

Summit County Gear Library



ARE YOU A FAMILY OF COLOR?

**RENT
CAMPING
GEAR KITS
FOR LESS
THAN \$20**

ONLY AT **SC GEAR LIBRARY**
107 DENISON PLACER ROAD, BRECKENRIDGE, CO 80424

12-02-20

Our Team



Javier Pineda

CEO



Lucia Jayne

Director of Marketing



Chelsea Blanchette

Director of Operations



Ugne Kaselis

Director of Finance

Social Challenge

Problem	Consequences
<ul style="list-style-type: none">● Lack of inclusive outdoor recreation activities for families of color.● Lack of access to outdoor equipment.● Lack of inclusivity on conservation awareness.	<ul style="list-style-type: none">● Isolation from outdoor activities.● 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.



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A Mission For Change

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

Home About Membership Rental Shop Contact Log In

Inclusivity + Conservation Awareness

SC Gear Library

Non-Member Camping Kit
\$75/day
Rent Now

Member Camping Kit
\$15/day
Rent Now


Additional Sleeping Bag and Pad
Price varies
Rent Now

Business Model

Key Partnerships	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<p>*Colorado Mountain College</p> <p>*Breckenridge Outdoor Center</p> <p>* Local Governments.</p>	<p>To increase the engagement of families of color on recreational activities.</p> <p>Key Resources</p> <p>Creation of pre-assembled gear kits.</p>	<p>To foster conservation awareness among families of color in Summit County.</p>	<p>Using established non-profits in Summit County.</p> <p>Channels</p> <ul style="list-style-type: none"> * Social media posts. * Flyers and newspapers. * Community Events. 	<p>Families of Color in Summit county.</p>
Cost Structure		Revenue Streams		
<p>Initial Startup Costs: \$ \$12,414</p> <p>Annual Costs (estimated): \$ 18,512</p>		<ul style="list-style-type: none"> * 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)



The image shows two sets of camping gear side-by-side, separated by a large green circle with the text "VS". Each set includes a tent, a sleeping bag, a sleeping pad, a backpack, a stove, and a pot. The non-member kit is on the left and the member kit is on the right.

Non-Member Camping Kit

\$ 75/ day

Rent Now

Member Camping Kit

\$ 15/ day

Rent Now

Scale

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

LATINOS EN LAS MONTAÑAS

QUIERES IR A ACAMPAR, PERO NO SABES COMO?








AYUDA GRATIS EN **SC GEAR LIBRARY**
📍 107 DENISON PLACER ROAD, BRECKENRIDGE, CO 80424






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
				

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
				

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!**