



URBAN RIVER
ADVENTURES

Urban River Adventures – [INVESTMENT OPPORTUNITY]]

WANDER OFTEN, WANDER ALWAYS.

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A Unique Experience



Our uniqueness comes from our capability to provide our customers an unforgettable experience on the North Saskatchewan River and to offer a range of value added services that cater to every individual need.

We provide a better alternative to current options by delivering a broad range of different glamping solutions for customers who want to go on an adventure or just relax in the wild.

Urban River Adventures has created a unique opportunity for guests with little or no camping experience to enjoy the incredible backcountry island environment with the comforts of glamping accommodation. This has been received very well by our guests. Backcountry camping requires a lot of knowledge, experience, and gear to make it enjoyable. We make it accessible to anyone by taking care of the logistics and providing the equipment. No one else is doing this. There are campsite and glamping options out there but nothing that offers an overnight, backcountry, island experience.

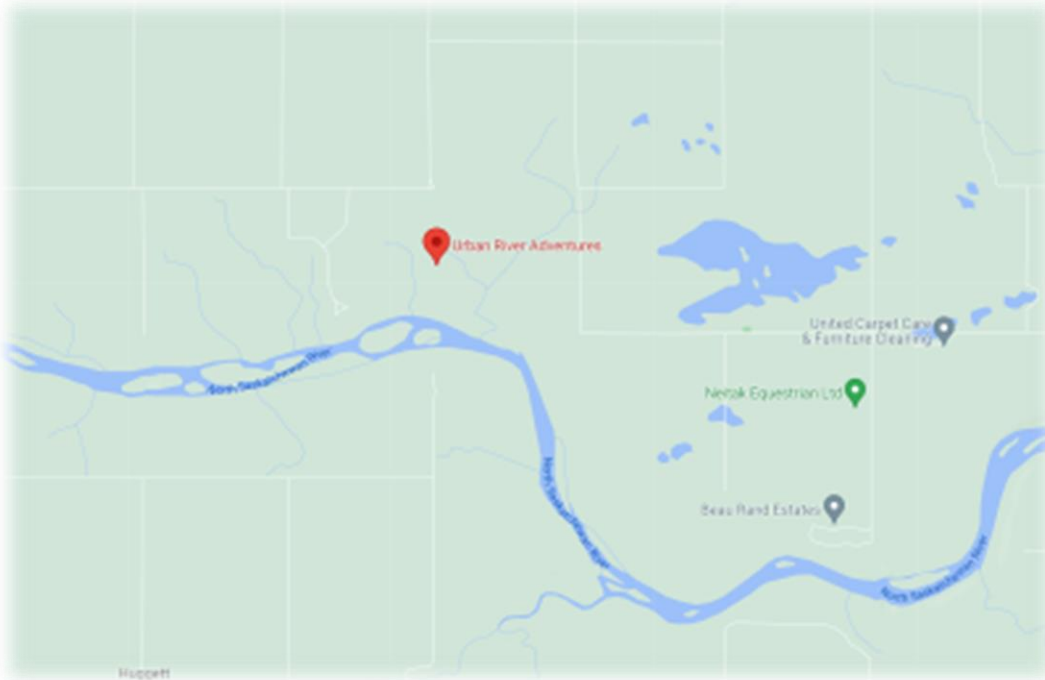
Our experiences include jetboat transportation, VIP campfire meals, indigenous/environmental education, glamping accommodation(queen/king beds, tables, chairs, bean bags) and all on a beautiful, remote island in the North Saskatchewan River. This experience is unique and offers a lot of adventure for one affordable price. Once this project is perfected there is opportunity to move into other markets.

