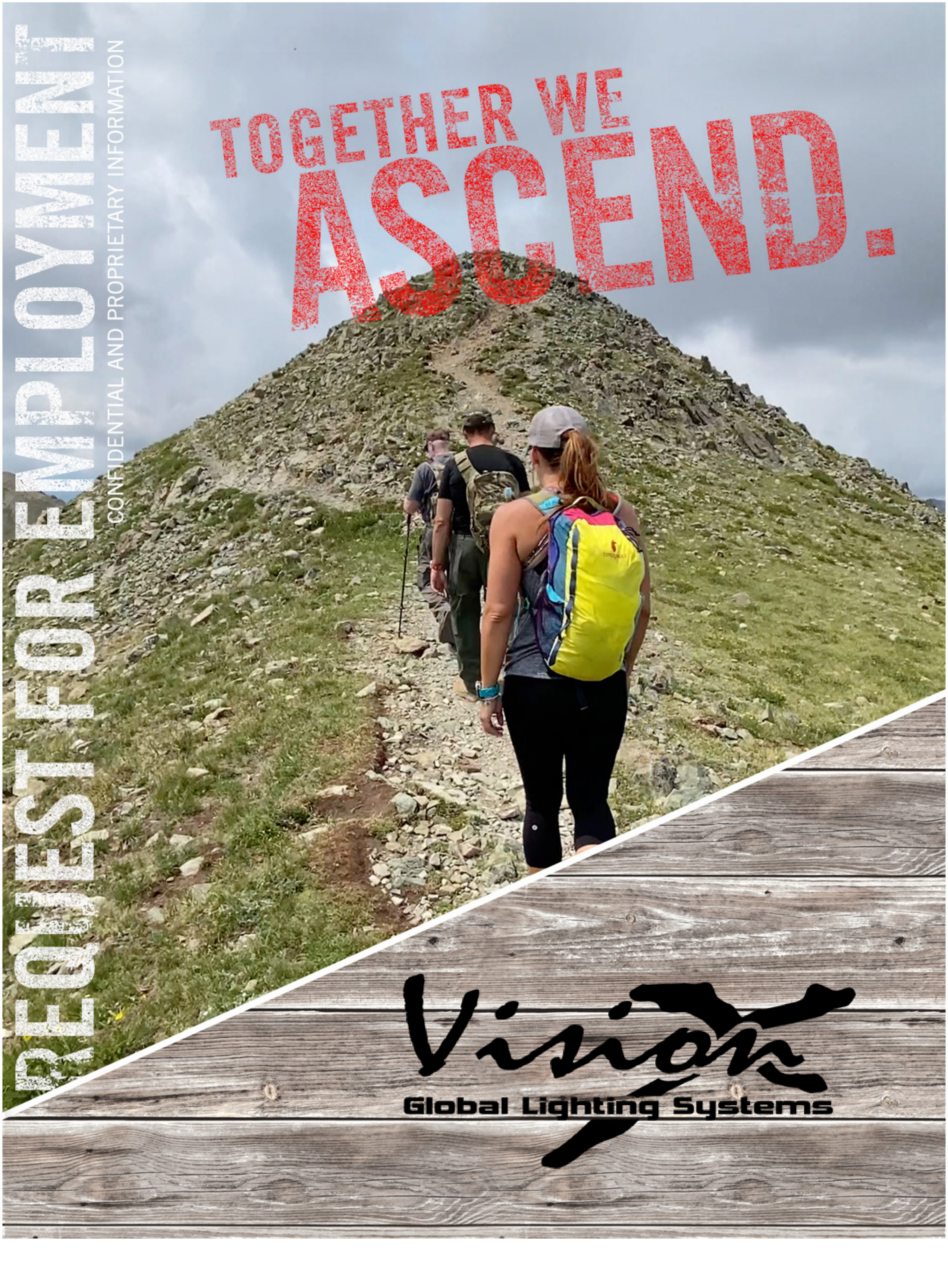
REQUEST FOR EMPLOYMENT

CONFIDENTIAL AND PROPRIETARY INFORMATION



TOGETHER WE ASCEND.

