



PRESS KIT 2015

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INTRODUCING TENTRR

Tentrr is an online marketplace that makes it dirt simple for people to go camping. The company helps local landowners with extra space share their land and create remarkable experiences for a growing network of happy campers, serving anyone seeking to explore the great outdoors.



COMPANY FACTS

Founded

2015

Industry

Internet Marketplace

Employees

5

Website

<http://www.tentrr.com>

Twitter

@Tentrr

Instagram

@TentrrCo

Facebook

<facebook.com/tentrrco>

LinkedIn

<linkedin.com/companies/tentrr>

OUR TEAM

Founder & CEO

Michael D'Agostino

Director of Engineering

John Brooks

Lead Front-End Developer

Ghan Patel

Product Designer

Katie Dadarria

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CAMPERS: THIS LAND IS YOUR LAND

City dwellers strive to escape hectic daily lives and reconnect with nature, so Tentr eliminates the stress of planning and executing a camping trip.

Campsites are carefully scouted and designed to offer both privacy and access to local activities. The company provides a streamlined search, booking and payment system, comprehensive customer support for campers and landowners, and a new line of innovative camping equipment – which includes the tent.

CAMPKEEPERS: OUR BUSINESS IS YOUR BUSINESS

Tentr is committed to supporting local economies in rural areas. The platform helps local landowners – called Campkeepers – earn extra income by hosting campers in Tentr campsites. CampKeepers can also share their expertise by offering “Extra” activities ranging from cooking classes to kayaking tours for additional revenue. Tentr offers landowners peace of mind by providing insurance at no extra cost, ensuring good times all around.

CHECK THE BOX

Campsites are equipped with the Tentr CampBox: a sleek dry-storage box, table and food preparation station that comes packed with camping adventure essentials, including the tent.



FIND SPACE

Founder & CEO Michael D’Agostino was unable to find an available campsite during a busy summer weekend, so he and his wife Eloise settled on a pricier vacation rental instead. They were awestruck by the landscape around Martha’s Vineyard, but frustrated to see so many fences plastered with “No Trespassing” signs.

If only there was a way, Michael thought, to connect hospitable local landowners with nature-starved urbanites. Everyone could benefit by sharing the land.

The service didn’t exist. So Tentrr was born.

BLAZE TRAILS

Campers today don’t have alternatives to the public infrastructure, even though so many of our friends and neighbors are willing to show them the best of what their land has to offer. By providing the technology and equipment to make those connections quickly and directly, Tentrr is making camping effortless. It’s a simple, smart, tech-savvy and social outdoor discovery platform for people to unplug, reconnect with and enjoy the wilderness. It doesn’t matter if you’re a mountaineer or a burned out city slicker – Tentrr will care of you.

CAMPING IS A NATIONAL PASTIME

- 40 million Americans camped in 2014
- 25% of them live in New England and Mid-Atlantic states
- They spent 598 million nights outdoors
- 81% are planning 3+ trips next year
- Camping is second only to bicycling as the country’s favorite, most frequent outdoor activity

(SOURCE: The Outdoor Foundation: 2014 American Camper Report)

CAMPERS WANT PEACE & FREEDOM

Too often, they don’t get it.

- Park campsites are crowded, noisy, and often fully booked months in advance
- Yosemite has only 500 campsites to host 2+ million campers annually
- It take 10 minutes to sell out ALL June/ July Yellowstone campsite reservations
- Yellowstone campsites cost \$19, but they are “scalped” on Craigslist for \$120+

(SOURCE: NPR: Yosemite Cracks Down on Campsite Scalpers)

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