

## Elevator Pitch

Lake is the online vacation platform for lake houses, cabins and luxury villas by the lake.

## Problem

Guests lack an easy way to rent a cottage or cabin to create unforgettable memories with no single view of all available rental homes in rural markets and no leverage to negotiate prices. Hosts leave vacation homes unoccupied 350 days per year when they could be earning money.

## Solution

Lake is the first site of its kind website for lakefront vacation rentals, followed by boat rentals and bookings for tours led by local guides. It's like Airbnb, but for lake houses, cabins and waterfront villas.

## Competitive Advantage

The domain name is a valuable asset and has positioned Lake as the premier destination online. Secured social media profiles @lake allow for a consistent lake-by-lake GTM through search and social channels.

## Predictable Revenue Model

The buyer side (guests) pay a 3% processing fee. On the seller side of the marketplace (hosts) pay a 5% platform fee and can upgrade to the Premium membership for \$499 annually for unlimited listings and featured listings at \$29 for 30 days.

### Market Opportunity

# \$40B

Total Addressable Market

# 3x 3x 2x 2x

Annual Growth Projections

### Key Drivers

# 18,500

Listings in the First 12 Months

# 29,500

Bookings in the First 12 Months

# \$165

Average Daily Rate (ADR)

Average Stay is 2 days



**David Ciccarelli**  
Co-founder & CEO  
Prev. CEO, Voices.com

- 20 year entrepreneur
- Product visionary
- Generated \$200M sales
- Raised +\$27M in capital
- Board member of Voices
- Harvard graduate



**Stephanie Ciccarelli**  
Co-founder & CMO  
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- 20 year entrepreneur
- Marketer, community builder
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- 3x PROFIT Magazine W100 list
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# Your Premier Lakeside Vacation Destination

Elevate Your Hosting Experience and Invite Guests to Book Their Dream Getaway

Introduction for Hosts | 2024

## At a Glance

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4. Listing Your Property
5. Setting Your Price
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7. Communicating with Guests
8. Dealing with Complaints
9. Acquiring 5-Star Ratings
10. Getting Help, Anytime