Vision X

Global Lighting Systems

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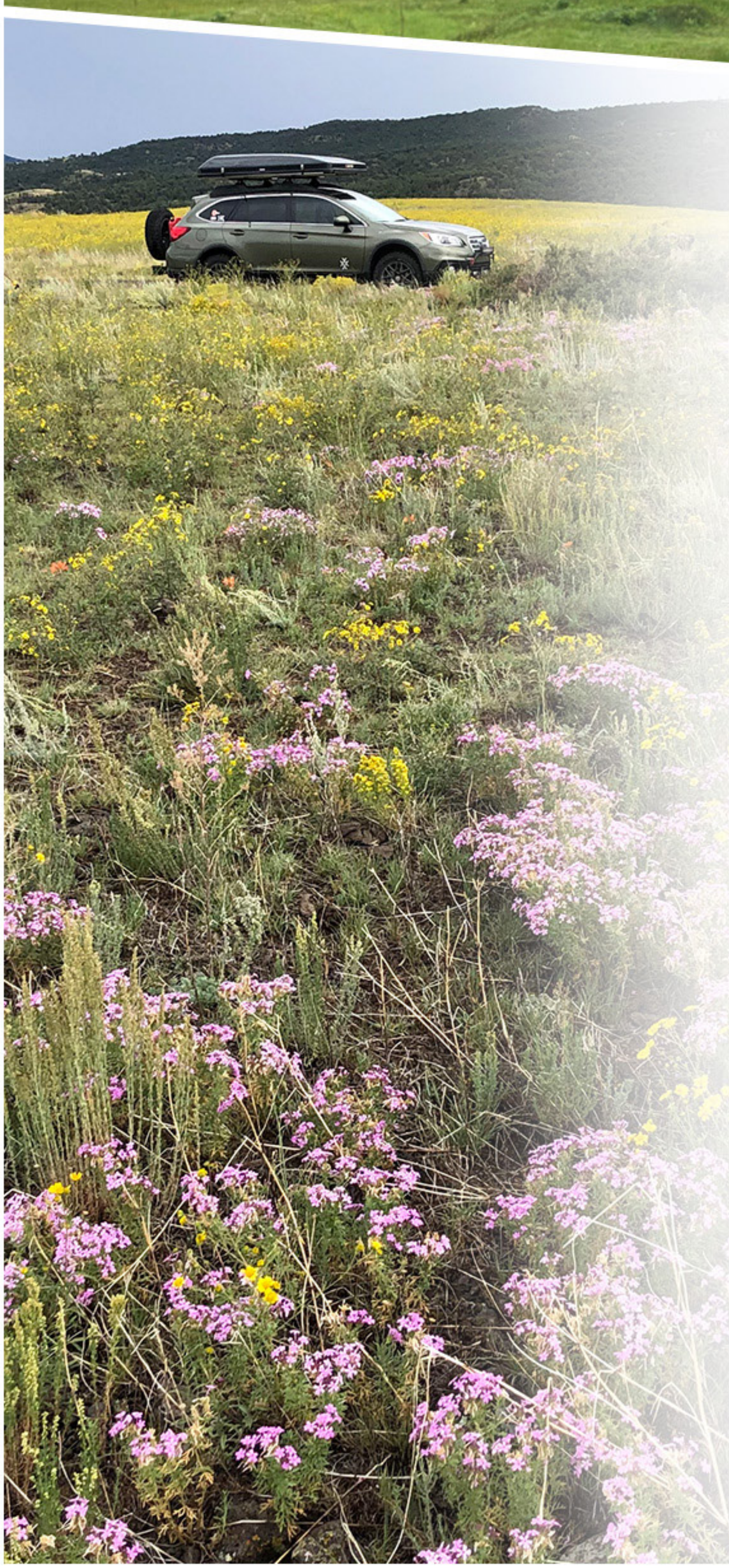


MY MISSION

To obtain a leadership position as a full-time employee with VisionX and BWI utilizing all of my experience and skills to effectively and efficiently bring significant value to the company.

My goal is to work with the team that is moving mountains.

View My On-line Presentation

I have prepared an on-line presentation for your company. Please review and share with other decision-makers.

View Presentation:
https://4xpedition.com/visionx

Get in touch with me.

