min. stay 1 night" and "Cancellation policy Flexible". A "CHECK AVAILABILITY" button is at the bottom.





TRACTION

- since launch in April 2021

+110K

Unique visitors

+1.900

Host listings

+150

Total booking requests

€150

Avg. order value

+20

Markets with hosts
- translated into 10
languages

€2M

In funding from
recognized angels, and
Schibsted Ventures

TRACTION



+3100%
growth in supply
since launch



TECH SOLUTION

Camper

My trips

My camp cash

Become a Scout

Host

My properties

My bookings

Payouts

Create property

Messages

Inbox

Reviews

Account

My profile

Help


Logout

My properties

Tip: help your guests easily book your place directly from your own website with our integrated Campanyon booking button. [Learn more.](#)

Camønogaarden

[Edit](#) [Delete](#)




Camønogaardens teltpladser

Published [Create booking button](#)

[Edit](#) [Preview](#) [Availability](#)

[Pause](#) [Delete](#) [Duplicate](#)




Camønogaardens Campingvogn

Published [Create booking button](#)

[Edit](#) [Preview](#) [Availability](#)

[Pause](#) [Delete](#) [Duplicate](#)



Camønogaardens Glamping telt

Published [Create booking button](#)

[Edit](#) [Preview](#) [Availability](#)

[Pause](#) [Delete](#) [Duplicate](#)

[+ Add camp space](#)

April 2022

[Block entire month](#)

S	M	T	W	T	F	S
					10 ⁰¹ UNITS AVAILABLE	10 ⁰² UNITS AVAILABLE
10 ⁰³ UNITS AVAILABLE	10 ⁰⁴ UNITS AVAILABLE	10 ⁰⁵ UNITS AVAILABLE	10 ⁰⁶ UNITS AVAILABLE	10 ⁰⁷ UNITS AVAILABLE	10 ⁰⁸ UNITS AVAILABLE	10 ⁰⁹ UNITS AVAILABLE
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May 2022

[Block entire month](#)

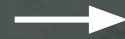
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[CANCEL](#) [SAVE](#)

