

# INTO THE BOX



# Executive Team




**Chris Wartko**  
President



**Maya Bovshow**  
Vice President



**Claire Pfitzinger**  
Marketing &  
Sustainability Director



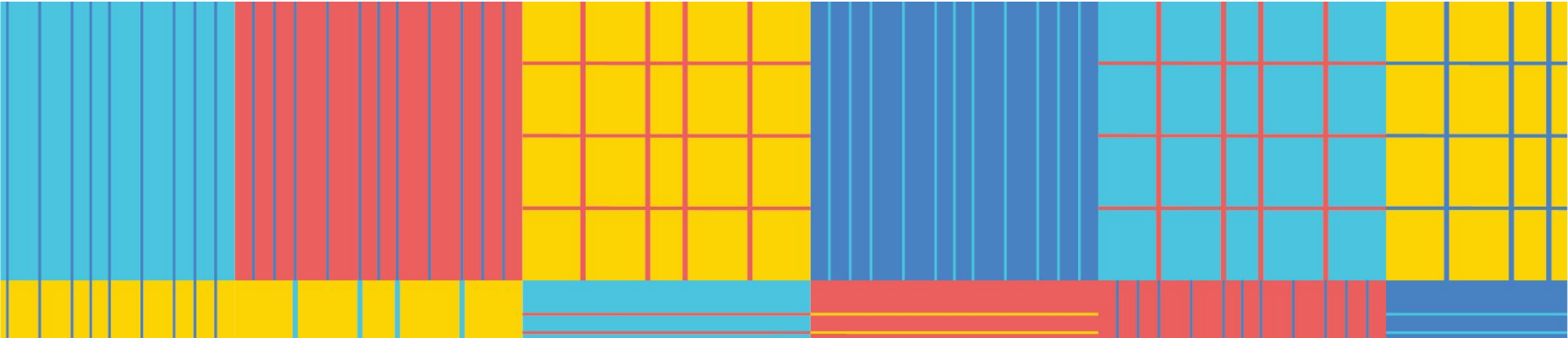
THIS PRESENTATION MAY CONTAIN FORWARD-LOOKING STATEMENTS AND INFORMATION RELATING TO, AMONG OTHER THINGS, THE COMPANY, ITS BUSINESS PLAN AND STRATEGY, AND ITS INDUSTRY. THESE STATEMENTS REFLECT MANAGEMENT'S CURRENT VIEWS WITH RESPECT TO FUTURE EVENTS BASED ON INFORMATION CURRENTLY AVAILABLE AND ARE SUBJECT TO RISKS AND UNCERTAINTIES THAT COULD CAUSE THE COMPANY'S ACTUAL RESULTS TO DIFFER MATERIALLY.

INVESTORS ARE CAUTIONED NOT TO PLACE UNDUE RELIANCE ON THESE FORWARD-LOOKING STATEMENTS AS THEY CONTAIN HYPOTHETICAL ILLUSTRATIONS OF MATHEMATICAL PRINCIPLES, ARE MEANT FOR ILLUSTRATIVE PURPOSES, AND THEY DO NOT REPRESENT GUARANTEES OF FUTURE RESULTS, LEVELS OF ACTIVITY, PERFORMANCE, OR ACHIEVEMENTS, ALL OF WHICH CANNOT BE MADE. MOREOVER, NO PERSON OR ENTITY ASSUMES RESPONSIBILITY FOR THE ACCURACY AND COMPLETENESS OF FORWARD-LOOKING STATEMENTS, AND IS UNDER NO DUTY TO UPDATE ANY SUCH STATEMENTS TO CONFORM THEM TO ACTUAL RESULTS.

**Important Notice:**

- (i) no money or other consideration is being solicited, and if sent, will not be accepted;
- (ii) no sales will be made or commitments to purchase accepted until the Form C is filed with the SEC and only through an intermediary's platform; and
- (iii) a prospective purchaser's indication of interest is non-binding.

This presentation is being conducted in accordance with the SEC's Testing The Waters provision to gauge potential investor interest in conducting a \$750,000 Regulation CF Offering via Netcapital.











# U.S. Hospitality: A Changing Industry

- **Impacts of ongoing COVID-19 pandemic:**

- *Economic:*

- The hotel/hospitality industry is not expected to make a full economic recovery until at least 2024.
    - More than 670,000 hotel industry operation jobs and nearly 4 million hospitality jobs were lost in 2020 due to the pandemic.

