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The Growing Market

- 450 music festivals across the UK.
- Major Music festival attendance

Festival	Attendance per day
Glastonbury	135,000
T in the Park	85,000
Reading/ Leeds	75,000
Download	37,000
Boomtown	20,000

- Data from 2015 festivals indicates that over 80% of festival goers choose to camp.
- Taking 80% sleeping in tented accommodation of just these major festivals represents 281,600 people.

The Market

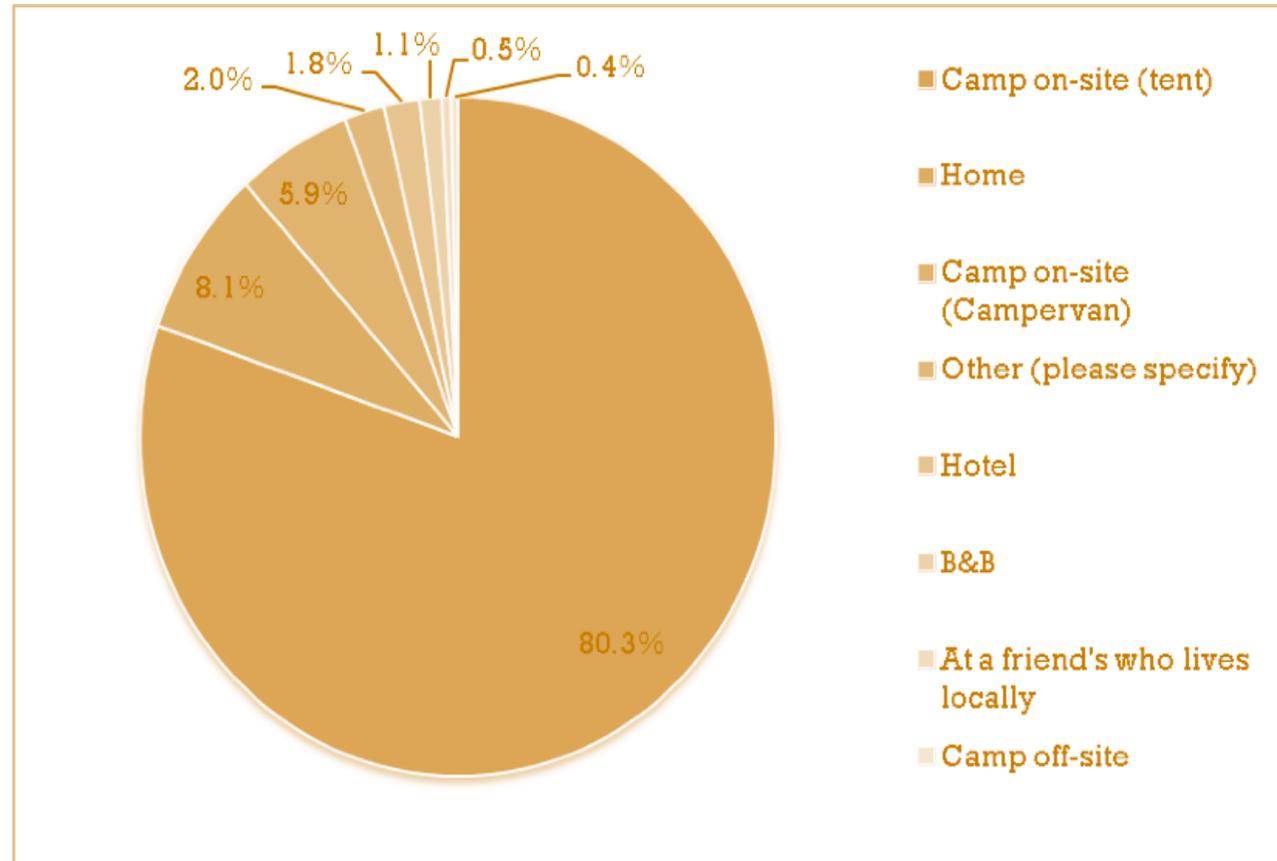
Age Range	Attendance Percentage
18-25	32%
30 years up	48%
40 years up	20%

- The average festival attendee age is 33.