REVENUE MODEL



Campanyon

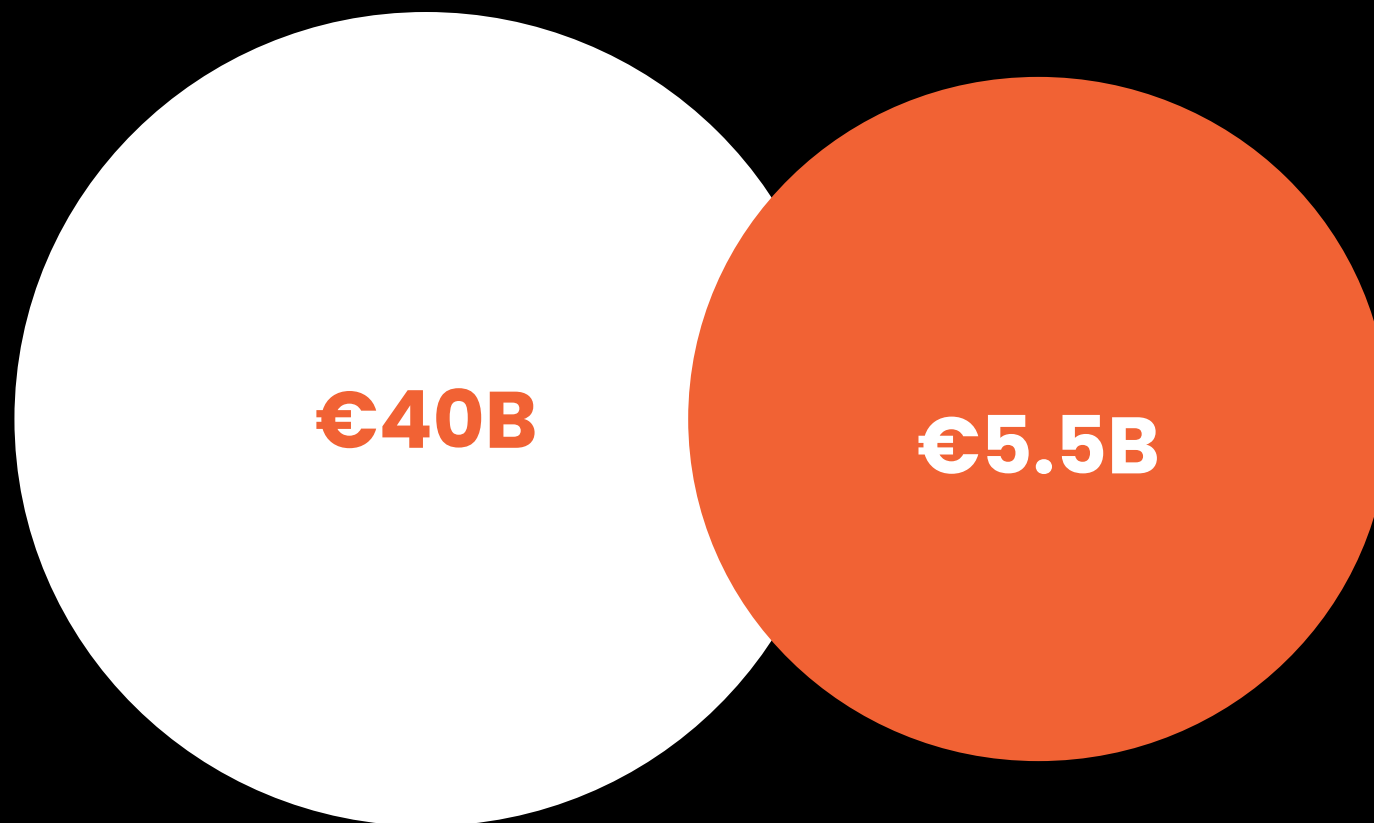


Industry avg.





OUR MARKET



Total Available Market
Camping stays globally

Serviceable Available Market
Future 14% commission

WHY NOW?