- *Traveler Preferences:*

- Alternatives to hotel accommodations
    - More private lodging

- *Tourism Industry Shift:*

- New focus on “regenerative travel”

- **Interest in new opportunities:**

- Big investments already happening in new travel startups, especially alternative vacation rental startups and RV services in 2021.

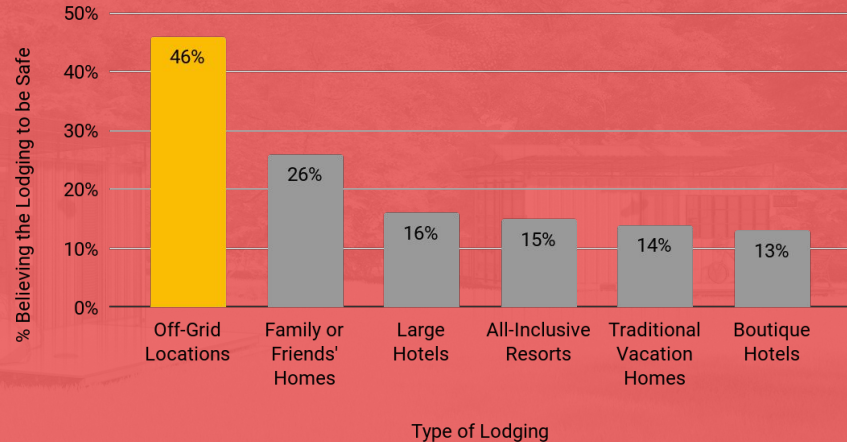
# Deeper Dive: Pandemic Traveler Preferences

As COVID-19 continues to evolve, the virus could have lasting effects on where/how we travel.

Recent studies have shown more American travelers view off-grid stays as a more safe type of travel than any other class of lodging.

There is currently a rise in domestic travel with continued and unpredictable restrictions on international travel.