Call me at (602) 321-8277
E-mail me at: sleuthold@4xpedition.com
Connect with me on LinkedIN

I'll take VisionX and BWI's Business Development and Market Strategy to the Next Level

As an expert in B2B and B2C Marketing, Sales Strategy, and Brand Building, I'll take your business development initiative to an entirely new level. BWI is looking to penetrate the US Overland Market with exciting new product lines like IntelliX and Optima. I'm your silver bullet to get the job done.

I'm a powerhouse when I am passionate about what I am doing.

When I'm driven by passion, I am unstoppable. So, in my pursuit to find the best place to invest my time I've focused on exciting outdoor product lines and companies.

VisionX has the opportunity to corner the Overland product market in the USA and abroad. I can make a real difference to VisionX in that endeavor. I have the ability to increase momentum and help the organization reach new plateaus. And, I know I will do so with a big heart, good will, strong passion for my work, and a sharp focus to successfully execute. Why? Because what you do and why you do it aligns with my personal passions and motivation.

My Ask of the Executive Team

I would like to be considered for your Business Development and B2B/B2C Marketing and Sales position. I'd like the ability to utilize ALL of my skills to achieve what I am assigned. I would like the opportunity to demonstrate what I am capable of and be a part of the VisionX team that's moving mountains.

A DIVERSE BIOGRAPHY

Scott has been an expert in branding for over 30 years. His achievements include the design and deployment of household brands including identity theft company **LifeLock®** (NASDAQ: NLOK) which was purchased by Symantec for $2.3B, the world's largest health supplement company **Isagenix®** with 500,000+ sales associates in 12 countries, and the global mobile storage company **Mobile Mini** (NASCAQ: MINI). His agency was an authorized marketing services provider to eBay Corp. and provided marketing to **StubHub**. His brands have been wrapped on two NASCARs at the same time on the track (LifeLock and Vektor Vodka) and three of his brands have been sponsors of the Phoenix Suns NBA and Phoenix Mercury WNBA teams.

Scott has been employed as CMO and Vice President of Marketing and Business Development in the FinTech, health and wellness, and business process management, and electronics industries. He's been recognized by the International Academy of Digital Arts and Sciences (Webby Awards®) for design. He's designed award-winning products, packaging, websites and marketing for Pixar, Fox Studios, Disney, Audubon Society, The Nature Conservancy, Gold's Gym Int., StubHub, and hundreds of companies in a wide range of industries.

Scott is an avid adventurer having backpacked and skiffed more than 100 miles of the Amazon River basin in Brazil, climbing Mount Ritter following John Muir's first ascent route, overland traveled a 13,000 mile, 9-month traverse of North America, bikepacked thousands of miles around the USA and much more.

Scott is the Founder of 4XPEDITION and the popular adventure-based YouTube channel 4XPEDITION Adventurer watched by as many as 100k monthly viewers in over 50 countries. He has received international media exposure for his overland vehicle builds, and has been invited to speak at Overland Expo and other outdoor adventure events, Podcasts, and Vlogs.

IN A NUTSHELL

My proven accomplishments represent almost limitless capabilities, unstoppable and relentless drive, passion for business growth, marketing, branding, design, and my desire to inspire people and drive teams.

VisionX has an opportunity to explore and strategically penetrate new market segments and improve value propositions. I can help the company fine-tune market position and impression, cross pollinate with other well-known brands and audiences, establish lucrative partnerships to promote across and harness the power of the organization's target personas. I have strong capabilities in the realm of business development, brand positioning and strategy, as well as road mapping for the on-boarding of new, lucrative customers and revenue generation opportunities not yet tapped. I am particularly skilled at B2B sales and marketing through strategic partnership building. I am an expert at content creation, messaging and communications, design and design management, and team leadership. But, my skills and experience don't stop there. I am an excellent cross-department and customer communication bridge. I have the ability to work in many different facets of business and across a range of departments.

I am very experienced in the outdoor and overland product and services industry. What more could VisionX ask for than to bring a new member to the team that offers such a broad set of strengths, has a strong understanding of the overland industry, and has the potential to bring new and potentially lucrative ideas to the table?

