

ACTIVATOR

OUTDOOR RECREATION
GROWTH ACCELERATOR



ADVENTURE PITCH

NEW MEXICO OUTDOOR RECREATION DIVISION

ERDPC Meeting, August 22, 2024

Jeff Bargiel

Sr. Director of Entrepreneurship

CNM Ingenuity



NEW MEXICO
OUTDOOR RECREATION DIVISION



Outdoor Recreation Growth Accelerator

- **Outdoor Recreation**
 - Directly delivering outdoor recreation, products or services for outdoor recreation, or channel partners in outdoor recreation.
- **Growth:**
 - Customers, Revenue, Jobs, Succession
- **Accelerator**
 - 14 Week Cohort
 - Tailored Guidance & Networking



ADVENTURE PITCH
NEW MEXICO OUTDOOR RECREATION DIVISION

Pitch Competition

- Outdoor Recreation, Environment, Health & Wellness
- 5 Minute Pitch, Live on Stage
- 2024 at the Outdoor Economics Conference

OUTDOOR RECREATION'S VALUE TO NEW MEXICO

- 1 of 9 of NM's target industries
- 47.4% public land
- 15 National Parks & Monuments
- 5 National Forests
- 34 State Parks
- 26 Wilderness Areas
- \$2.4B of NM GDP*
- 1.9% of NM GDP*
- 28,000 Jobs*
- 3.2% of NM Jobs*
- 7% Job Growth*



2024 First of Three Annual Cohorts

“

WHY COMPANIES JOIN

I am taking over a 40-year-old business that has placed itself as a stalwart in the rafting industry and associated community. The company has a robust prototyping department which has helped the business expand to the aerospace, medical, and industrial sectors with custom-made products and is seeing growth in these sectors.

Our founder is retiring and I would like to prepare myself for stepping into this position. What I hope to get out of ActivatOR is to gain the skills necessary to solidify foundational elements of our day-to-day operations, continue the **growth** we have seen, **foster employees** to step into leadership positions, and continue our diversification push to reduce the **seasonality** while increasing the resistance of the company to economic and geopolitical forces.

-Toby Garcia, Jack's Plastic Welding, Aztec, NM



ACCELERATOR NEED & SOLUTION

Industry-specific Challenges

Distance to Customers, Investors, Retailers, Manufacturers, Networks

Seasonality

Fast Innovation

Specialized Customer Preferences

Regulatory, Environmental & Land-use Knowledge

Tailored Guidance & Networking

Workshops & One-on-One Mentorship from Nationally Successful OR Entrepreneurs & Experts

Peer-to-Peer Guidance

HOW ACTIVATOR WORKS



Trailhead Workshops

Open to Public
Lean Startup Methods
3 Weeks

Accelerator

Closed to Cohort
Workshops
1:1 Mentorship
Peer-to-Peer Guidance
10 Weeks

Showcase

Booths at NM Outdoor
Economics Conference
1 Week

ACTIVATOR COHORT 2024

R = Rural
18 from 36 applicants



Enchanted Mountain Guides



Dulce Base Tipi **R**



Heritage Inspirations **R**



Southwest Composite Works



Mobile Bike Works



Simply Savage Solutions



Morrison Outdoors



Bluebird Mountain Sports



NM2050



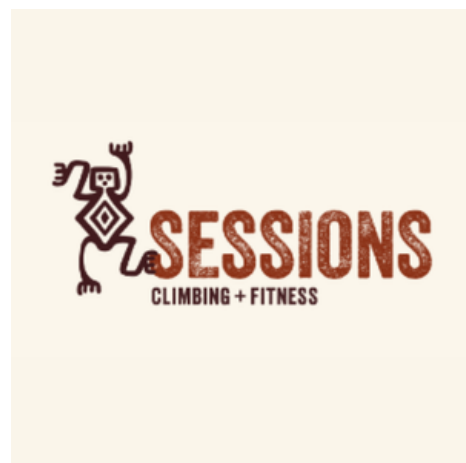
Jack's Plastic Welding **R**



ORC Tech **R**



Tactical Application Vehicle



Sessions Climbing



Taos Fly Shop **R**



New Mexico Pack Burros **R**



Adaptive Sports Program



Pendaries Village & Gold Resort **R**



The Wilderness Institute **R**



ADVENTURE PITCH

NEW MEXICO OUTDOOR RECREATION DIVISION

2024 Third Annual



Outdoor
Economics
CONFERENCE

Outdoor
Economics
CONFERENCE

TRU**fit**
TruFit- Adaptive
Fitness
Building a
COMMUNITY
focused on
improving the
health and wellness
of people with
disabilities.

