



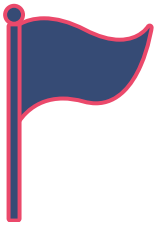
VISION, PROMISE & SERVICE STANDARDS





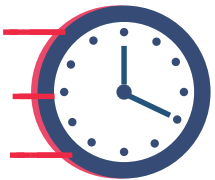
COMPANY GUIDANCE

What Are We Doing & Why?



VISION

Serve a community of 1,000+ summer camp professionals through education, consulting & technology.



PURPOSE

We partner with camp leaders to create technology/time leverage so they be effective, healthy and fulfilled by their work with people.



WE PROMISE YOU WILL

1. Love Learning Tech & Strategies
2. Influence the Results
3. Live a Healthier & Happier Camp Career



OUR STANDARDS OF SERVICE

How we ensure that we deliver or promise while pursuing our purpose & vision:

Trust | Team | Perform | Measure | Freedom

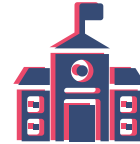


OUR PROMISE TO CLIENTS

Each and Every Client Will:



LOVE LEARNING



The playbooks used by the best camps and the and getting to customize them with guidance from CMO team.



DRIVE RESULTS



A sense of agency in driving the actions and behaviors of campers, staff, alumni, network and referral agents.



LIFE LEVERAGE



Create peace and power for time to be spent elsewhere. Automation creates business and personal life leverage.



SERVICE STANDARDS

How We Act



TRUST: WE CLIMB THE TRUST LADDER

We Seek opportunities to create trust. Our honest, clear & Reliable work earns trust. We build and climb the Trust ladder.



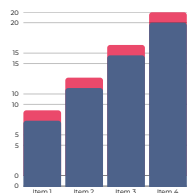
TEAM: WE CREATE A TEAM TOGETHER

We collaborate to Customize a playbook. We work to develop People, program and process. We We trust and hold our teammates accountable.



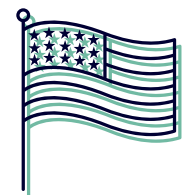
PERFORM: WE ARE PROFESSIONALLY PLAYFUL

It doesn't have to be "fun" to be fun. Meaningful challenges are opportunities for Hard Work & unique ideas to show up in Style.



MEASURE: WE CONNECT WITH RESULTS

Leveraging our deep understanding of the summer camp Landscape we We connect camps with the right strategies & Tactics that Will Drive Results.



FREEDOM: WE HELP CREATE FREEDOM

You deserve freedom. to pursue Your dreams. To Access your camp Data or to find the most meaningful way to contribute. We're for Freedom