5 Reasons I bring value to VisionX

Proven capabilities that add significant value to the business development, marketing, branding, and corporate effort across multiple departments

Deep understanding of the fast-paced growth environment having held key executive and team leadership roles and managing multi-million dollar budgets

Strong leadership acumen and a reputation for building and inspiring champion teams that are driven with purpose and are proven to execute

Extensive insight into business development, sales and marketing strategy, branding building, and the shaping of both business and consumer perception of product lines with proven ability to build key partnerships

Connected network of US outdoor and overland industry retailers and outfitters, outdoor industry media outlets, outdoor retail events such as Overland Expo and Outdoor Retailer–with a market reach of more than a million people

A BRIEF LOOK AT ADVENTURE TRAVEL

This briefing is an example of research I've conducted and is not intended for corporate use.

Adventure Travel Expenditures

Adventure travel is resilient and is trending upwards even in difficult economic times;
Adventure is expanding into a broader range of activities; The "soft" adventurer spends the most per trip, (excluding airfare);
The value of the global adventure market is $89 billion;
All adventure travelers spend significant amounts of money on equipment & apparel pre-trip.

Behaviors, Psychographics and Demographics

Adventure travelers are equally likely to be single or married, and male or female. The majority are between 35-37 years old. Industry followers familiar with research from the Adventure Travel Trade Association may expect a higher percentage of baby boomer travelers. However, this study reflects not only consumers of tours but adventure travelers in general; it includes people who organize their own trips and therefore more likely to be younger with more time to plan.

After "local newspapers," the most widely read publication by adventure travelers in North America was People Magazine, followed by National Geographic. Compared to "other travelers," adventure travelers place importance on exploring new places and meeting and engaging with local cultures while on vacation; this confirms earlier research by ATTA which found that travelers were craving more cultural interaction on trips*

Compared to other forms of pre-trip research, the majority of adventure travelers (35%) conduct research on-line, but they also consult friends and family.

Top Product Companies Recognized by Adventure Travelers

1. Timberland
2. Quicksilver
3. Gore-Tex
4. The NorthFace
5. Columbia Sportswear
6. Montagne
7. Eddie Bauer
8. Swiss Army Luggage
9. Salomon
10. LL Bean

*Schneider, P., Latkova, P., & Vogt, C. "Consumers' Need for Uniqueness: Seeking the Trait Through Adventure Travel." Travel and Tourism Research Association.

A LOOK AT ADVENTURE TRAVELERS

Who are adventure travelers?

They are fairly evenly split male to female, even within in category of "hard" adventure sports. Soft adventurers skew slightly more female, but not as much as other types of travelers who are predominantly female (62.3%). The average age of an adventure traveler is 35, slightly younger than the "other" traveler who is on average 42.

Adventure travelers are more likely to be single or married; less than 10% are divorced or separated. They are also more highly educated than other types of travelers, with 70% of hard adventures having post secondary education and 63% of soft adventurers having post secondary education. 47% of other travelers have a two year degree or higher. Considering these demographic trends, it is unsurprising that adventure travelers also have higher levels of household income.

Interestingly, while many hard adventure travelers clearly view international travel as important (75% have valid passports), among soft adventure travelers, only 56.5% have valid passports. From this we can theorize that among soft adventurers, many are engaging in activities domestically.

These responses indicate that much adventure travel is taking place regionally, and adventure operators in destinations may consider allocating additional marketing budget to reach their local populations as well as international markets.

What do adventure travelers want when vacationing?

Hard adventure, soft adventure and other travelers place a high importance on similar things when planning their vacations: time to be with friends, time to be with family, relaxation, exciting new activities and learning about different cultures.

A LOOK AT ADVENTURE TRAVELERS

However, adventure travelers place a higher importance on exploring new places, time to be in nature, meeting and engaging with local cultures and pushing their physical limits.

