



Catch Of A Lifetime[®]

Dating for the Outdoor Enthusiast



Problem



Professionals often have a difficult time finding a suitable dating Partner in today's busy world, especially those who spend much of their free time enjoying sports & the great outdoors.

These professionals are seeking a safe social platform to meet & connect with other ambitious individuals who understand the constraints of their busy life, but still find time to enjoy attending Ballgames, hitting the slopes or wetting a line.

We have the solution...

Solution

What is Catch of a Lifetime®?

Focused on bringing adventure-seeking men & women together through their love of nature, travel, and outdoor recreation.

Whether they are a veteran of the outdoors or looking to get started, Catch of a Lifetime® is the place to find their next adventure.



Connect and Explore the Great Outdoors

Catch of a Lifetime® will create a hub for outdoor enthusiasts to connect, but it also establishes the standard for entertainment dating with a companion TV show of the same name, Bachelor meets Survivor. We anticipate branding with major studios.



Digital Dating in 2022

- Bumble IPO earned more than closed trading with a market cap of approximately \$7.7 billion.
- Dating App Revenue Reached \$5.6 Billion in 2021.
- That's a 46.9% increase from 2020.
- 323 Million dating app users globally.
- Tinder generated \$1.65 Billion in revenue during 2021.
- Dating apps with subscription offers made more than double the average annual revenue per user compared to those that only offered one-off in-app purchases for credits.

Market Size



Nearly 3/5 of people

turned from “indoor people” to “outdoor people” during the recent pandemic.

Source: OnePoll US Research



20% of Outdoor Enthusiasts

were new to outdoor recreation and adventure in 2020, participation continues to grow.

Source: Land Journal

Start a New Adventure With Catch of a Lifetime®

US Market

- 30M licensed Anglers
- 45M Birdwatchers
- 15M licensed Hunters
- 18M Kayakers
- 40 million Campers

And millions more adventure sport enthusiasts.

-Source: US Fish &. Game, National Parks Service



Multiple Streams of Revenue

- Subscription Memberships
- Original Content
- Advertising & Sponsorship Revenue
- Strategic Brand Partnerships
- Affiliate and Affinity Revenue
- Crypto and NFT
- Show and Platform Merchandise

Proforma



Subscription Revenue (\$10/mo)

Year 1 - 100,000 subscriptions, \$12 million revenue

Year 2 - 500,000 subscriptions, \$60 million

Year 3 - 1 million subscriptions, \$120 million

Original Content & NFT Revenue

Year 1 - \$1.5 million

Year 2 - \$5 million

Year 3 - \$10 million

Data: Sponsored content, Affiliate Sales

1.5% of all sales generated from Bass Pro Shops Affiliate Program

Year 1 - \$100,000

Year 2 - \$500,000

Year 3 - \$1 million

Database Value (aprox. \$10/user/year)

1.5% of all sales generated from Bass Pro Shops Affiliate Program

Year 1 - \$1 Million

Year 2 - \$5 Million

Year 3 - \$10 Million

Growth Strategy



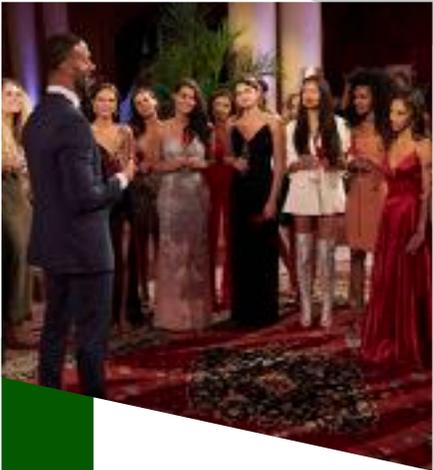
Paid Ads

Paid ads will focus on display advertising within other applications and websites, as well paid ads through social media, YouTube, and Adwords.



Strategic Partnerships

Catch of a Lifetime® has partnered with seasoned professionals in the dating and matchmaking industry to help us develop our app.



Original Content

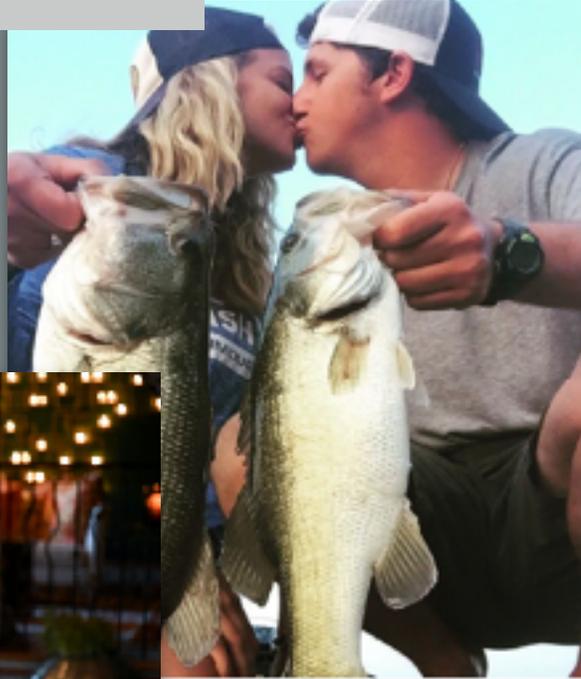
“Bachelor meets Survivor” Reality show, coupled with other custom content around outdoor events on our video streaming content platform.