Public Views Regarding Safety of Travel Post-COVID

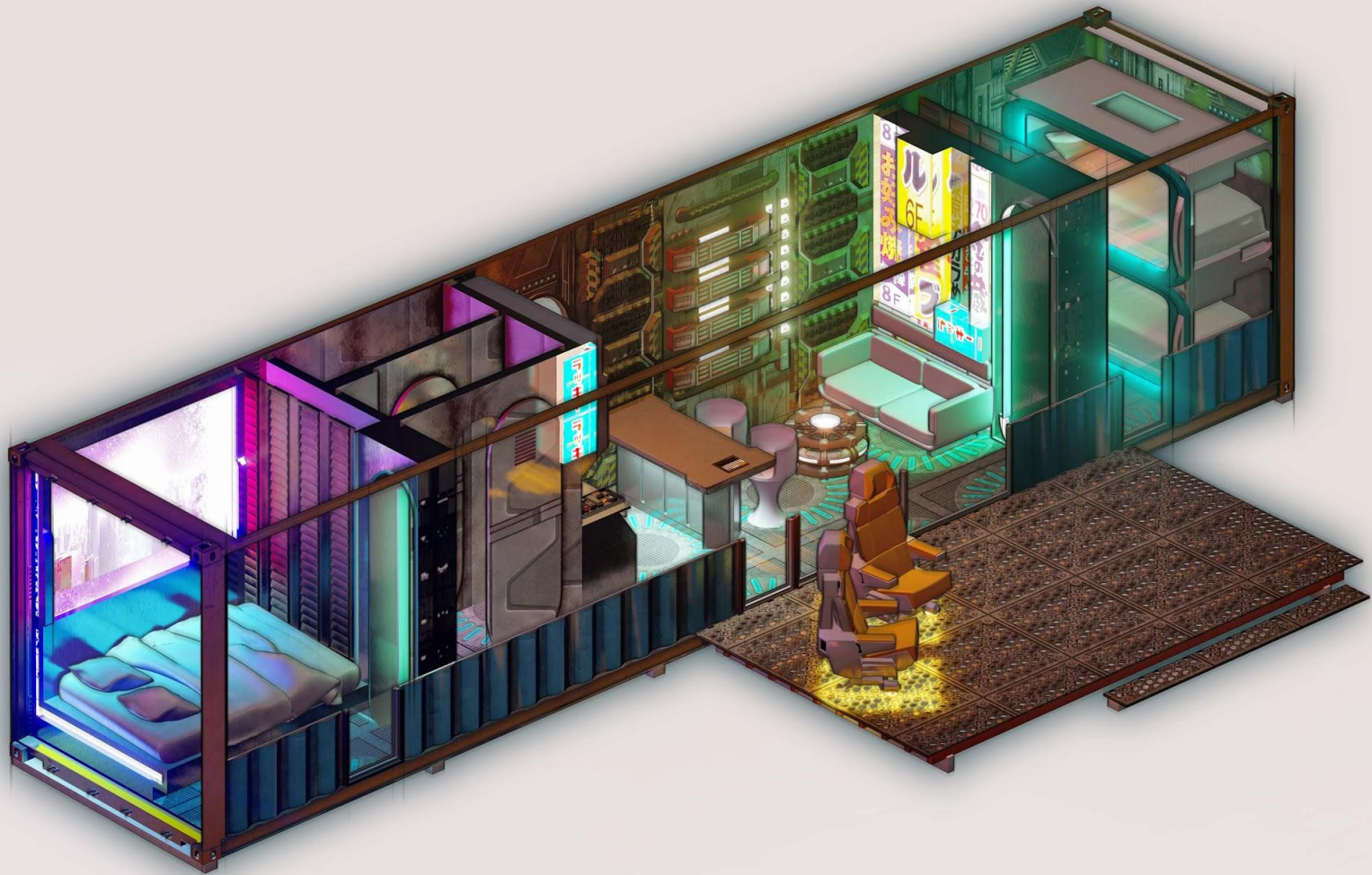




# About Into The Box

*Into The Box is saying goodbye to hotel hell by creating one-of-a-kind, themed pop-up lodging experiences while bringing environmental sustainability through regenerative tourism to the \$600 billion hospitality industry.*

Our themed pop-up vacation rentals provide memorable travel experiences while promoting environmental sustainability amidst the climate crisis. We are the ideal option for many different travelers, including those seeking unique accommodations, people who prioritize living more sustainably and are conscious of their carbon footprint when traveling, and folks who are anxious to travel and stay in hotels and crowded locations due to COVID-19.











# 3 Major Hospitality Problems To Solve

## 1. **Mundanity**

The average hotel experience lacks authenticity and unique and inspiring accommodations.

## 2. **The Climate Crisis**

Along with every other class of business, the hospitality industry is inherently wasteful and environmentally irresponsible, creating excessive carbon emissions, unnecessary industrial waste, and disrupting local communities.

