



Own less. Do more. Keep what matters.

Invest in an outdoor apparel company that believes clothing should perform well, look good, be ethically made, be environmentally friendly — and it should last.



LIVS'n

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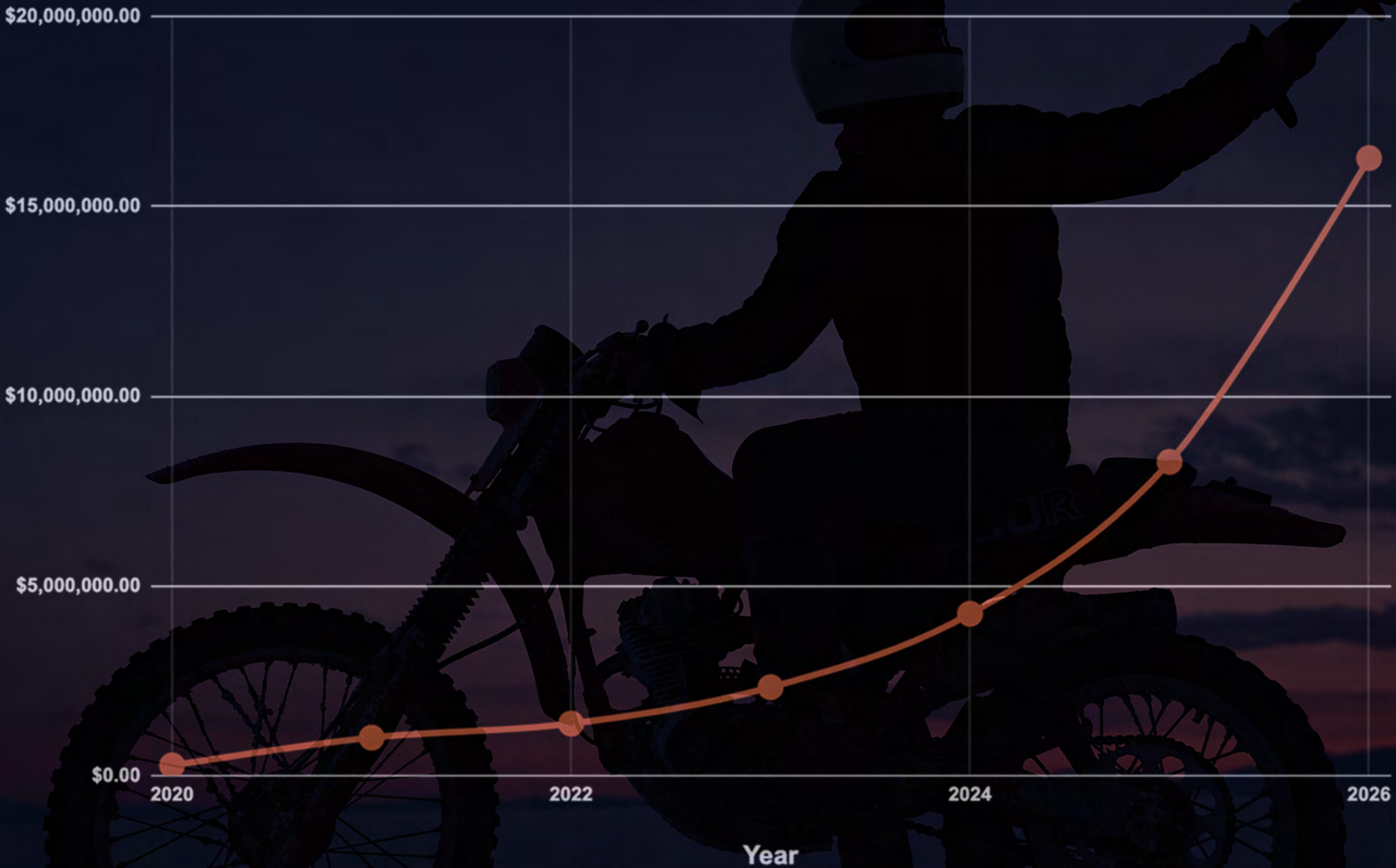
We make versatile and sustainable outdoor apparel designed to last longer.



LIVSN comes from the Swedish word "livsnjutare," which translates to:

one who lives life deeply. An enjoyer of life.

Revenue



Our Rise to Success



We have an omnichannel business model.





We've launched 3 successful Kickstarter Campaigns.