The demand and expectations for modern day quality accommodation and greater standards is rising!

The Accommodation Types

- Major Music festival attendance (Survey by “festival Awards”) :
- 4.0% choose VIP camping/ glamping
- 6.4% camper Van
- 9.4% off site and hotel



An Ethical Principle

- Glastonbury festival- over 30,000 tents and 180,000 tent pegs were left behind
- Clean up cost was 800,000 pounds.
- 7-11% of festival attendees leave their tent behind according to the AIF (Association Independent Festivals).



The Business

- Provide accommodation and equipment rental/ hire service within the UK event and festival market.
- TentUp assembles and rents accommodation in tented villages in association with event companies and festival organisers.
- Provide festival goers with a hassle free experience with more quality “glamping” accommodation.
- Reduce waste and raise green environmental perspectives.
- We have a very profitable business model. Our rental charge exceeds purchase costs.

Mission and Vision Statement

Mission Statement

To be the leading UK provider of Temporary tented accommodation for major music festivals and events.

Vision Statement

To provide accommodation and operate at every major festival event within Europe.

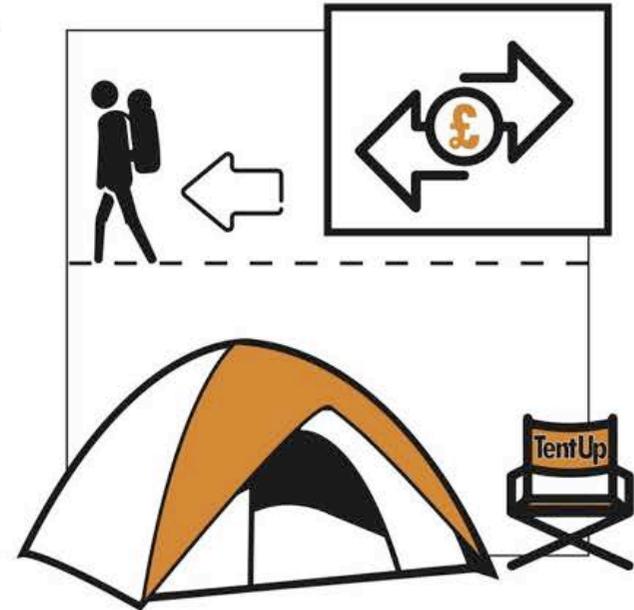
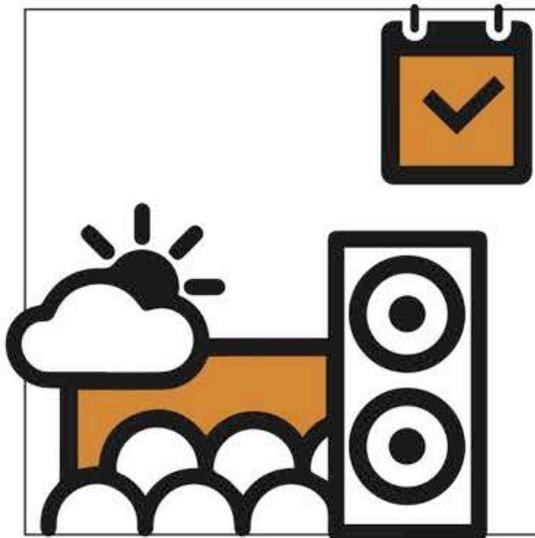
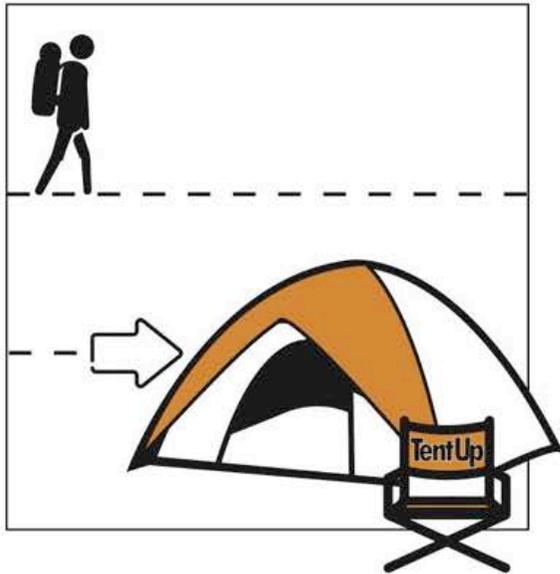
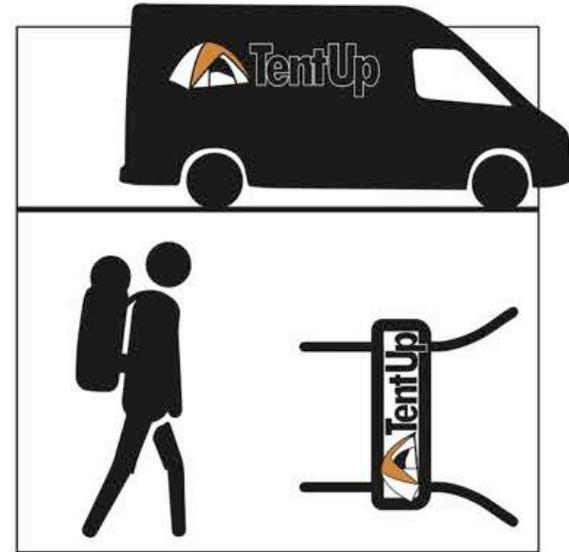
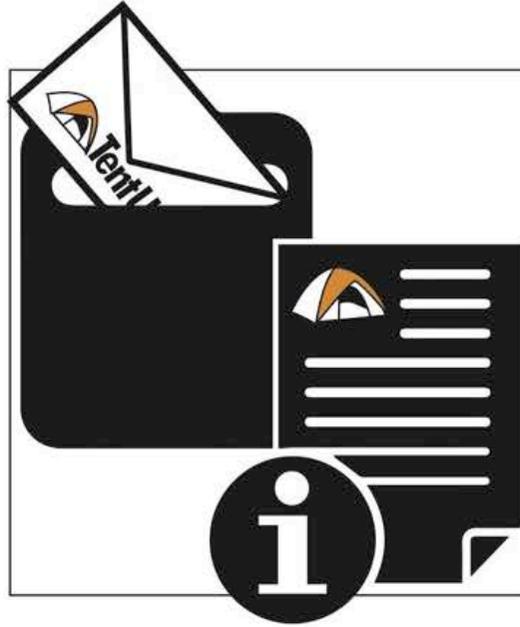
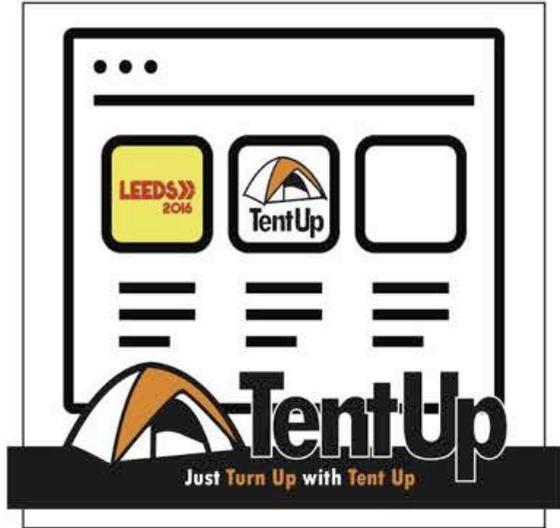
Billboard Design