Celebrity Network

Many high profile celebrities have expressed interest in participating in various aspects of the app and content platform.

Original Content



The PREMIER Social Media Platform for dating, activities, friends and business networking features Exclusive Content featuring Celebrity Hosts and Guests.

THE BACHELOR Meets SURVIVOR

Original Content Reality-Game Show Series in beautiful outdoor locations drives subscribers to the app with the chance to be ON THE SHOW with their favorite celebrities, competing in fun outdoor activities for the CATCH OF A LIFETIME Experience. Platform Subscribers have exclusive access to UNIQUE CELEBRITY EVENTS.

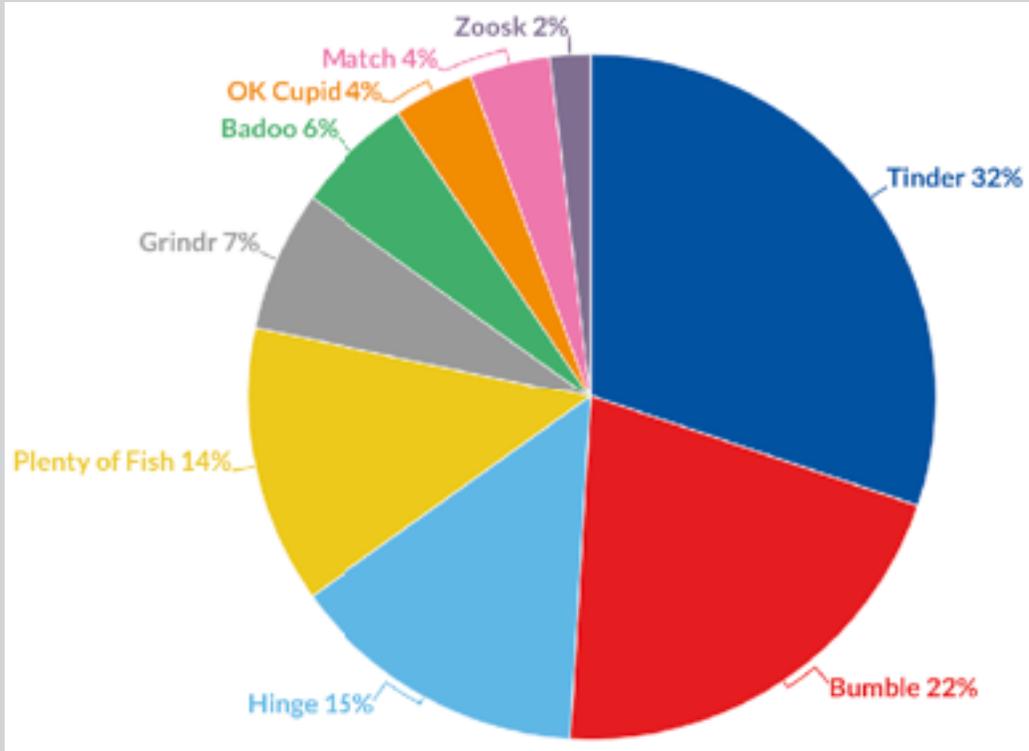
Multiple Revenue Streams via subscribers, e-commerce, online and in person events, live event & content streaming, strategic brand partnerships, advertising, branded merchandise and branded non-fungible tokens (NFTs)

Future Brand & Strategic Acquisition/Partnership with Studios targeting CBS, ABC, NBC, Netflix, Amazon, Discovery.



Competition

There are hundreds of dating apps on the market, however there are none that cater to the outdoor enthusiast in the United States. There are a handful of dating sites geared toward the outdoors, however they seem to be limited to a website and are typically of low quality.



Competitive Advantage



1st to Market

There are currently no other true mobile apps available to outdoor enthusiasts. Catch of a Lifetime® fills the. Gap.

New Member Incentives

To increase sign-ups we will implement incentives to join, E.G. discounted. Memberships, discounts for inviting others, etc.

Built-in Content Platform

Catch of a Lifetime's Original content is Unique and marketable focusing on a niche market. keeping us top of mind for our users.

Turnkey Model

Catch's niche model can be replicated into other markets, hobbies, or specific lifestyles.



Let's Get in Touch



Email

elevenllcconsulting@gmail.com



Phone

(310)-961-7020

THANK YOU