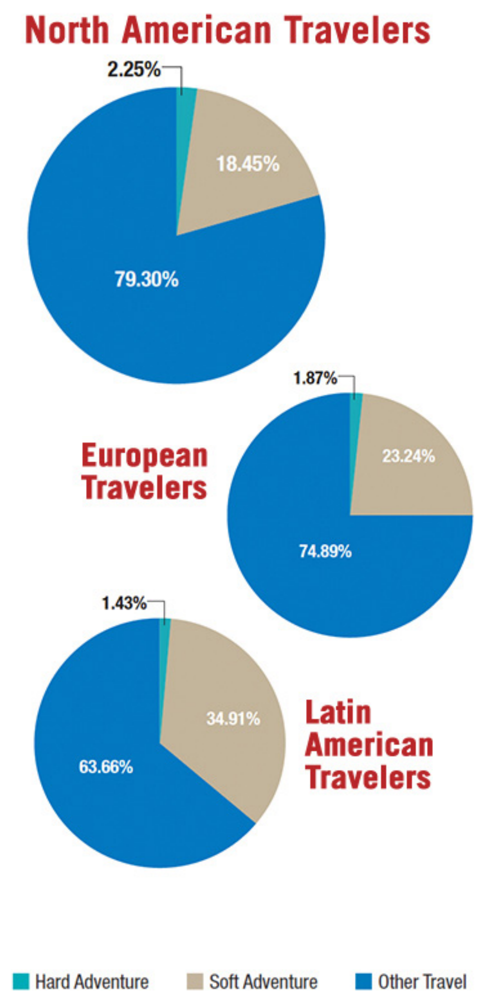
Not surprisingly, most adventure travelers are now turning to the Internet to research their trips. When researching a destination, most travelers will go directly to Google with generic search terms such as the destination name. Over 30% visited the destination's official website; this may be because it appeared high in the search results. Around 20% used social media to learn about the destination either by reading a blog post or viewing a friend's photos on a social network.

The survey results reveal that Facebook dominates the social networking space, and targeted ads would best be placed here. Secondary to the Internet, travelers routinely consult friends and family for opinions and suggestions on destinations.

In the past, the definition of what constitutes an adventure trip or adventure travel has been ill-defined; with influential and respectable entities disagreeing on what to include or exclude in the definition. This study's definition is based on past literature that classified specific activities into two segments: hard adventure and soft adventure. In certain instances, they have been combined in "all adventure."

The central question is — how many people are taking adventure trips? Applying a strict definition based on activities done while on vacation, allows an answer to this question to emerge.

Although Other Travel still dominates the tourism landscape, Soft Adventure claims 34% of travelers among Latin Americans, 18% of travelers among North Americans, and 23% of travelers among Europeans.



A LOOK AT ADVENTURE TRAVELERS

Hard Adventure

Hard adventure includes trekking, climbing (mountain, rock and ice) and caving. These activities are high risk and require a high level of specialized skill. Unsurprisingly, these represented small percentages of the population but still uncovered a sizable market.

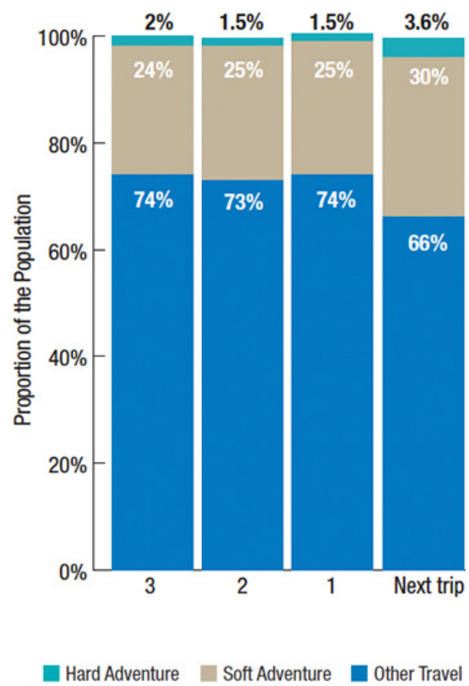
The trend over the past three years indicates that the number of hard adventure trips has held steady, at around 2% of the population. However, respondents in Latin America and Europe indicated that they intended to take a hard adventure trip for their next vacation. In North America, the trend was opposite, and the percent of people expressing the intention to take a hard adventure vacation dipped slightly.

Soft Adventure

The number of soft adventure departures represents a substantial percentage of trips worldwide. Interestingly, compared to North Americans and Europeans, Latin Americans are taking the most adventure trips at 35% of total outbound travelers. On average, 25% of international trips taken from all three regions are soft adventure trips. Soft adventurers are an important market for destinations, gear companies and tour operators. They are more likely to try different activities and destinations than hard adventurers. They are also more likely to respond to targeted marketing.

In all three regions — Latin America, North America and Europe — soft adventure increased steadily over the traveler's past three trips and continued to do so with future travel intentions. Around 43% of Europeans indicated that for their next vacation they would take a soft adventure trips.

