

The image features a soft-focus background of a field with tall grass and some autumn-colored leaves. On the left side, a portion of a wooden fence is visible. The word "Powderhook" is written in a white, elegant script font, positioned in the upper right area of the image.

Powderhook



Powderhook



**Holding my first
rooster.**

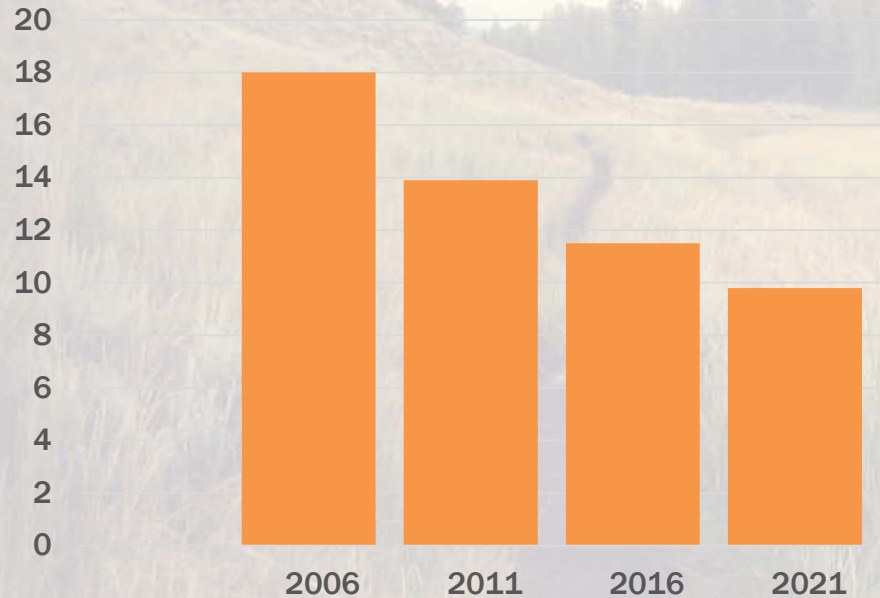
**What will hunting
look like for
future
generations?**

Powderhook

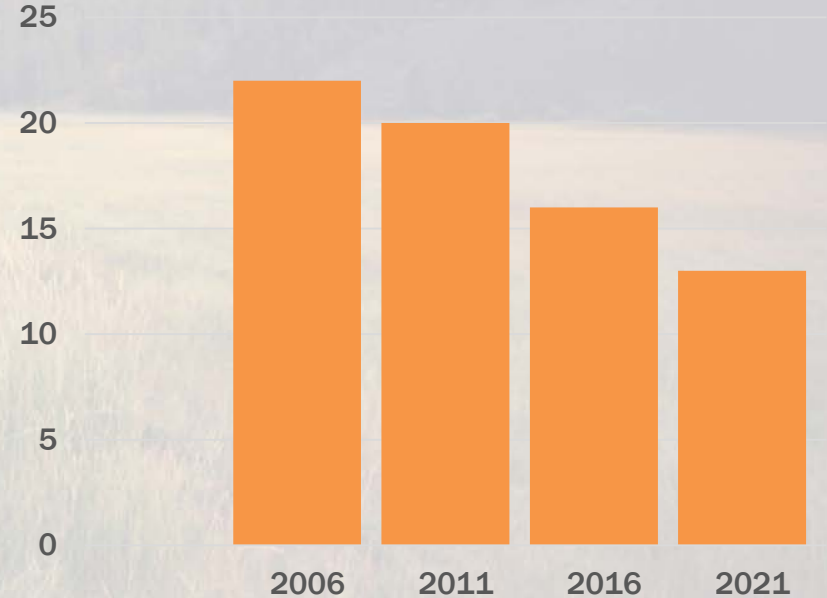


An Ecological Crisis

Licenses Sold (Millions)