Just TurnUp with TentUp.     **TentUp**



Story Board



TentUp Village – map concept




Festival camping layout



Rental Centre



Rental Items



Website Layout

3 Packages offered:

- 1. Tent 20 pounds
- 2. Tent and Chair 25 pounds
- 3. Tent, Chair and Mattress 30 pounds



Leeds Festival 2016
Bramham Park, Leeds

Thursday, 25 Aug 2016 at 2:00 PM

Performing: [Red Hot Chili Peppers](#), [The 1975](#), [The Courteeners](#), [twenty one pilots](#), [Boy Better Know](#), [Slaves](#), [DJ EZ](#), [Crossfaith](#), [Hinds](#), [Rat Boy](#), [Foals](#), [Disclosure](#), [Imagine Dragons](#), [Two Door Cinema Club](#), [Fetty Wap](#), [Parkway Drive](#), [Crystal Castles](#), [Oliver Heldens](#), [Nothing But Thieves](#) and [The Internet](#)

Ticket type	Cost (face value) ?	Quantity
WEEKEND TICKET	£213.00 (€205.00)	1 ▾
EARLY ENTRY PASS	£20.00 (€20.00)	0 ▾
SECURE LOCKER	£16.00 (€16.00)	0 ▾
CAMPERVAN PERMIT	£75.00 (€75.00)	0 ▾
TENTUP PACKAGE 1 (TENT)	£20.00 (deposit £20.00)	0 ▾
TENTUP PACKAGE 2 (TENT & CHAIR)	£25.00 (deposit £25.00)	0 ▾
TENTUP PACKAGE 3 (TENT, CHAIR, MATTRESS)	£30.00 (deposit £25.00)	0 ▾