Types of Travel in Last Three Trips and Intention for Future Trips



A LOOK AT ADVENTURE TRAVELERS

Expenditure and Length of Stay of Adventure Travelers

Adventure travelers indicated that their average trip was between 7 and 8 days. They indicated that their next trip would be longer and also involve more challenging activities and far-flung destinations. On the other hand, while other travelers (whose average stay was the same, at 7.5 days) indicated that their next trip would also be longer, over 12% respondents shifted from the "other" category to adventure category-based on their selection of activity. For example, Respondent A may have indicated that on his last trip to the Dominican Republic he lay on the beach for 7 days, but on his next trip he hopes to go biking in Portugal. The last column of this table below indicates the percentage of change. For example, 82% more people indicated their next trip would involve an activity characterized as hard adventure. Conversely, 10% fewer people indicated they would take a type of trip categorized as "other travel."

How Much Are They Spending?

On average, hard adventure travelers spend less per trip than soft adventure travelers. Anecdotally, it is known that hard adventurers are also less likely to use a tour operator for their trip, so this could explain part of the difference in spending. The table below illustrates expenditure.

On the next page we illustrate the average spending per adventure trip excluding airfare.

Average Length of Trip
(All 3 Regions)

	Hard Adventures	Soft Adventures	Mass Travelers
Last trip	7 days	8 days	7.5 days
Next trip	8 days	9.5 days	9.5 days
% of change	+82%	+22%	-10%

A LOOK AT ADVENTURE TRAVELERS

Average Spending per Trip Excluding Airfare

	Hard Adventure	Soft Adventure	Other Travel
North American Traveler	$500	$914	$605
European Traveler	$500	$525	$483
Latin American Traveler	$375	$861	$835
All Three Regions	$462	$822	$591

Hard adventurers do however spend more on gear than people engaging in other types of travel.

Gear Budget as % of Trip Expenditure (All three regions combined)

	Cost of Trip	% of Trip Expenditure
Hard Adventurer	$462	87.0%
Soft Adventurer	$822	42.5%
Other Travelers	$591	43.2%
Totals	$646	44.7%

Rates do not reflect pandemic increases.

Segmentation

There are many ways to segment the adventure travel market. Recognizing increasing specialization in the tourism industry along with the shared values of adventure travelers, many industry players have moved to a psychographic segmentation approach.

This means organizing adventure travelers by their specialized interests such as kayakers or birdwatchers. From there, specific marketing tactics can be developed with the addition of demographic

A LOOK AT ADVENTURE TRAVELERS

segmentation. From a demographic perspective, there are two main categories of adventure travelers:

1.] The younger generations

These people have often traveled throughout their youth, studied abroad during college and are adept at navigating the Internet to find good deals and new destinations. This segment can further be broken down into two groups that are of interest to the adventure tourism industry:

High disposable income, time poor

This group is already in the workforce and has a limited amount of vacation time each year. They will seek to fill as much as possible into their vacation time, often splurging on what they view as once in-a-lifetime opportunities, such as hiking Mt. Kilimanjaro. This group is more likely to book through a tour operator. They are mostly likely reached through social media — destinations and companies should monitor the on-line conversations taking place around their brands to capitalize on this trend.

Smaller budget, extensive time

This group engages with the communities and places they go. Many young people take the opportunity to travel for an extensive period of time after two or three years in the workforce. With low budgets and big dreams, they travel deeply in the communities they visit. Seeking authentic experiences, they are more likely to go trekking or take long train journeys, such as the cross-Siberian railway. Budget and value will be the key selling points for this group, although sustainability/responsibility plays a surprisingly high role in decision making.

A LOOK AT ADVENTURE TRAVELERS

2] The "baby boomer"

adventure traveler is frequently awakening (or re-awakening) to the adventure travel experience later in life. Many find themselves with extra time and money as their children have moved from the house or they enter retirement with good health and a curiosity to do things they couldn't during their working years. They have large budgets and value adventures combined with a cultural experience. They also book through tour operators and ma take two to three international trips a year. Increasingly, they are bringing grandchildren along. This group is inspired by their reading material, television series (Survivor, Amazing Race) and especially stories from friends and families. Offering something unique and difficult to attain will be key with this group. "Experience" and "authenticity" are key words/concepts that resonate with this group.