Trips Per Hunter/Year





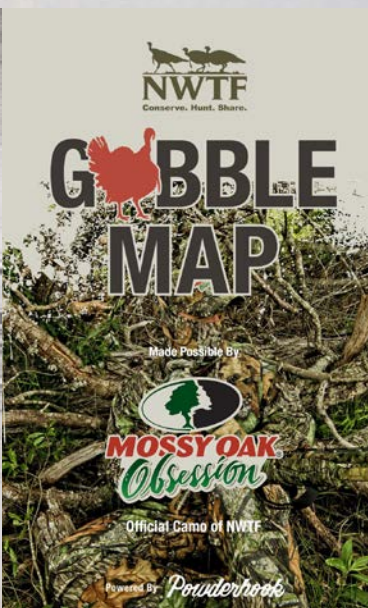
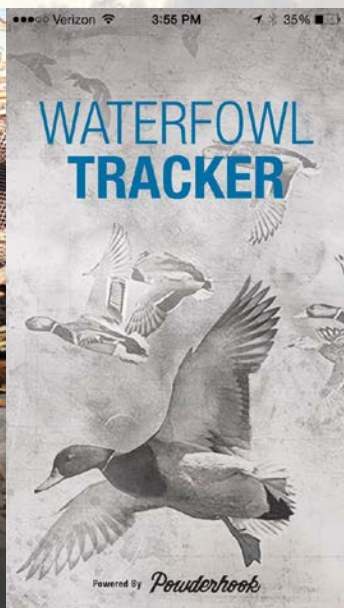
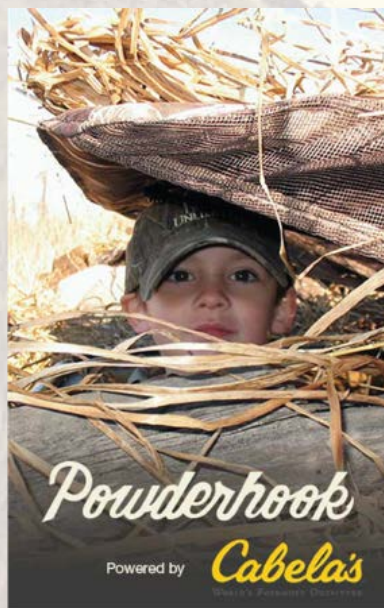
It's Complicated



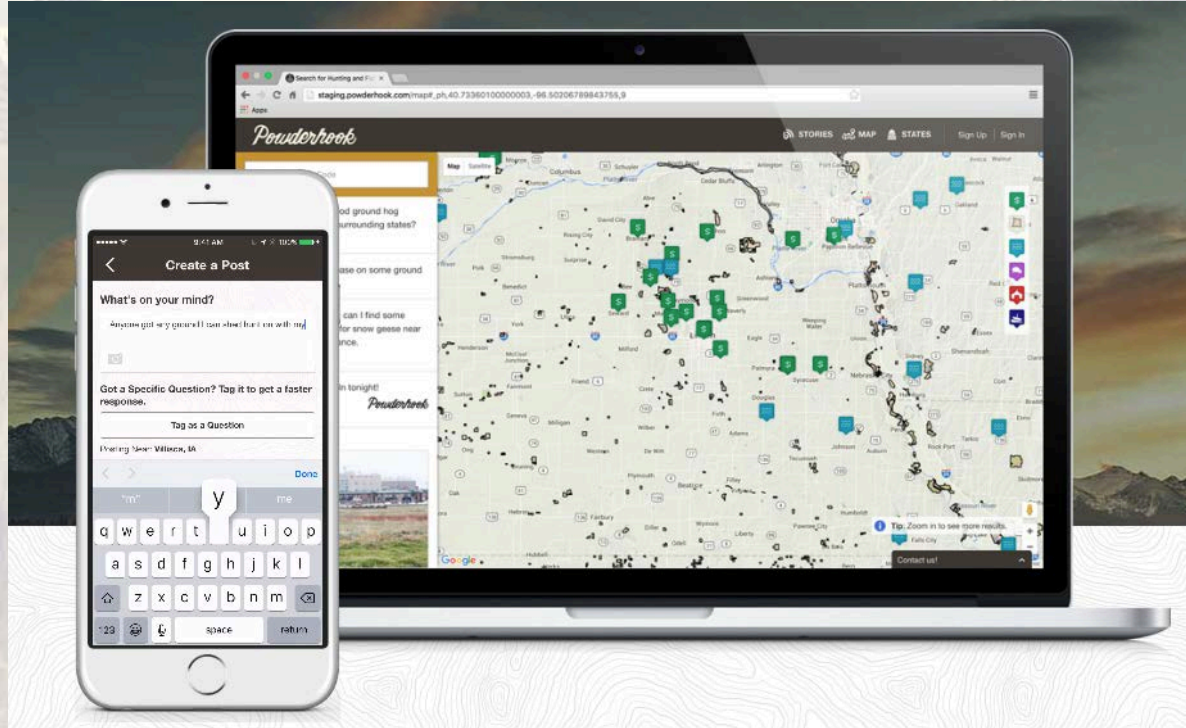
Lack of time
Lack of access
Lack of a mentor
Perceptions
--
Urbanization
Cultural changes
Apathy

