

What is Father Nature Outdoors?

Designing Camping Blankets to adapt to you and your cause.

Background



A small outdoor business based out of Blue Hill, Maine.



A social enterprise designing versatile camping blankets while giving back to the lands we explore.



2014 crowdfunded start-up with 206 supporters and over \$20k raised.



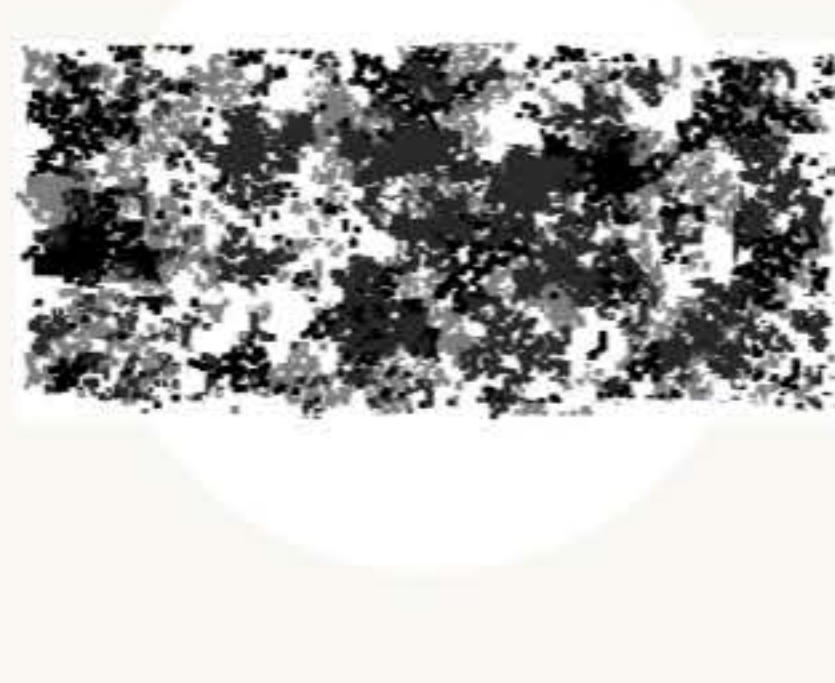
Led by young entrepreneurs. Mentored by seasoned entrepreneurs at the Dingman Center of Entrepreneurship.

About the Products



Camping Blanket 2.0

- Perfect solution for three seasons
- Multiple ways to use; adapts to the camper
- Top quality materials in an innovative design



The Buff

- Microfiber buff with custom design for each cause
- Sold individually, but added to all blanket orders
- Welcomed surprise for all customers!



The Return

- Customer receives blanket and buff
- Each blanket and buff represents a charitable cause
- Proceeds benefit charitable organization

How to Use the Blanket



Your Comforter

The best solution for warmer nights. One can slide a sleeping pad in the footbox and use the blanket loosely. Mimicking a quilt on one's own bed this creates the most comfortable and adaptable sleeping solution.



Your Sleeping Bag

The best solution for cooler nights. One can wrap and secure the blanket around any regular sleeping pad using the FNO Blanket straps. This creates a warm enclosure which can be modified to the user.



Your Top Quilt

The best solution for sleeping under the trees. Many users enjoy using the FNO Camping Blanket as a top quilt which offers full mobility when sleeping in a hammock.

FNO Reviews

Gear Reviewers

Hiking the Trail- Cottage Gear of the Year Award (2015)
"I find myself using this more than any of my other sleeping bags..It is without a doubt the only product I have had with me at all times"

Atlanta Trails: "The material is soft and really, really comfortable. It's hard to crawl out from under the cozy warmth on cool mornings, and it's the best campsite sleeping solution I've tried that lets me comfortably sleep on my side"

Adventure Inspired: For an MSRP of \$159 I am incredibly impressed by what the FNO Blanket is a versatile. The Camping Blanket is a versatile well-designed product you can use in your tent or around the house.

Customers

John M: "I received my blanket today and all I can say is WOW! I am very impressed with the quality. Thanks so much for such a great product."

Ryan P: "Got it in last night- I can't believe how warm and light it is. About 1/2 the size of my wife's **** 47 degree mummy, 6oz lighter, and more comfortable"

Melissa M: "By the way we LOVE our top quilts!"

Brian M: "It is so comfortable and I am taking it with me on all sorts of trips over CO"



History

- Founded in 2011, growth in 2014
- Available solely through ecommerce platform
- Positive customer and professional reviews



Now

- Expansion to retail outlets
- Strive to give back through products
- Unique selling proposition: Customers choose causes



Going Forward

- Small business; stay local
- Goal: More causes in the future. Continue with smaller orgs.
- Triple bottom line: People, Planet, Profit

Thank you for your interest in FNO. Contact us below for more information!



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