1

\$78,579
Pre-Sold
262% Goal
511 Backers

2

\$106,364
Pre-Sold
1,006% Goal
801 Backers

3

\$514,624
Pre-Sold
5,140% goal
3,611 Backers

KICKSTARTER

Largest Kickstarter in
Arkansas History

A map of the United States with orange dots representing retail locations. The dots are concentrated in the Northeast, Midwest, and South, with a few in the West. A text overlay at the bottom reads: "We're building our retail territories from the core out."

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Outdoor recreation is an \$887b market, with our targeted sub-markets. reaching

\$20
billion

Outdoor Apparel
Market

\$4.8
billion

Active Apparel
Market

Fueled by consumers buying for experiences

Market Fit

**\$157 Billion Growth in
Global Activewear
Apparel Market
2020-2024**

11%
CAGR

Market
Growth

36%
USA

Growth
Contribution

\$157.1
billion

Incremental
Growth

10.23%

Growth for
2020

Market Growth

Apparel Design Principles

Aim for timeless style

Integrate features subtly

Build durability into the design

Choose highest quality materials

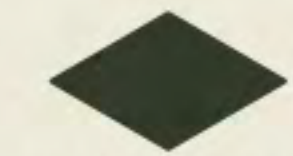
Iterate and stay tuned to feedback

Design a highly mobile and tailored fit

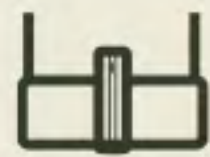


Our clothing facilitates a life of adventure by focusing on durability and versatility.