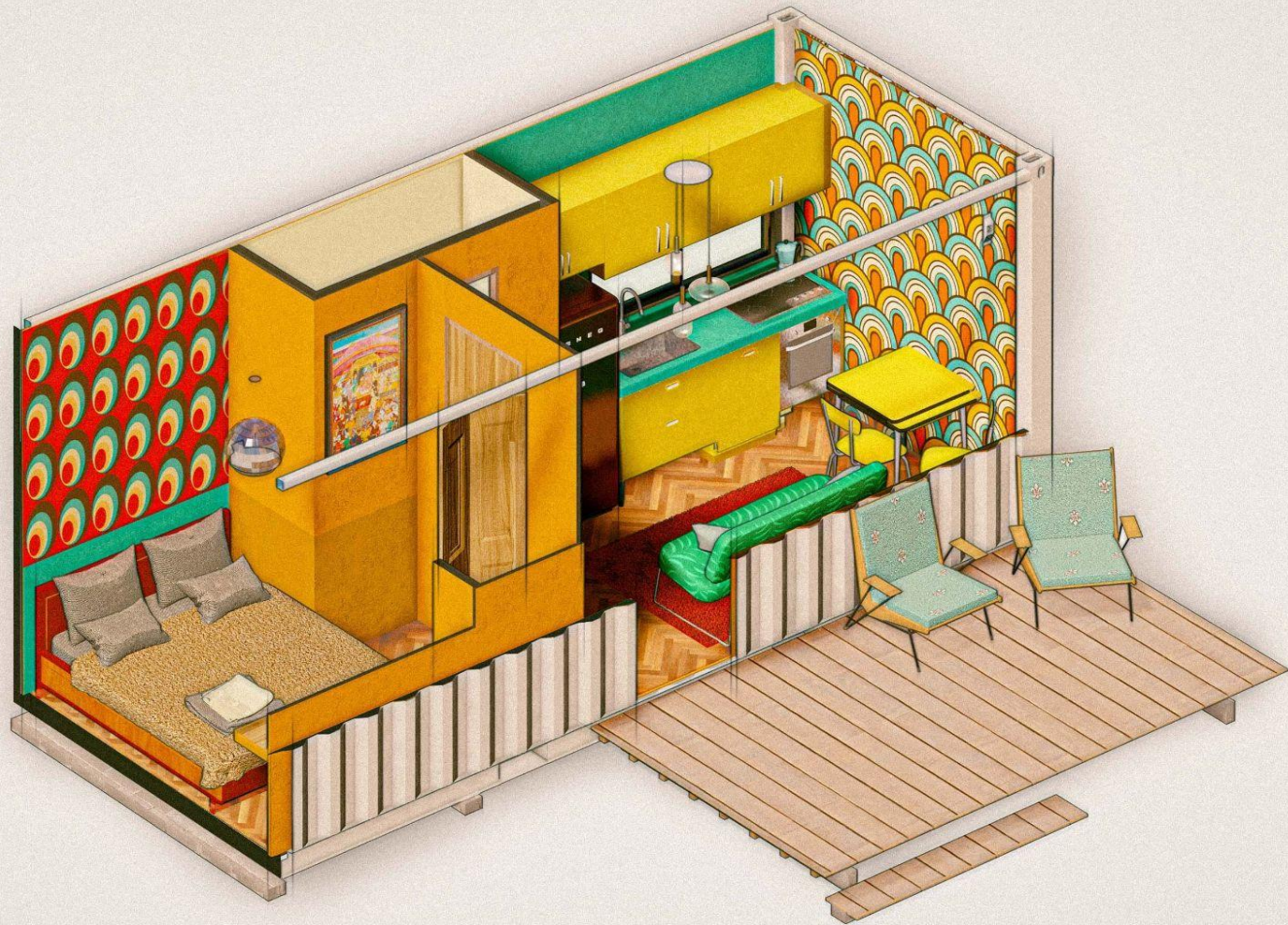
## 3. **Outdated Business Model**

The COVID pandemic has shown how out of tune with modern society the traditional hospitality industry is, from failing to provide a safe degree of isolation from other travelers to failing to provide a business model that adequately serves remote workers.

# How Into The Box Solves *Mundanity*

- At ITB, we believe that the place you choose to stay while vacationing should be just as much of an experience as the location you're visiting.
- The average traveler today is looking for an Instagrammable experience, which we provide through our themed, limited-time rental offerings.
- Capitalizing on the massive trend of immersive experiences, ITB takes the concept one step further than standard selfie studios, escape rooms, and digital experience galleries by allowing guests to live in the immersive experience.
- Our Boxes travel the country in a pop-up circuit, constantly bringing new experiences to travelers across the country, as well as bringing repeat business.









# How Into The Box Helps Solve *The Climate Crisis*

- Into The Box is committed to neutralizing our environmental impact through our efforts to be 100% off the grid, including using solar panels to power each renovated shipping container.
- We believe the solution is less waste, not more. Other short term rental products may tout their “off-grid” or “sustainable” nature, but they’re mass-produced in factories generating carbon emissions and needlessly increasing industrial waste.
- Our efforts to contribute to **regenerative travel** efforts mitigate travelers’ guilt that can be associated with traveling during the climate crisis. ITB goes beyond the concept of sustainable tourism and not doing any harm to a place, but identifies how we can creatively improve the condition of a community where our Boxes are located.
- Our efforts to provide an environmentally sustainable vacation experience mitigates travelers’ guilt that can be associated with traveling during the climate crisis (particularly among Gen Z and Millennials).



# How Into The Box Solves the *Outdated Business Model*

- Into The Box sets out to solve travelers' concerns with the current COVID-19 pandemic by providing private, dispersed accommodations that solve the need to stay at crowded hotels in urban hotspots.
- Into The Box plans to capitalize on the skyrocketing trend of remote workers spurred by the COVID-19 pandemic by offering comfortable accommodations in inspiring environments for those seeking to switch up their home office location.

