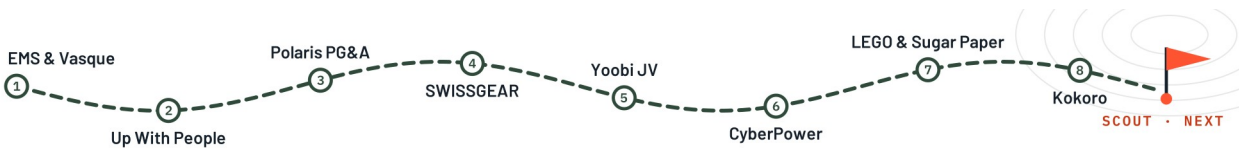


LICENSING EXTENSION IDEA | SCOUT CAMP & TRAIL

3 licensee tiers | 5 KPI areas | 1 QBR scorecard



Every Scout needs a campsite.

IMG already lists camping equipment as an open Scout licensing category. Here’s how I’d turn it into a program, using what worked when SWISSGEAR grew from \$0 to \$21M+ at Target across apparel, bags, and family camping: lead with a name people trust, price for the aisle it lives in, and give every product a job.

1. Fit before reach. License gear that earns a spot in the cargo area: a tailgate kitchen, an awning and shelter, camp chairs, storage that fits the truck bed, and a trail recovery kit. Partner with an established outdoor maker that already tests to field standards, not a general merch house.

- **Signals:** brand-fit score, reservation-holder interest, return rate and reasons

2. Three tiers, one story. T1 Heritage (Scout script and classic colors) for Scout’s own events and specialty shops. T2 Everyday Explorer for national outdoor retail. T3 Vehicle-Fit gear, co-developed with Scout Design, sized for Traveler and Terra and offered at delivery.

- **Signals:** royalty revenue by tier, sell-through, channel overlap

3. Moments, not merch. Put the gear to work where Scout already shows up, from Jazz Aspen Snowmass to the Head of the Charles, and at reservation-holder campouts, so people try the gear before they buy it.

- **Signals:** event leads, reservation conversions, owner photos and stories

How I’d measure it.

AREA	THE QUESTION	TIER	FIRST MOVE	KPI
Brand fit	Would an owner keep it in the truck?	ALL	Fit score in every licensee review	Fit score, returns
Revenue	Does it pay its way?	ALL	Minimum guarantees plus royalty tiers	Royalty \$, sell-through
Quality	Does it hold up like a Scout?	T3	Shared test protocol & 3rd-party lab checks	Defects, ratings
Community	Does it bring people together?	T1	Gear on loan at events & owner campouts	Event leads, stories
End of life	What happens when it wears out?	ALL	Repair, refill, or take-back built into the license	Repair & take-back rate

How I’d use it: score every candidate licensee before the term sheet, then bring the same scorecard to each Brand Commercial QBR.



See the campsite, clickable: thaldorf.com/scout · tap the gear; each piece is a license.

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