



peakquest Sell Sheet



**Headline:** Hiking challenge and adventure scratch off cards and maps; Original and unique artwork and designs; Printed in the USA; Growth potential.

**Tagline:** An established e-commerce business with over 50 retail locations including REI stores in the Northeast (currently 12 locations and 2 more pending) and multiple online sales channels including Amazon Handmade, Etsy, and Faire.

**Business Location:** Currently operated out of Saranac Lake, but this business can be run from any physical location.

**Business Description:** Peakquest began as a one product, problem solution company. We were two adventure buddies, hiking in multiple regions and states, trying to keep track of our progress in multiple hiking challenges. We were logging our hikes in journals and notebooks, but it was not efficient or fun, and so the peakquest hiking challenge scratch off was born!

Our first scratch off was for the ADK 46 High Peaks, and it was an instant success. By the end of our first year, we had designed the ADK Fire Tower scratch off and were working on the New Hampshire 48. We now have approx. 24 products which span the nation, including a scratch off for the Colorado 14ers, America's National Parks, and America's High Pointers, as well as ADK notecards and branded neck gaiters.

**Web domains for peakquest:** [peakquest.org](http://peakquest.org) and [peakquest.com](http://peakquest.com)

Peakquest also includes the peakquest owned and trademarked Tri-Lakes TRIFECTA hiking challenge, which operates under its own web domain: [trilakestrifecta.com](http://trilakestrifecta.com). The Tri-Lakes TRIFECTA hiking challenge is nearing 500 finishers, and generates revenue from both the scratch off card and the finishers who register for a patch.



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### **Key Financials:**

- **Asking Price: \$150,000**
- **Revenue: Started in mid-2019 with \$44,988; grew to \$121,479 in 2020; peaked in 2021 as a bounce back year from Covid at \$154,613; 2022 was \$113,348; 2023 was \$88,475.**
- **Cash Flow: approx. \$41,500**
- **Furniture, Fixtures & Equipment: Shelving units (2) and thermal label printers (3), valued at approx. \$500 and included in price.**
- **Inventory: valued at approx. \$28,000 to \$30,000 depending on time of year, and included in price.**

**Employee Information:** Currently a 50/50 business partnership with no additional employees.

**Facilities:** E-commerce only, no rented commercial or storage facilities; home office storage space necessary.

**Competition:** None.

**Growth & Expansion Opportunities:** Peakquest has the potential to grow in countless directions, within the Hiking and Adventure markets, but also beyond. The Adirondacks are rich with outdoor adventure opportunities that can be featured on a peakquest scratch off card or map. Between 7 and 10 million people visit the Adirondack Park each year, and most of those visitors are nature lovers who are hikers, paddlers, waterfall-seekers, bikers, skiers, forest bathers, and more! The potential ideas for peakquest scratch off projects would be endless.

**Post-Sale Support:** Current business owners can be available by phone and email for a limited number of hours per week for the first six months with paid support; assistance with artwork on new projects can be made available with paid support.



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**Area Information:** The Tri-Lakes region is a beautiful and wonderful place to live and work. We are fortunate to be able to operate peakquest from our respective homes, and then walk out our doors to ride the rail trail, go hiking, paddling, snowshoeing, or skiing. It is all here in our backyards, along with thriving retail locations and great people to work with.

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