Data collected from A STUDY BY: The George Washington University School of Business, The Adventure Travel Trade Association, and Xola Consulting

AN INTRODUCTION TO OVERLANDING

Overlanding is [basically defined as] self-reliant overland travel to remote destinations where the journey is the principal goal. Typically, but not exclusively, it is accomplished with mechanized off-road capable transport (from bicycles to trucks) where the principal form of lodging is camping, often lasting for extended lengths of time (months to years) and spanning international boundaries. Overlanding is an Australian term to denote the droving of livestock over very long distances to open up new country or to take livestock to market far from grazing grounds. Overlanding in its most modern form with the use of mechanized transport began in the middle of the last century with the advent of commercially available four-wheel-drive trucks.

Though Overlanding as a sport has been around for more than 20 years and the activity internationally spans back hundreds of years, the sport has only taken shape in the United States within the past 15 years. We've been a part of the domestic movement since 2011 with a presence at some of the first Overland Expo events held in the US. We have stayed very involved in the progression of Overlanding as a sport ever since.

Interestingly, many outdoor product and service companies we speak to know about the movement, know they need to be doing something to penetrate the new market, but have done very little to do so, don't truly have an understanding of it, and are unsure how to position.

I am well versed in the sport, have solid connections in the US circle, and have established an influence in the domestic Overland marketplace and abroad.

As Overlanding transitions from a "Gentleman's Sport" for only the affluent enthusiast to a hybrid of road tripping, car camping and off-road, high performance, self-supported vehicular adventure travel, companies looking to cash in should strategically position themselves to serve a more affordable, consumer driven Overland marketplace.

A complete, high-end overland build can cost upwards of $70,000 not including the vehicle. A conservative build can cost in the neighborhood of $10,000 plus the cost of the vehicle.

Vehicle modification is nothing new and often those who do so are no stranger to spending a great deal of money. Thus, the overland adventure enthusiast who already spends money on off-road vehicles has little concern for the expenditure. In fact, most Overland enthusiasts are multi-sport athletes often including mountain biking, paddle sport, winter snow sports, motorcycling, climbing, and other outdoor activities into their overland excursions and have little concern for the cost of quality gear, equipment and experiences.

With lighter weight hard shell tents and increased dynamic load weight aftermarket roof racks entering the market, roof systems are safer for rooftop tent loads. This alone has prompted significantly more Americans to enter the market. In fact, auto makers such as Ford with the Bronco and Subaru with the new Wilderness edition vehicles are capitalizing on the trend. This means big business for anyone wishing to capture some of the market.

For further reading about the history of Overlanding please [click here].

EMERGING OVERLAND MARKET

Nearly 60 percent of attendees who responded to a 2017 Overland Expo West survey reported an individual annual income over $80,000. Nearly 30 percent said their income is over $150,000.

In 2018, Overland Expo drew an estimated 14,000 visitors, almost a 17 percent increase over 2017, according to Overland Expo's organizers. The number of exhibitors grew by 30 percent to 365.

Millennial consumers aged 22 to 37 are heading outdoors because they value experiences over material goods. Of the 1.4 million households that went camping for the first time in 2018, 56 percent were millennials and 51 percent identified as nonwhite. For the first time since 2014, the percentage of non-white first-time campers outpaced the percentage of new campers who identified as Caucasian. There's been an estimated 7 million additional camper households in the U.S. since 2014, 77 percent of which are millennials or generation X.

The overlanding community also draws from large numbers of baby boomers ages 54 to 72 who are beginning to retire. Many aren't fond of the motorhomes their parents may have used for family vacations when they were young.

