



LAKE HOP

LAKE LIKE A LOCAL

www.golakehop.com



About Lake Hop

No boat, no experience, no problem. Lake Hop is a boating rideshare marketplace based in Tullahoma, TN that connects consumers with local private boat owners that host experiences, so they can "lake like a local." Lake Hop allows consumers and boat owners to overcome the financial barrier of entry to life at the lake. With Lake Hop, consumers are able to book affordable and safe lake-based experiences, while boat owners easily monetize the use of their boats. With over 200 boat owners in 30 states and counting, Lake Hop is a search engine for on-the-water experiences. Passengers can search for experiences online by lake or state, and then filter them by adventure, including fishing, tubing, jet skiing, wake surfing, airboats, pontoons, and more, which range in price from \$20 per hour to \$900 per hour. Founded in 2021 by DJ Boggs, Lake Hop has coined the rideshare economy on the lake. More information on Lake Hop can be found at www.GoLakeHop.com.

What Makes Lake Hop Special?

- With Lake Hop, you can hop on any lake, any time, anywhere. Whether you want an afternoon cruise on your neighborhood lake or to explore the open waters in a new city on vacation, Lake Hop is designed to connect users with experiences nationwide. Thanks to partnerships with professional watersports athletes, there is also no shortage of unique experiences. For example, passengers can learn to wake surf with a world champion wake surfing pro on Lake Austin, go fishing with a Bassmaster pro in Tennessee, and much more.
- Entrepreneurship on the water is now possible for boat owners across the country with Lake Hop. Who wouldn't want to make money sharing their love of the lake with others? Private boat owners can join Lake Hop's marketplace for free by creating a profile at www.GoLakeHop.com. Each boat owner sets their price and availability and approves every booking request, making earning potential unlimited.
- Operator inexperience is among the top causes of boating accidents every year. Lake Hop was founded, in part, to create a safe boating experience on open waters. Each registered host at Lake Hop is local to the area and knowledgeable in navigating every lake they offer experiences on. They also undergo a thorough background check and are prohibited from consuming alcoholic beverages if they are selected to be the host of a trip.
- Americans are taking to the water in record numbers since the outbreak of the COVID-19 pandemic. Over 100 million people boat recreationally every single year, and with low boat inventory, the need for boat ridesharing has never been greater. Lake Hop's marketplace offers an inventory of more than 200 watercraft, including fishing and wakeboarding boats, cruisers and deck boats, personal watercraft, pontoon boats, and others.

Media contacts: Abbie Holcombe / Brittany Battista

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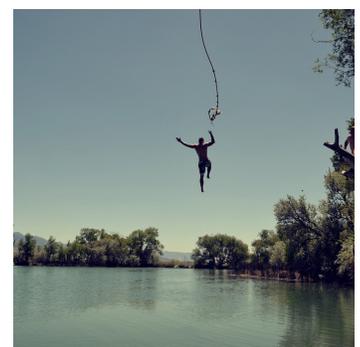
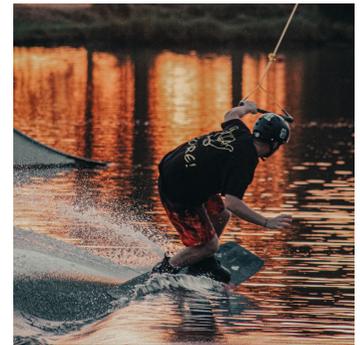
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Potential Topics:

- Lake Hop founder's story: How DJ's love for the lake turned into a rapidly growing business
- Expanding your digital business into new markets
- How to find a Lake Hop experience near you
- Affordable lake living: Private boat drivers are no longer for the rich and fancy
- Best practices for boating safety for divers and passengers
- How to monetize the use of your boat by becoming a Lake Hop host
- From bachelorette party excursions to workplace retreats - finding your perfect Lake Hop experience
- Learn from the pros: From fishing to water sports, take lessons with skilled professionals
- The most fun and effective way to earn an income stream after retirement
- What you need to know before boat ownership



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Suggested Interview Questions

- Why did you start Lake hop? What gaps in the boat rental industry does Lake Hop fill?
- Lake Hop helps customers “lake like a local.” What does that mean?
- In most states, you do not need a boater’s license to rent a boat. How does Lake Hop improve boating safety?
- What are the benefits of being a Lake Hop host? How much income can you make as a host?
- Who is Lake Hop’s ideal customer? Does Lake Hop accommodate groups and parties?
- Some of Lake Hop’s hosts are professional athletes and outdoor enthusiasts. What are some activities a Lake Hop host may offer?
- How much has Lake Hop grown since its launch in June 2021? What are some of Lake Hop’s exciting future initiatives?
- How does Lake Hop knock down the “barrier-of-entry” to lake life?



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Getting Started with Lake Hop

For Passengers:

1. Visit www.GoLakeHop.com
2. Select your destination and date
3. Filter rentals by style, adventure, guest count, and/or price
4. Book your experience and lake like a local!

For Boat Owners:

1. Visit www.GoLakeHop.com/share-your-boat
2. Create an owner profile
3. Begin accepting or denying booking requests
4. Starting earning money on the water!

Questions? See Lake Hop's FAQ



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