TENTUP PACKAGE 1



TENTUP PACKAGE 2

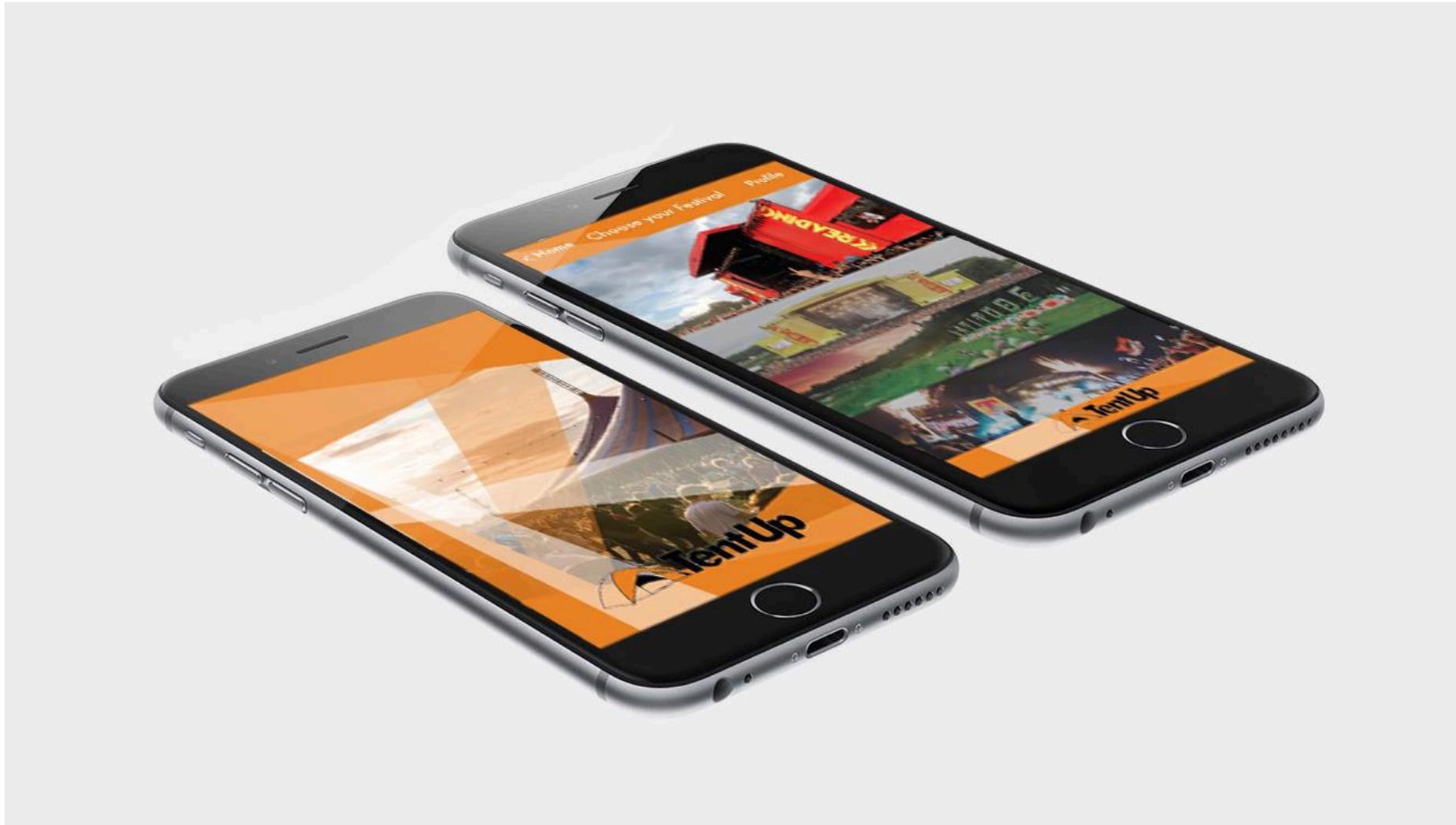


TENTUP PACKAGE 3

* The [transaction fee](#) is £2.31 for Recorded Delivery or £6.50 for Secure Post. Please note that this fee is **per transaction** and not per ticket.

[Buy Tickets](#)

