



Campsited was born out of a personal experience founder Finán O'Donoghue had on a trip with his wife and young son. Playing outside in the wilds with his son one day while on the trip, he realised he didn't really know the little man. All because of a hectic work life. In that moment it was just him, his son and Mother Nature. Basic, pure and simple. An avid camper himself, Finán's experience searching online for campsites was excruciatingly fragmented and frustrating. Speaking with people afterwards, he was troubled by the number who had the same painful experience. So, he decided to do something about it, and got to work creating Campsited, to be the easiest way for people to find and book campsites.

Before the campaign started, Campsited was seeking €250,000 for and 5.263% in the business at a pre-money valuation of €4.5m.

### **When did Campsited decide to raise money?**

Campsited has been recognized by global leaders in travel as a leading travel tech business and investment opportunity. Before going live with the campaign, Campsited had campsites in 17 countries and bookings and revenue were on track to grow by 600% in 2018. In order to keep up with the growing demand, the startup needed funds to expand geographically and focus on marketing efforts.

### **Why Crowdfund?**

While raising funds was important, targeting and reaching out to newer customers was even more. Crowdfunding gave Campsited an opportunity to directly engage with customers and get market validation for their product. Finán had raised money for equity earlier and was familiar with the process. He was certain that the concept would be well received by the investors and being an EIS approved company would make it an even more attractive campaign as Irish taxpayers would be able to reclaim 40% of their investment in the form of a tax rebate.

## Why Spark CrowdFunding?

Finán had read about Spark CrowdFunding through an article in the newspaper and was immediately drawn to the platform because the operations were fully Irish and the team was extremely capable to handle the entire process. He was glad to be partnering with the platform that not only gave him access to a pool of Irish and international investors, but also advised him on the marketing aspect of the campaign along with actively promoting it across print and digital media.

## The Campaign Story



€ 284,482

Amount Raised



70

No of investors



€4064

Average Amount Invested



19 81

Gender  
(in %)



39

Average Age



94

2

4

Rest of the  
world

Location  
(in %)

## Reasons to invest in Campsited

- There is no global online marketplace for booking campsites and outdoor experiences.
- The campsite booking market is massive and growing at over €10 billion annually.
- At 10% to 15% commission per booking that's an annual market opportunity for Campsited of €1.5 billion.
- The wider outdoor and adventure tourism market is worth €200 billion annually.



*"The team at Spark were highly knowledge and helped us at every stage during our campaign. Most importantly, they introduced us to a large number of potential investors"*

*- Finán O'Donoghue, Founder, Campsited*