The Nerdiest Outdoor Company

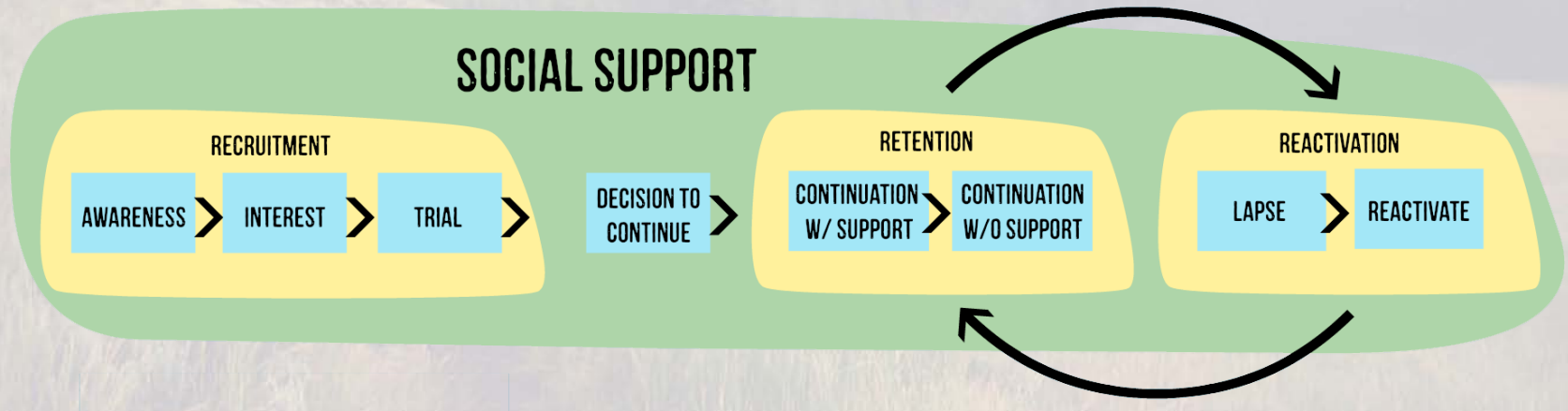
The platform for local, current info on where to go,
what to do, and how to do it.



Access + Local Info + Mentoring



ORAM – Social Support





MARKETING TOOLS

- Stats
- Insider
- Contests
- Incentives

DISTRIBUTION

- Events
- Content

AUTOMATION

- Social
- Data & Feeds




Powderhook PRO

A Business Model Innovation

PRO IS USED BY TOP BRANDS

Getting Started in Iowa

Powderhook POWDERHOOK PRO CALENDAR STORIES STATES MAP Sign Up Sign In



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 your own profile

ALREADY HAVE A POWDERHOOK ACCOUNT?

OR

First Name

Last Name

Email

Password

Confirm Password

THE OUTDOOR HELPDESK
ASK QUESTIONS • GET ANSWERS

LET'S GO 

HUNTING

THE OUTDOOR HELPDESK
ASK QUESTIONS • GET ANSWERS

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](#)



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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