Flex Canvas Pants



DIAMOND GUSSET



REFLECTIVE
PANT CUFF LOOP



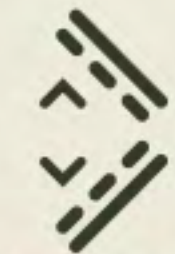
PHONE POCKET



KNIFE POCKET



VENTED



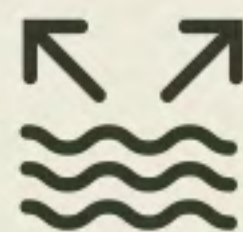
ARTICULATED
KNEES



RECYCLED
MATERIALS



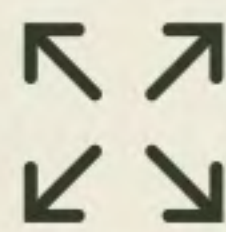
FLAT FELLED
SEAMS



BREATHABLE



REINFORCED



STRETCH



SEAMLESS



WICKING
MATERIALS

Ecotrek Trail Pants





Flex Canvas Shorts

Forbes

Outside

MEN'S JOURNAL


TRAVEL FREAK

 singletracks

Backpacker

Carryology

GEARJUNKIE

MAXIM

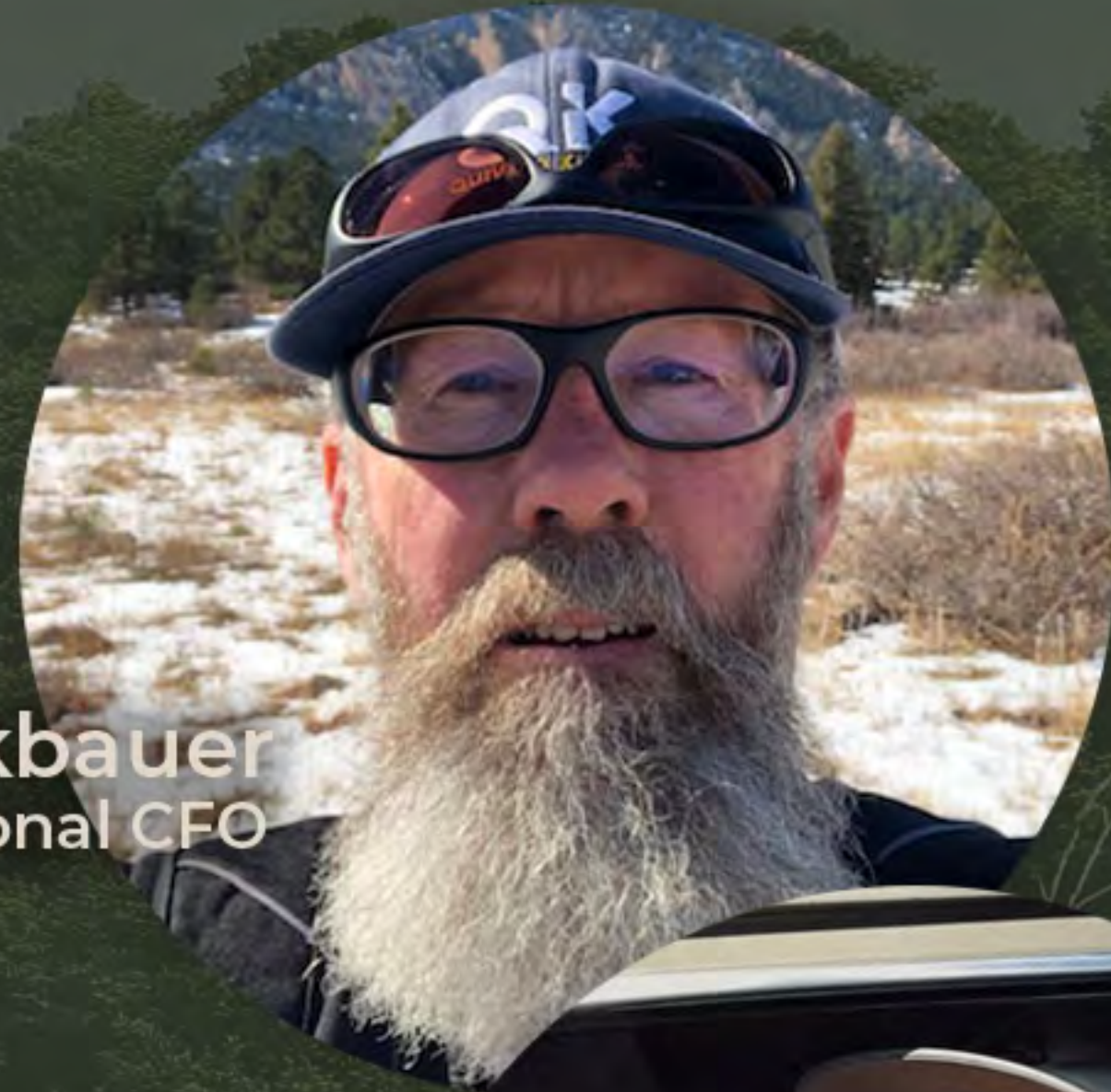
FIELD &
STREAM

BLISTER

Press & Accolades



Andrew Gibbs-Dabney
Founder + CEO



Todd Stockbauer
Fractional CFO



Dustin Williams
CMTO



Jake Kowalewski
Operations Manager



Kelsey Ferguson
Brand Marketing Manager



Andrew Bounds
Customer Service

The LIVSN Team

Men's Ventile Jacket



Men's Flex Canvas Overalls



Women's Flex Canvas Pants



Women's Trail Tight




Reflex Shorts

New 2022 Products



Sustainable Packaging

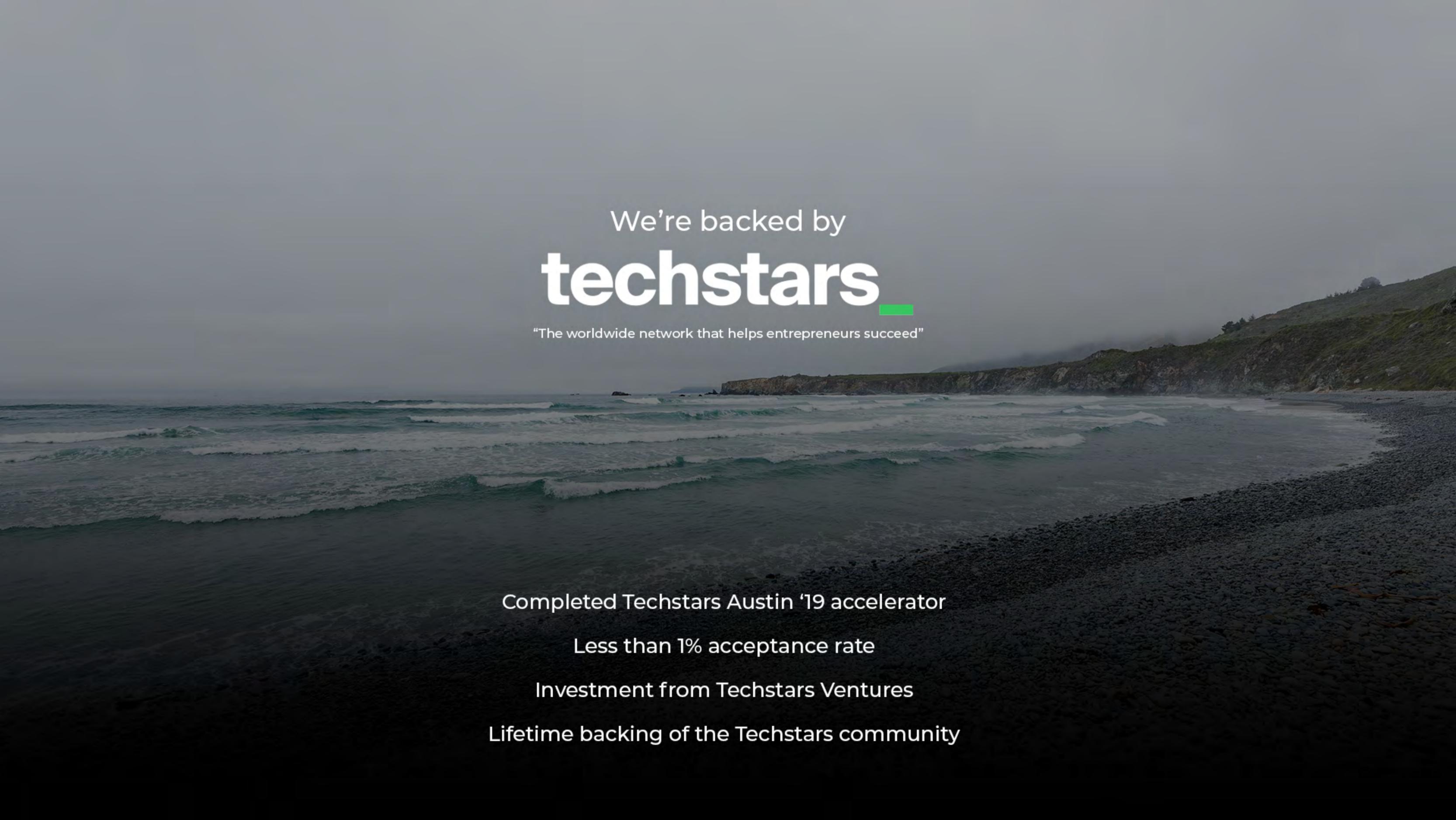


**Inventory
& Product**

**Scaling
the Team**

Marketing

Use of Funds



We're backed by
techstars
"The worldwide network that helps entrepreneurs succeed"

Completed Techstars Austin '19 accelerator

Less than 1% acceptance rate

Investment from Techstars Ventures

Lifetime backing of the Techstars community

Over 594 5-Star Reviews



The Landcruiser of pants

“I haven't taken off my Livsn pants since I got them a few weeks ago, and they've held up to how hard I play on the weekends, while also being comfortable to wear while working during the week.”

-John L.

3rd Pair