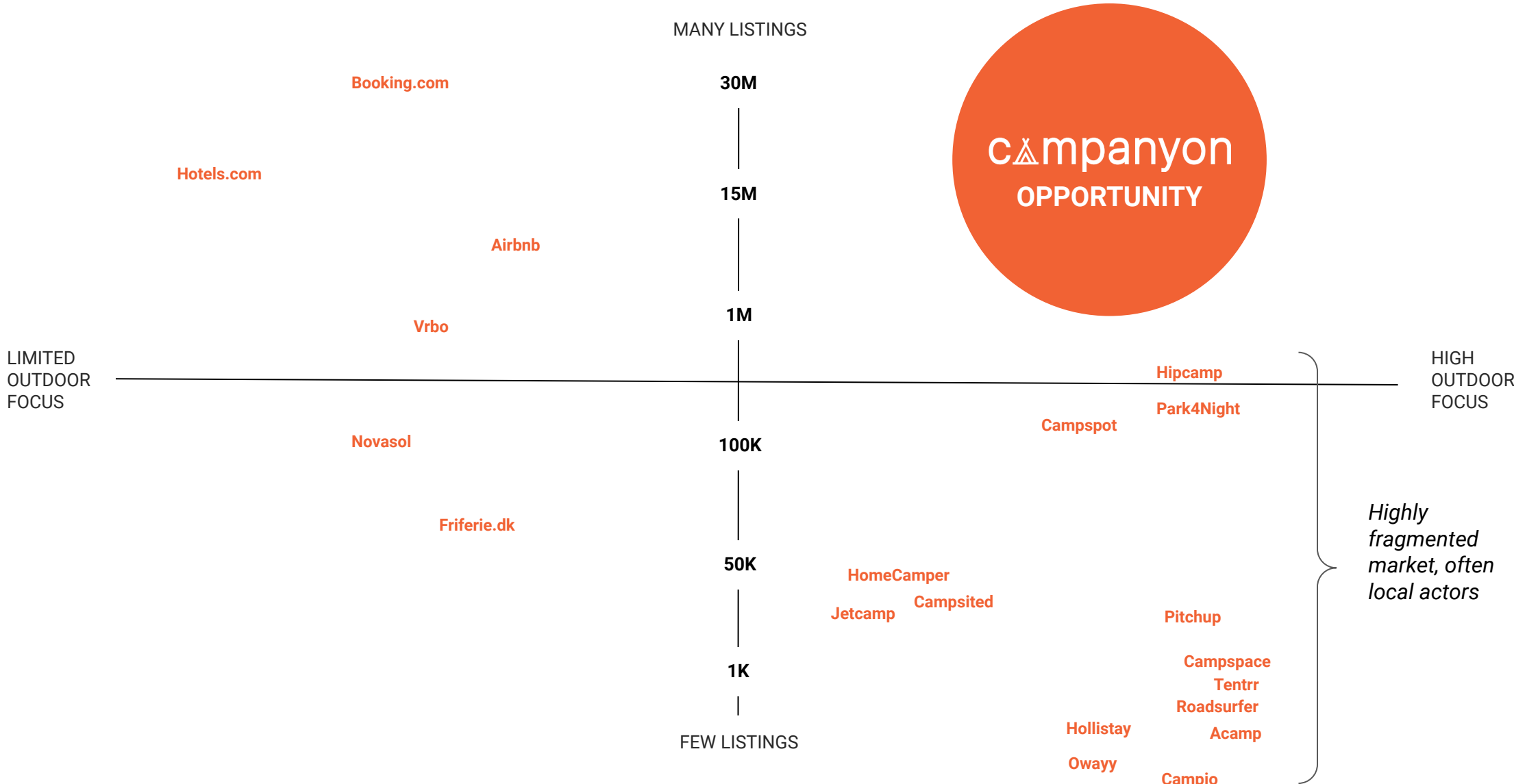
49%

of travellers think sustainable options are missing

COVID-19 has accelerated the appetite for nature and local tourism, with Gen Z being the fastest growing group of new campers



COMPETITION



THE TEAM



KRISTIAN QWIST
CEO, CO-FOUNDER
Product Marketing Manager



ALEXANDER RAKNES
COO, CO-FOUNDER
Account Strategist



SVEN RÖDER
CTO, CO-FOUNDER
Product Lead & Founder



ALINE NIEUWLAAT
CPO, CO-FOUNDER
UX/UI Lead



WERNER HUBER
APP LEAD, CO-FOUNDER
Director of Engineering



PERNILLE HEMBRE
MARKETING MANAGER
Inbound Marketing Lead



JOAO RAMOS
SOCIAL MEDIA MANAGER
Social Media Lead



JOAO BAROSSO
HEAD OF ORGANIC GROWTH
Sr. Director of Organic Growth



KARST KORTEKAAS
HEAD OF ASIA
Agency Development Manager



ADVISORS



**JAN
GRØNBECH**
STARTUP
ADVISOR

Former Google Norway
Country Director & Founder



**RICHIE
GRAHAM**
HEAD OF GOOGLE
NORWAY, SALES

Former eCommerce
Director at ALDI



**KENNETH
HELLEM**
HEAD OF STARTUPS,
GOOGLE NO EUR.

Former Head of
Product at 29k



**EVEN
HEGGERNES**
CEO
NABOBIL

Former Country Director at
Airbnb Scandinavia & UK



**NILS JUELL /
STARTUPLAB**
COO
STARTUPLAB

Former Co-founder
& COO at TIDAL





WHAT WE ARE LOOKING FOR

We are looking a new board and/or advisory member who:

- Has been a through an international growth journey as a founder
 - Has experience with growing a two-sided platform
 - Has experience with raising capital from VCs

THANK YOU!