TRU**fit**
TruFit- Adaptive
Fitness
Building a
COMMUNITY
focused on
improving the
health and wellness
of people with
disabilities.

PAST WINNERS

2022



Adaptive Wellness Solutions

2023



Custom Reservation Systems



ADVENTURE PITCH

NEW MEXICO OUTDOOR RECREATION DIVISION

APPLICATIONS ARE OPEN NOW!

APPLICATIONS CLOSE AUG 23 AT 11:59PM

SUCCESS FOR ACTIVATOR & ADVENTURE PITCH

- **Measuring Impact:** Metrics surveys at 0, 6, 12, 24 months
- **Building Year-over-Year:** 3 Year Contract
 - Provides certainty
 - Advance planning
 - Continued momentum
 - Building awareness
 - Applicants - more and higher quality
 - Speakers, mentors, judges, sponsors

THANK YOU!

Jeff Bargiel
Sr. Director of Entrepreneurship
CNM Ingenuity

ACTIVATOR

OUTDOOR RECREATION
GROWTH ACCELERATOR



ADVENTURE PITCH
NEW MEXICO OUTDOOR RECREATION DIVISION



ActivateNM
powered by CNM Ingenuity



NEW MEXICO
OUTDOOR RECREATION DIVISION

ADDITIONAL REFERENCE SLIDES

ACTIVATOR ELIGIBILITY CRITERIA

- For-profit or non-profit business
- Small business (from 0 to 50 employees)
- Headquartered or adding jobs in New Mexico.
- Seeking growth: customers, revenue, jobs, succession
- Business model with revenue from outdoor recreation
- Any stage.
 - Developing an idea
 - Startup
 - Owner seeking a succession plan
 - Prospective entrepreneur seeking to buy or takeover a business
 - Established enterprises

ADVENTURE PITCH ELIGIBILITY CRITERIA

- For-profit companies
- Core offering that touches outdoor recreation, the environment, or health and wellness
- Headquartered in New Mexico
- High-growth potential
- Less than \$500,000 in revenue during the period of July 1, 2023-June 30,2024



ACCELERATOR

Week 4: July 15th Seminar 1:

- State of the OR Industry

Week 5: July 23rd Open Office Hours with Seminar Expert

July 24th Peer Mentoring Session

Week 6: August 1 Seminar 2:

- Navigating the NM Business Landscape

Week 7: Expert Mentoring Session 1

Week 8: August 14th Seminar 3:

- Two Case Studies from the Gear and Apparel Sectors

Week 9: Expert Mentoring Session 2: Growth

Week 10: August 27th Seminar 4:

- Managing for Growth

TIMELINE



PITCH PREP

Week 11: September 3rd Seminar 5:

- Perfecting the Pitch

Week 12: Expert Mentoring Session 3

Week 13: Peer Mentoring Session 2

Week 14: Outdoor Economics Conference**



****ActivatOR Participants will receive a free ticket to the NM Outdoor Economics Conference if they attend at least 10 of the 13 workshops or mentorship sessions**

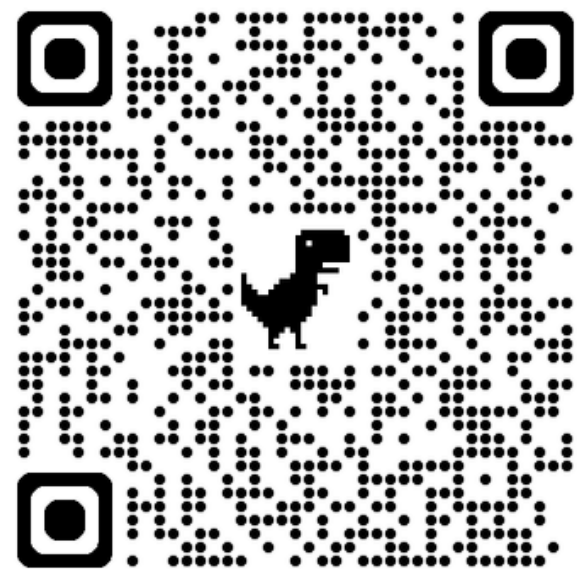
MENTORSHIP WEEKS: 5 7 9 12 13

**MANDATORY PEER & EXPERT MENTORING SESSIONS &
OPTIONAL SPEAKER OFFICE HOURS**

****ActivatOR Participants will receive a free ticket to the NM Outdoor Economics Conference if they attend at least 10 of the 13 workshops or mentorship sessions**

SPRINT **2** LEAN CANVAS 101

June 27, 2024 11:30AM Virtual via Zoom



Jeff Bargiel
Program Director
CNM In^genuity, Inc.