“Between the five pairs Flex Canvas and three pairs of EcoTrek, they've virtually replaced all of my jeans and casual slacks.”

- Adam W.

BUY. THESE. PANTS.

“They aren't just "nice pants" like Dockers. They are F'ING AMAZING PANTS that wear on hikes and apparently, according to my wife, make my butt look "kind of less fat." No really, so comfy ... even if you have a big ol' bubble butt like me.”

- Dan

Great pants

“I have a couple of pairs of pants from this company and each one is fantastic. They're the number one pick in my daily life whether I'm chilling in Yosemite or just grocery shopping. Superb quality. Thank you all very much”

- David D.

Best pair of pants I own

“I love these pants. The fit is perfect. The color is perfect. The style is perfect. Last month I realized that I had been wearing them for three weeks. You would never know.”

- Joe

Loving my Ecotrek Trail Pants!

“I am absolutely in love with these pants. I kept wearing them over and over again after each wash!! Love the fabric and it's made for trekking and all that. I wear it to work too!! It's such a great fit and you just feel so comfortable in it rain or shine!! Am gonna get my hands on the other colours soon!!”

- Yasin.

Bomb Proof

“As is everything so far I've had the pleasure of testing or owning from livsn the EcoTrek is bomb proof. I just wish I had them in black.”

- George

Wonderful pants

“I really like these pants, very comfortable, light, elegant enough to go to work. Also, they occupy very little space in suitcases/bags. When I'm wearing them it's like having sweatpants. Highly recommended!”

- Luca



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