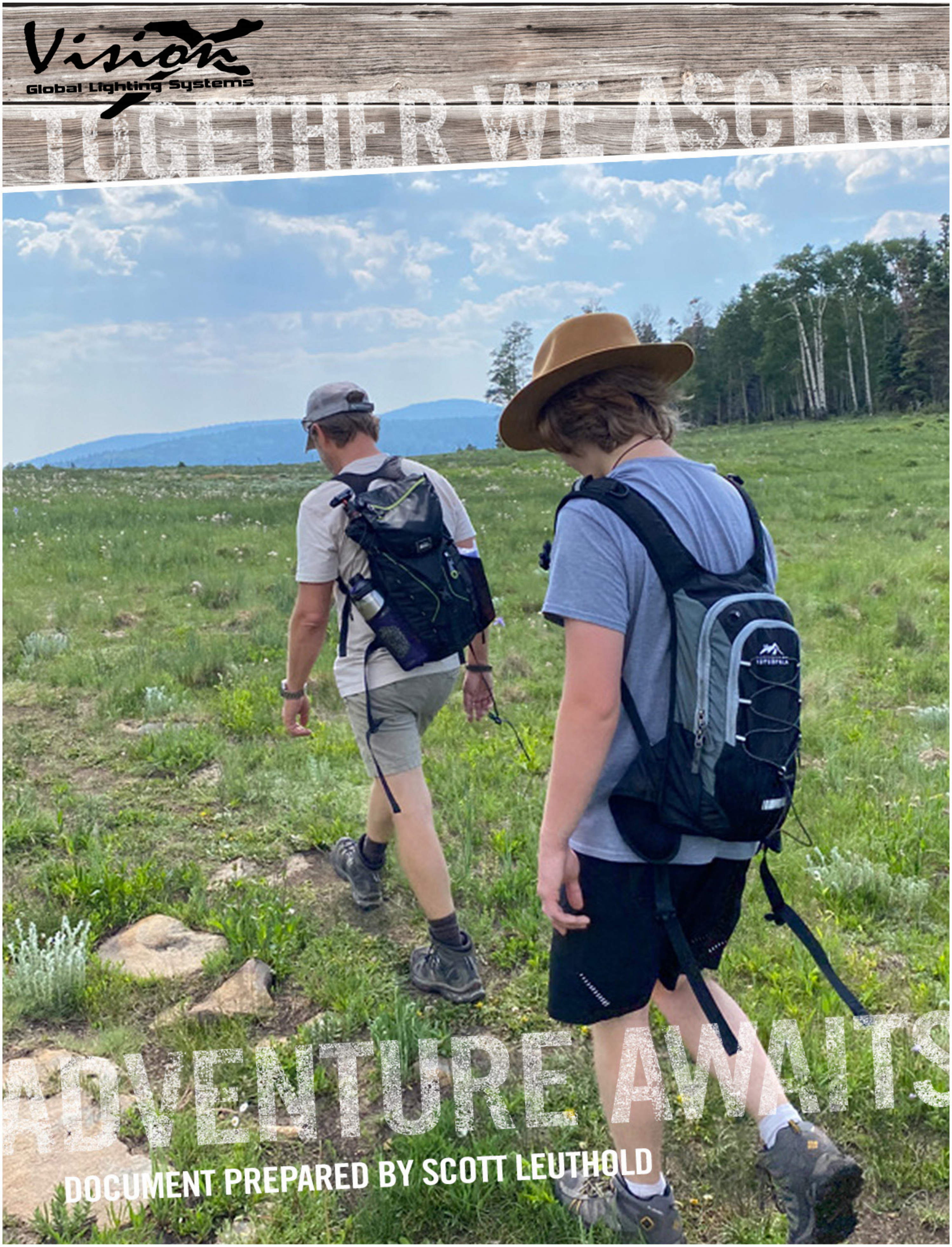
Road trips continue to grow in popularity, with 64 percent of Americans agreeing that they want to hit the road on a spontaneous vacation, according to a new survey of 2,000 Americans conducted by OnePoll. More than three in 10 Americans would actually prefer to take a longer route to enjoy the scenery, with 48 percent also opting for local or country roads rather than major highways. Three quarters of Americans would like to drive around in a convertible or sports car for a day trip, but when it comes to a week-long trip, Americans prefer an SUV or truck – at 62 percent.

KOA predicts that the camping industry will continue to grow, since 90 percent of the teenagers and children respondents (Gen Z) said they intend to camp as adults.

More employers allow employees to work from home. Or, in many cases, from the road. Professionals who work out of their overland vehicles are growing in numbers and market influence. This trend is predicted to increase once the Covid-19 orders are lifted.

The advancement of solar power technology is enabling people to take to the trails and still answer emails or submit feedback on a project.

Sources: Travel Agent Central, Four Wheeler, InHabitat, CNBC, KOA, Trucks.com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