“In all things of nature there is something of the marvelous.” -Aristotle-

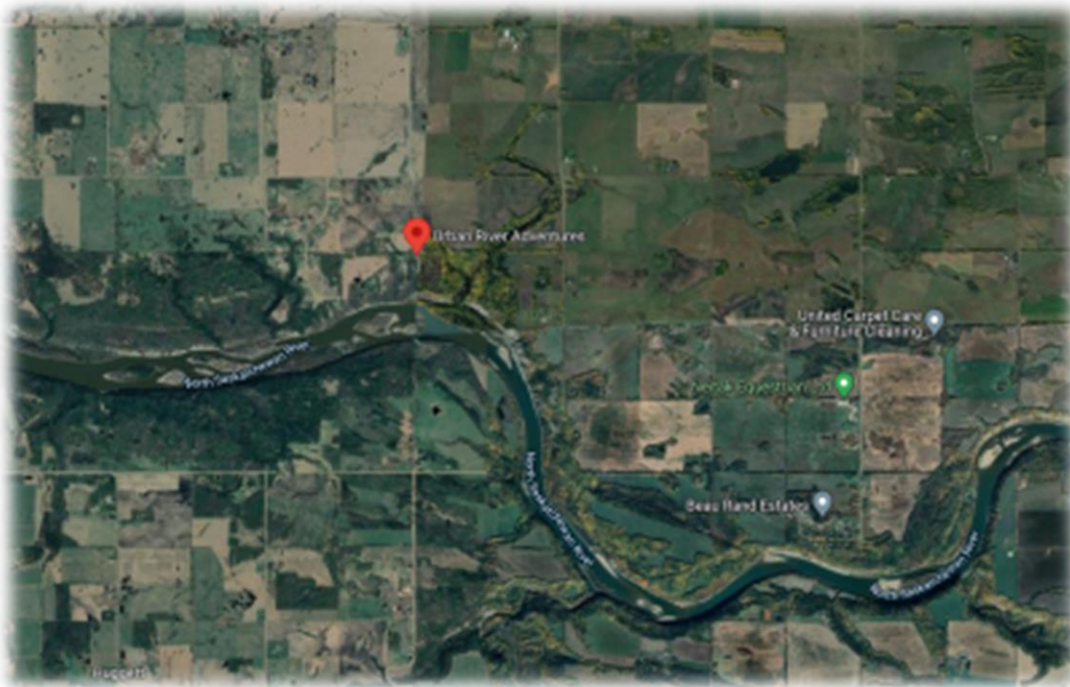


Location

GOOGLE MAP



SATELLITE VIEW



Tourism Market

The global adventure tourism market size reached a value of \$852.7 billion in 2021 and is expected to grow at a CAGR of 17.8% until 2026. A rising inclination of younger generations to search for mental and physical experiences and a comeback in tourism outside of cities are some of the factors anticipated to drive the market growth. This reveals a huge potential for companies with a unique offering to capture growing shares. +13.30% compounded annual growth until 2026.

\$852.7 B global adventure tourism market size \$1,626 B forecasted global adventure tourism market size within the next five years.

Timing

The travel and experiences industry are extremely distributed and leaves room to new players with a unique offering to conquer growing shares. It is extremely distributed and lacks strong incumbents with a focus on offering unforgettable and comprehensive experiences in a unique setting. This leaves room for companies capable to provide both adventure experiences and a place to relax, pause and cool down, to become a go-to solution for every customer in need.

Urban River Adventures aligns very well with Canada's current priorities. We are a great example of building tourism in Canada's communities. We took an underutilized resource (the North Saskatchewan River) and created a unique tourist experience that will draw guests locally and abroad. We are stimulating the local economy, creating jobs, supporting local businesses, and supporting indigenous culture/inclusivity.

Through this project, we will continue to work alongside the Federal Tourism Strategy and expand in ways that will develop tourism in other Canadian communities, continue to attract investment in tourism, and work hard to continue enabling Canadian tourism.

We have already been researching other potential Canadian communities to bring our unique offering. Fort Mac Murray, Saskatoon, Calgary, Comox, and Vancouver are all potential expansion areas in consideration. As we continue to grow, we will focus on Western Canadian regions that offer an underutilized natural attraction to be used to draw tourists. Our marketing strategy has taken people who have minimal experience with camping and appeal to them by offering a fully equipped accommodation for them to enjoy. We offer education on the gear and practices involved with camping sustainably while leaving a minimal footprint on the land. We will continue with this and add more for the experienced campers as we evolve.

“A person’s destination is never a place, but a new way of experiencing life.”