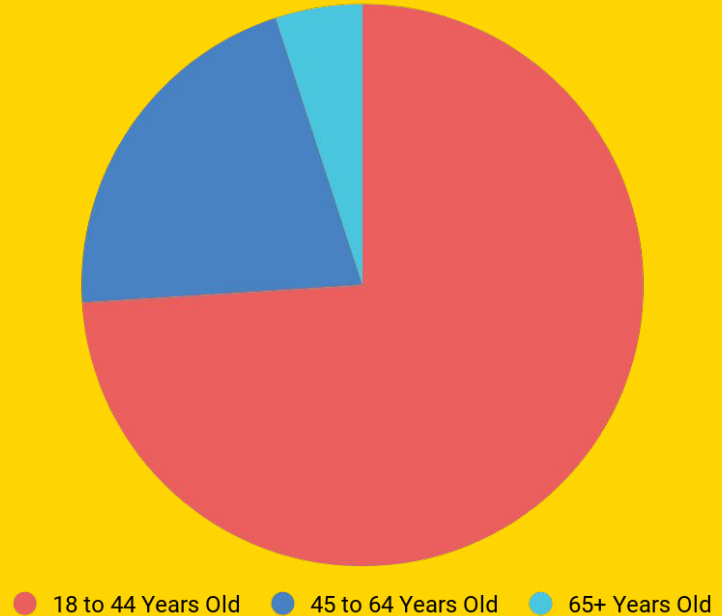
# ITB's Broad Appeal

Using of both 20' shipping containers in a 1 bedroom configuration and 40' shipping containers in a 2 bedroom configuration, ITB aims to capitalize on several classes of travelers, from solo remote workers, to couples, to families. ITB believes our two-bedroom units will be especially popular with families given that:

- **61%** of families are more likely to visit a rural or “outdoorsy” destination than an urban one
- **59%** of families are more likely to drive instead of fly on their next trip
- Private listings in remote locations have increased in popularity by **80%**

# A New Generation of Travelers

- Millennials (25-40) and Gen Z (24 and under) are most likely to choose short-term rentals instead of hotels for their vacation stays.
- Gen Z is the most likely generation to travel with friends instead of traveling alone or with immediate family.
- 81% of Gen Z travelers have already stayed in a vacation home, cabin, or condo at some point in their lives.





**“ Gen Zers travel consistently year-round while still preferring to make spur-of-the-moment travel plans, [presenting] the global travel industry with an always-on, ever-renewable opportunity. ”**

- UNiDAYS

# Local Community Stewardship

- As part of our regenerative tourism effort, Into The Box respects and bolsters the communities who graciously host us. Where other short term rental companies flood small town markets with hundreds of units, straining the local hospitality industry while outsourcing jobs out of state, we pledge to deploy our boxes responsibly from a civic standpoint as well.
- Our pop-up business model creates an ever changing supply of new tourism experiences, bringing an influx of both new and repeat tourists to the communities who host us.
- ITB selects our pop-up locations according to three guidelines:
  - Opportunity to connect with nature
  - Located within 3 hours of 5 million people or more
  - Located within 20 minutes of a community of 500 people or more



# Efficient Pop-Up Schedules & Theme Deployment

- Into The Box utilizes an innovative two-phase development process for each box created.
- Additionally, each box is designed to be set up or broken down in 6 hours or less and transported with ease.
- At the core of the ITB philosophy is the ability to move our unique boxes around the nation so that people from every corner of our country can experience our boxes.

# The ITB Edge

Into The Box has several factors playing to our favor to allow us to charge **premium rates** for our properties, thereby maximizing investor returns:

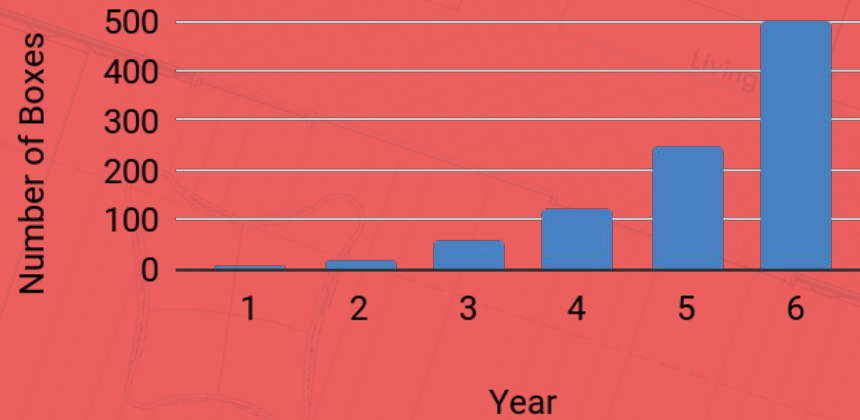
- Our regeneration efforts and off-grid design commands a higher rental rate from today's environmentally-conscious traveler.
- The unique, one-of-a-kind themed experience provided by each box commands a premium from today's experience-focused traveler.
- Given that ITB boxes only pop-up in an area for a limited time, there is a sense of urgency with booking leading to increased demand.
- ITB is partnering with AirDNA to utilize data trends in order to create dynamic, up-to-the-minute pricing.



