Summit County Gear Library







12-02-20

Our Team



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CEO



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Social Challenge

Problem	Consequences
 Lack of inclusive outdoor recreation activities for families of color. 	 Isolation from outdoor activities.
 Lack of access to outdoor equipment. Lack of inclusivity on conservation awareness. 	 Decrease of engagement of families of color on outdoor activities.

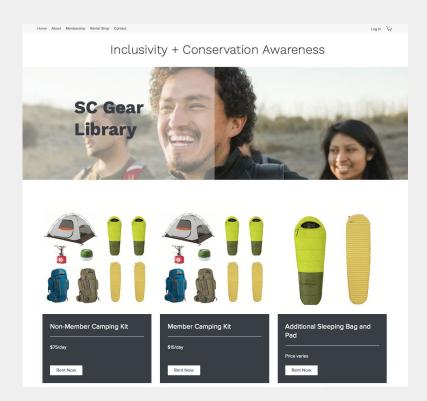
Solution: Social Venture

- To design workshops to foster
 conservation awareness.
- To loan pre-assembled outdoor gear kits.
- To provide resources about outdoor education.



A Mission For Change

SC Gear Library empowers families of color in Summit County by fostering conservation awareness through an inclusive service.

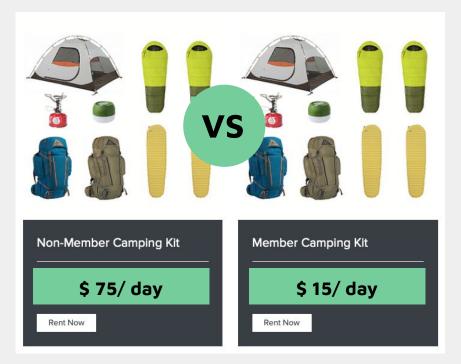


Business Model

Key Partnerships	Key Activities	Value Propo	sition	Customer Relationships	Customer Segments
*Colorado Mountain College	To increase the engagement of families of color on recreational activities.	To foster conservation awareness		Using established non-profits in Summit County.	
Outdoor Center Key Resources of co	of colo	color in Channels		Families of Color in Summit county.	
* Local Governments.	Creation of pre-assembled gear kits.	Summit County.		* Social media posts. * Flyers and newspapers. * Community Events.	county.
Cost Structure		Revenue Streams			
Initial Startup Costs: \$ \$12,414 Annual Costs (estimated): \$ 18,512		* Non-member kit Rental Fee: \$75 per kit. * Member Kit Rental Fee: \$15 per kit. * Annual Membership Fee: \$30 per family.			

Financial Plan

Initial Startup Costs	\$12,414
12 Camping Kits	\$8,024
Marketing	\$390
Fundraising Event	\$4000
Annual Operating Costs	\$18,512 (estimated)



Scale

Growth	Cost Leadership		
Strategy	Strategy		
Marketing	New member acquisition		
Challenge	and education.		
Networking	CMC and Breckenridge		
	Outdoor Center.		



Measuring Success

- Gain 60 memberships of people of color during the first year.
- Have an average of 24 rentals per month.
- Measuring conservation awareness with pre/post rental surveys.

1. How important is it for you to conserve the health of the White River National Forest?

Not at all important	Slightly important	Moderately important	Very important	Extremely important
•	•	•	9	•

2. How likely are you to go camping one more time during the current summer season?

Extremely Unlikely	Unlikely	Neither Likely Nor Unlikely	Likely	Extremely Likely
•	•	•	•	0

3. How willing are you to attend the Summit County annual clean-up day to help conserve the White River National Forest?

Not at all	Slightly	Moderately	Very	Extremely
•	•	•	•	•

Come invest with us!

- We want foster conservation awareness through an inclusive service.
- Our focus is families of color in Summit County.
- Our key resource is low-cost pre-assembled gear kits.
- Our startup budget is \$12,414
- Come and invest with us to help families of color enjoy the precious Summit County Landscapes!