Womxn For Wild builds unforgettable outdoor experiences for adventurous, consciously-minded womxn to come together in the outdoors - safely!
Introduction

Female-founded by a seasoned travel photojournalist and marketing-savvy videographer, we want all womxn to immerse themselves in Africa's wilds without fear or prejudice.
Problem

Many women don't feel safe or confident to explore the African outdoors. Perhaps they don't have the right friends or are totally new to camping and hiking, thus seeking expertise.
Target Market

Young women of all backgrounds looking to explore more, learn a new skill or simply seeking company to venture outdoors.
Solution

Unforgettable outdoor experiences for adventurous, consciously-minded womxn to come together in the outdoors - safely!

HOSTED TRIPS
Female-founded by a seasoned travel photojournalist and marketing-savvy videographer, we host trips and iron out all the details for complete peace of mind so that participants can immerse themselves in Africa’s wilds without fear or prejudice.

EXPERTISE
Trustworthy experts to lead our experiences. Guides, instructors, artisans and coaches. Womxn operators are a focus and we partner with womxn who are doing kick-ass things! We only use people we have personally verified.

DO-GOOD
For every trip, we donate a set amount to a vetted environmental NPO doing work in the area and collaborate with awesome small, conscious South African brands to craft a signature Do-Goodie Bags. Instead of a typical, wasteful goodie bag, every trip participant scores eco-friendly items.
OUR MISSION

To facilitate new connections with a like-minded community of adventurers, nurturers and wanderers.

To inspire womxn to get out there and explore more.

To foster a desire for safeguarding natural spaces.

To build confidence and create lifelong connections.

This is a community for learning. We thrive off the joy of new places and trying new things!
"The Womxn For Wild team exceeded all my expectations. Every detail of the trip was thought out, thoroughly planned and arranged. At every moment of the trip the group was safe, encouraged and cheered on, well-fed and, overall, deeply happy."

"W4W is one of the best initiatives I’ve come across in a long time, and I’m so grateful you guys started it. The whole experience was just glorious, and I would love to join future experiences. Bokpoort was probably the best surprise – such a beautiful place! The food was incredible, the group was awesome, and I had such a wonderful time."

"Awesome! For someone who tends to suffer moderate social anxiety and never travelled much outside her comfort zone, I felt super comfortable and included. I am a big supporter of what W4W stands for and enjoy learning about and being included in projects promoting sustainability, supporting local, empowering each other, ecotourism and conservation! Would join again in a heartbeat!!"

**Traction**

We thrive off the joy of new places and trying new things and know we’ve done something right when a fellow womxn has retained a new skill, like surfing confidently or pitching a tent on the Drakensberg slopes. We have plenty of repeat guests, reinforcing our core goal of community-building.
Marketing Strategy

Our primary marketing avenue is through Instagram, mailing lists and word of mouth.

**Instagram**
An engaged audience, paid advertising of posts.

**Solution 2**
Our mailing list is the first to learn about new trips and gives alumni first dibs.

**Solution 3**
A small share of feature articles and we've featured on a local business TV show called Kyknet, but no business has arisen from these yet.
Market Competition

There are a few travel and hiking group companies, but very few focused on women's trips for outdoor adventures and even fewer highlighting environmental causes or empowering other females in the industry.
Investment and Funding

We have had no funding yet. Our biggest challenge is funding facilitators and getting around the country to host these adventures. The dream is to host a free open day or festival to expose more womxn to the joys of the outdoors and empower female guides in South Africa with a directory.
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“We’re not, after all, separate from the animal kingdom. We’re part of it”.

— Dr Jane Goodall