# Growth Goals

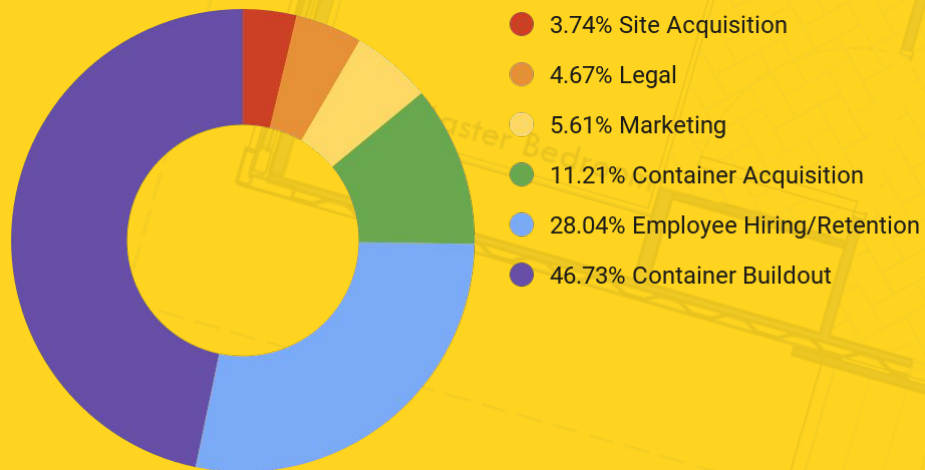
Utilizing economies of scale and capitalizing on increasing brand recognition & value, Into The Box plans to grow our collection of Boxes on an exponential scale.

## Total Number of Deployed Boxes

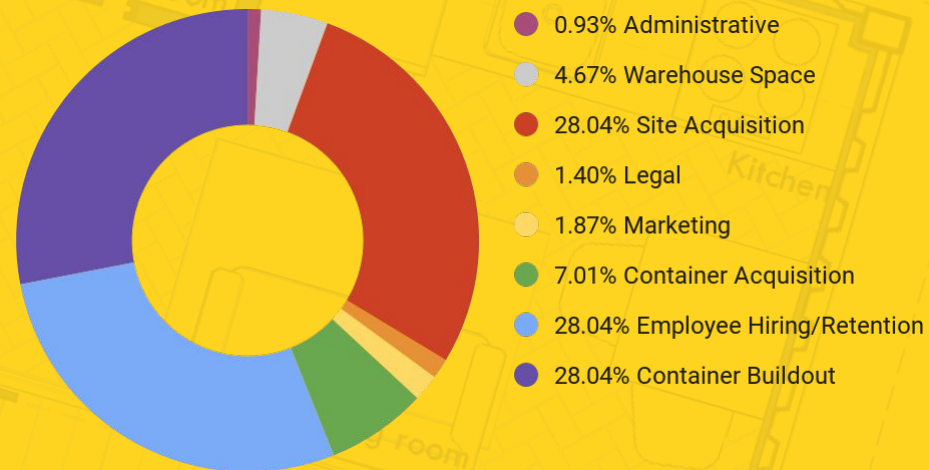


*These forward-looking statements are not guarantees of future performance and involve a high degree of known and unknown risks, uncertainties, assumptions, and other important factors, many of which are beyond the control of the Company and its management*

## Minimum Offering Sold



## Maximum Offering Sold



*\*Allocations subject to change if certain milestones are hit during the equity raise process.*



# Our Successes

- Currently negotiating a contract with a major set design studio in the film industry to provide craftsmen, studio space, and management for box buildout in the Southeast.
- Current contract with MobileMod to provide discounted shipping containers.
- Broad interest in ITB rentals expressed from social media followers and U.S. tiny home and off-grid influencers.
  - Over 5200 followers gained on Instagram since December 2021.
  - Partnerships with off-grid U.S. influencer, [Whitney Wildflower](#), and popular travel/vacation home Instagram page, [The Cabin Land](#).
    - Other social media partnerships underway.



# Q & A



[www.IntoTheBox.net](http://www.IntoTheBox.net)



**Join the ITB Community and Become an Investor**

INTO  
THE  
BOX

**IntoTheBox.net**