



The Reflection of A3 Venture **Safe2Summit** the Educational Community Platform from and for Alpine environments.

I am a mountain fan myself, I have always been sporty but started touring skiing and light mountaineering about 3.5 years ago. A privilege as I am living since 5.5 years close to the mountains. I am a member myself from a French and Swiss Alpine Club however apart from my direct contacts it is extremely difficult to find people in the same discipline, in the same level or better that are willing to guide you. It's even more difficult to gain confidence and become more autonomous, as there is no source that offers continued learning, practice, connection and reflection.

Most often the courses that are offered are only "in field" practical courses; offered by experienced mountain guides. These mountain guides often have the rule to take you in and out the mountains safely, but they do not have the order / need to teach you something. Mountain guides are (with all due respect), often not willing to make more people independent as this means less work for them, they also want to avoid as much digitalization and mobile devices, as this does not meet the philosophy of the outdoors.

Although I have pitched my idea already several times to mountain experts, and they have acknowledged the need or interest, I have not been able to move this "idea" further.

The venture is fake – and the content of my venture Pitch is based on a company Whympr, which was launched in 2018/2019; they offer a mountain app with GPS, SOS, and trail tracking to share stories with other members. They became successful in a short period of time among the mountain-fans and also have some great ambassadors supporting them. Despite that I believe in the success and growth potential from Whympr, it "annoys" me that there is no continuity in the use of it / unless you enjoy posting your trip and getting inspired by the trip of others. Their GPS features etc. are nothing really new. Hence I am truly missing the "learning" element – and the awareness of safety & risk. Also as with insurance policies, it is in their terms that a risky sport is only covered when one knows what to do and takes adequate actions.

The Limitations of my venture are:

- Creating this type of learning content, mainly with in field filming, is expensive. An average course of 4 hours could easily cost 15.000 euro,- Though there are of course

alternatives when you are not using filmed content. Like for example with the open water course from SSI, where text, animation and some video's above and under water are integrated.

- Getting the buying from Mountain experts. This is a typical "proud" audience, who are not very keen to share their hard and dedicated work with others.
- A challenge could be that with restrictions and mandatory certifications, the sport / the mountain fans will be totally against this.
- Sponsorships, and using branded material may upset or limit the possibilities of other brands – and by no means would I want learning content to be depending on brand guidelines and corporate regulations of potential partners.
- Claims: it is of course tricky and with the venture legal claims and regulations are very sensitive. Safe2Summit can by no means give any guarantee that people don't get accidents or that there will be less risks in the mountains when following the certification courses. However in the end it's about personal and group responsibility. Often only 1 person of the group knows what to do, however in a group each individual is as responsible.
- Financial plan and IRR. For Investors, I have to admit that I am not a financial expert, and I would not know if my amateur financial proposal for investors would make sense. Though when I created this I looked at similar proposals and thought the ROI success is based on the total profit prediction over 10 years. Of course there are many other ways how a venture can be funded and what I can offer to its investors. This also depends if Safe2Summit would offer crowdsourcing (often then there is an ROI in terms of gifts or benefits not always a profit)
- The growth estimation is somehow purely an estimation, not based on customer success and without any retention rates.

Yr1: 5200 (8500 own investment) (end yr1 - 1<sup>st</sup> round investment capital)

Yr2: 53000 (partnership 3 main Alpine Clubs)

Yr3: 750.000 (Investment own return & capital) (3 + 4 main Alpine Clubs) = First profit (IRR)

Yr5: Cap EU market with 2, 5 Milj paying members – Expansion USA + launch merchandise portal

Yr10: IRR +55%

Assignment delivery limitation:

- Visual, I regret to say that I am not an expert in building websites or design media-rich presentation material. I am more an organizer, a thinker, a business developer than a designer myself. With making this assignment I totally understand that the visual aspect hugely impacts the opinion of the investor or EVA,- I wish I could have made some example learning video's in the mountains (due to corona virus I am currently grounded in the Netherlands and could not go out and film).

Overall I really enjoyed this assignment – and somehow I still dream / believe this Safe2Summit could work, if I only had the right people to collaborate and believe in this too.