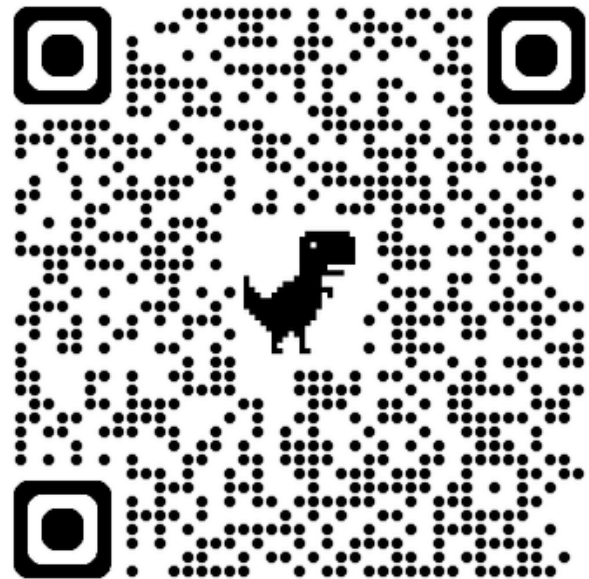
Axie Navas



Lindsay Humphries

SPRINT **3** CUSTOMER DISCOVERY

July 11, 2024 11:30AM Virtual via Zoom



Jeff Bargiel
Program Director
CNM In^genuity, Inc.

Moderators



Axie Navas



Lindsay Humphries

**4 STATE OF THE OUTDOOR RECREATION INDUSTRY:
MAJOR U.S. TRENDS, PLUS INDUSTRIES & COMPANIES TO WATCH**

Week 4: July 15th at 1:30-2:30 PM – Virtual



Chris Perkins
VP of Programs
Outdoor Recreation Roundtable

Moderators



Axie Navas



Lindsay Humphries

6 NAVIGATING THE NEW MEXICO OUTDOOR BUSINESS LANDSCAPE: THE SUPPORT SYSTEMS THE STATE PROVIDES TO OUTDOOR REC BUSINESSES

Week 6: August 1st at 1:30-2:30 PM – Virtual



Karina Armijo
Director

NM Outdoor Recreation Division



Max Gruner
Director

Albuquerque Economic Development

Moderators



Axie Navas



Lindsay Humphries

8 OUTSIDE SUCCESS STORIES:

TWO CASE STUDIES FROM THE GEAR AND APPAREL SECTORS

Week 8: August 14 at 10:00-11:00 AM MT- Virtual



Cassie Abel
Founder and CEO
Wild Rye Bike Apparel | B Corp:



Annelise Loevlie
CEO
Icelantic Skis:



Moderators

Axie Navas



Lindsay Humphries

10 MANAGING FOR GROWTH:

HOW TO PLAN FOR A SUSTAINABLE FUTURE

Week 10 : August 27th at 1:30-2:30PM – Virtual



Ben Strozier
Associate Fund Manager
Ingenuity Venture Fund



Cary Tatro
Bicycle, Eyewear, Action Sports
Industry Leader



Axie Navas



Lindsay Humphries

Moderators

11 PERFECTING THE PITCH:

STORYTELLING AND MARKETING FOR THE OUTDOOR WORLD

Week 11: September 4th at 2:00-3:00PM MT:



Ben Strozier
Associate Fund Manager
Ingenuity Venture Fund



Katie DeLorenzo
Western Field Director
Backcountry Hunters and Anglers



Luis Benitez
Chief Impact Officer
Trust for Public Lands



Axie Navas



Lindsay Humphries

Moderators

14 **OUTDOOR ECONOMICS CONFERENCE (IN-PERSON):**

 **Adventure Pitch**

**Week 14: September 4th at 2:00-3:30PM MT
Las Cruces**

ActivatOR Participants will receive a free ticket to the NM Outdoor Economics Conference if they attend at least 10 of the 13 workshops or mentorship sessions

PEER MENTORING SESSIONS

You will have 10 minutes to share a challenge or question your business has been grappling with. As a mini support cohort, we'll discuss it with your peers and lead mentor facilitators.

PEER MENTORING SESSIONS FORMAT

2:00 PM - 2:15 PM Overview, Introductions and Poll

2:15 PM - 3:00 PM Breakout Rooms

**10 minutes Company Share Out
w/5 minute Support Discussion x3**

Please be respectful of everyone's time to ensure everyone gets a chance to share.