The Ask

\$250,000 FOR 25% OF PROFIT

Class I [Non-Voting Shares]

- Investment with no active participation from the investor

Class A [Voting Shares]

- Strategic Partnership
 - Investment with the investor wanting to actively participate in the project on a regular basis
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USE OF FUNDS

1. Accommodation Expansion

- 50% accommodation expansion – 4 more domes, sea can homes, and A frames.

2. Road Work

- We have created a new road and need to finish the road, so it is usable in all weather conditions.

3. Operations

- Additional staff will be required to lead the programming.
- We will increase our customer service by adding protocols, purchasing uniforms, and increase safety awareness.
- Operations will be improved by purchasing a communication system for the resort, assigning team members to revise operations protocols, training/educating staff, and increasing team engagement.
- Develop more indigenous partnerships, develop more relationships with local businesses, train/educate staff, upgrade the boat and purchase additional gear, supplies, furnishings, etc.
- As we evolve through 2022 and beyond, we are looking at new areas to continue to develop these eco-tourism experiences, stimulate the local economy, and support local businesses.

4. Legal & Engineering Fees

Investing in Urban River Adventures will allow for use of the resort for friends/family, being a part of the growth of a unique concept within Canada and helping to get our communities enjoying the outdoors and living an active lifestyle.



Profit & Loss Statement

Year	1	2	3	4	5
Revenues	\$428,800	\$777,000	\$1,105,750	\$1,718,250	\$2,123,250
Revenues from sales of glamping and adventures experiences	\$418,800	\$732,000	\$1,050,750	\$1,643,250	\$2,038,250
Revenues from sponsorships	\$10,000	\$45,000	\$55,000	\$75,000	\$85,000
COGS	\$121,000	\$132,500	\$175,000	\$247,500	\$302,500
Boat gas	\$20,000	\$20,000	\$20,000	\$20,000	\$25,000
Boat maintenance	\$1,000	\$2,500	\$5,000	\$2,500	\$2,500
Cost of food and meals	\$100,000	\$110,000	\$150,000	\$225,000	\$275,000
Gross margin	\$307,800	\$644,500	\$930,750	\$1,470,750	\$1,820,750
<i>Gross margin / Sales</i>	<i>71.78%</i>	<i>82.95%</i>	<i>84.17%</i>	<i>85.60%</i>	<i>85.75%</i>
Management salaries	\$110,000	\$125,000	\$125,000	\$130,000	\$145,000
Guides and drivers salaries	\$175,000	\$212,500	\$225,000	\$375,000	\$400,000
Professional fees	\$5,000	\$7,000	\$10,000	\$17,000	\$20,000
Cleaners	\$8,250	\$5,000	\$6,000	\$10,000	\$12,000
Land lease	\$0	\$0	\$0	\$50,000	\$50,000
Insurance	\$3,250	\$3,250	\$3,250	\$6,500	\$6,500
Bank charges & interest	\$8,000	\$20,000	\$20,000	\$15,000	\$15,000
Marketing	\$30,000	\$30,000	\$40,000	\$45,000	\$50,000
Equipment leasing	\$1,000	\$2,500	\$2,500	\$2,500	\$2,500
EBITDA	-\$32,700	\$239,250	\$499,000	\$819,750	\$1,119,750
<i>EBITDA / Sales</i>	<i>-7.63%</i>	<i>30.79%</i>	<i>45.13%</i>	<i>47.71%</i>	<i>52.74%</i>
Capital expenses	\$128,000	\$65,000	\$65,000	\$105,000	\$105,000
Boat purchasing	\$68,000	\$25,000	\$25,000	\$25,000	\$25,000
Equipment Purchase	\$60,000	\$40,000	\$40,000	\$80,000	\$80,000
Sales growth year on year	-%	81.20%	42.31%	55.39%	23.57%
Net Cash Flow for the Year	-\$160,700	\$174,250	\$434,000	\$714,750	\$1,014,750
Capital Investment	\$50,000				
Loan Advance / Financing	\$180,000	-\$25,000	-\$30,000	-\$30,000	-\$30,000
Open Cash for the year	\$0	\$69,300	\$268,550	\$722,550	\$1,457,300
Closing Cash for season and tax	\$69,300	\$218,550	\$672,550	\$1,407,300	\$2,442,050





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“Wilderness is not a luxury but a necessity of the human spirit.” -Edward Abbey-