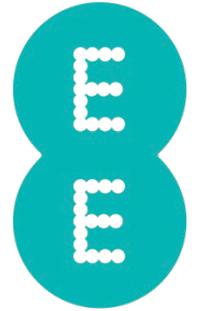
App Design



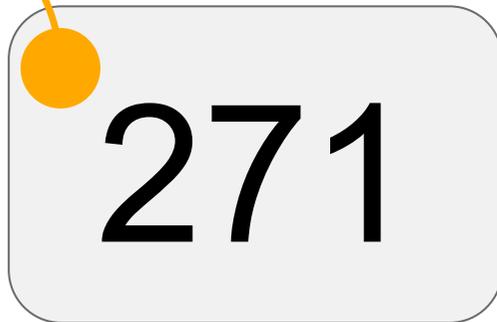
Van Design and Branding



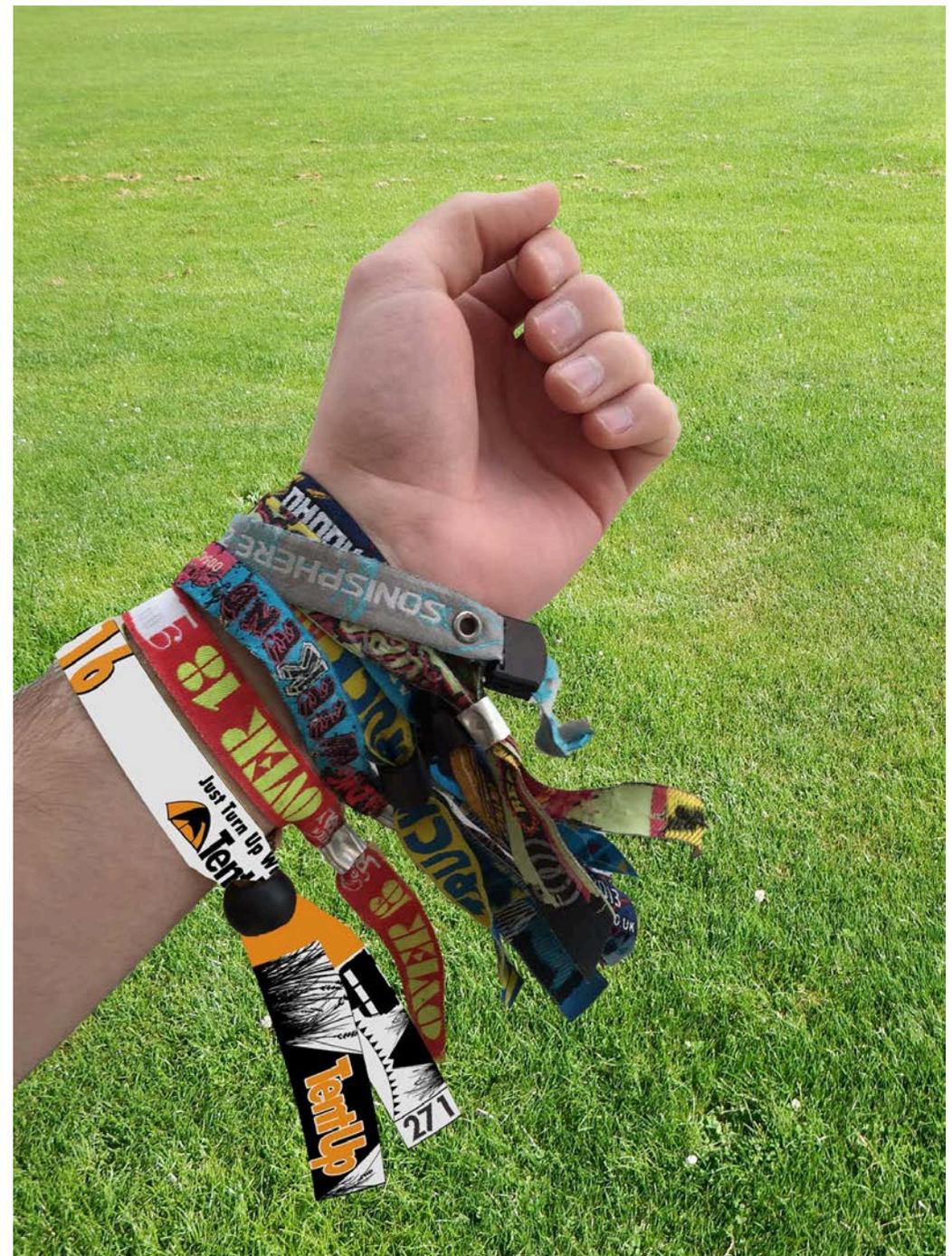
Sponsors- Advertising revenue



Wristband Design



Number Printed on
Wristband at event to
match up individuals to
tents.



Investment Options and Financial Forecast

TentUp has a highly profitable business model. This is because the rental cost is positioned higher than the tent purchase value.

Option 1

- Founding Directors/shareholders valued input, the level of investment equates to half the start up capital
- Proposal for the opportunity for a maximum 40% steak return of investment by the end of year two by payment in Dividends
- equity state/share hold reduction in year 3 end or upon return of investment. This could also include a shareholder buyout.

Investment Options and Financial Forecast

Option 2

- This provides a return on the investment over 5 years.
- The return is gradual and provides a 8% APR interest rate on the investment.
- More beneficial for the Company and retaining working capital.

Total	248,877.15	18,500.00	110,813.50	18,500.00	18,500.00
Annual Outgoings					
Warehouse rent	35,000.00	35,000.00	35,000.00	35,000.00	35,000.00
Finance interest 8% APR	19,910.17	15,928.14	11,946.10	7,964.07	3,982.03
Start up loan repayment	49,775.43	49,775.43	49,775.43	49,775.43	49,775.43
Site rental	360,000.00	360,000.00	480,000.00	480,000.00	480,000.00
marketing-billboards, clothing	7,000.00	6,000.00	6,500.00	6,500.00	6,500.00



TentUp

Just **Turn Up** with **Tent Up**