Holding my first rooster.

What will hunting look like for future generations?
An Ecological Crisis

Licenses Sold (Millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2011</th>
<th>2016</th>
<th>2021</th>
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<td>18</td>
<td>14</td>
<td>12</td>
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Trips Per Hunter/Year

<table>
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<tr>
<th>Year</th>
<th>2006</th>
<th>2011</th>
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<th>2021</th>
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<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
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</tbody>
</table>
It’s Complicated

Lack of time
Lack of access
Lack of a mentor
Perceptions
...
Urbanization
Cultural changes
Apathy
The Nerdiest Outdoor Company

The platform for local, current info on where to go, what to do, and how to do it.
Access + Local Info + Mentoring
Powderhook PRO
A Business Model Innovation
Getting Started in Iowa

You're invited to join the Iowa DNR Digital Mentoring program.

- Directly connect with customers in your area
- The more you post, the more advertising you earn
- Drive traffic to your events, products, or stores
- Create engaging content for your audience

The Outdoor Helpdesk
Ask questions • Get answers

Let's Go Hunting

Take it Outside
It’s Working!

- Digital Mentors: 900
- Paying Customers: 38
- Paying: $325/month
- Q/A: 25,758
- App Users: 23,500
- Registered Users: 125,000
Time to Engage the Orange Army

“No one has done more to help angling and hunting in the last year than Powderhook.”

Andrew McKean, Editor-in-Chief
Outdoor Life - 2016

Use Our Products
(Businesses)

Become a Mentor
(Individuals)

Tell a Friend
(All)
Does it Scale?

Three-year goals
1,000,000 Active Users
25,000 Digital Mentors
4,000 Brands

Five-year goals
5,000,000 Active Users
100,000 Digital Mentors
12,000 Brands
Become an Iowa Digital Mentor

CLICK HERE TO SIGN UP

You're invited to join the Iowa DNR Digital Mentoring program.

- Directly connect with customers in your area
- The more you post, the more advertising you earn
- Drive traffic to your events, products, or store
- Create and promote giveaways