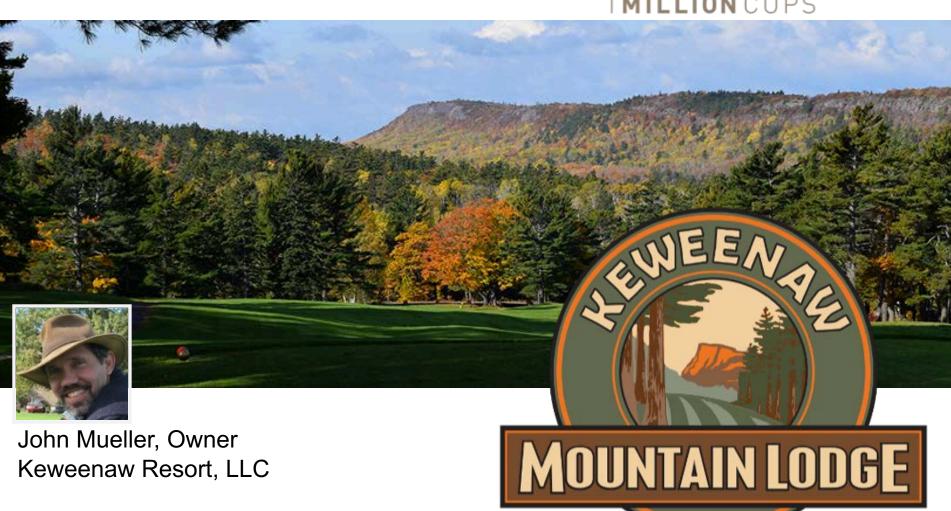
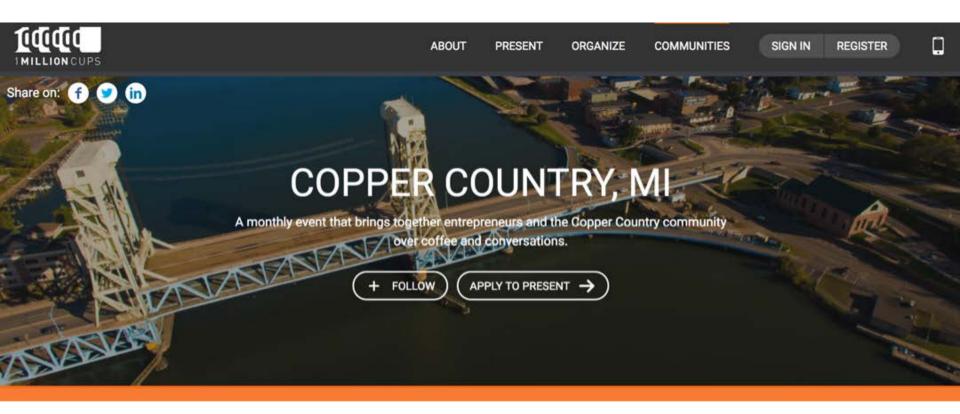
1 Million Cups – Copper Country

October 10, 2018









community and entrepreneurship





Keweenaw Mountain Lodge -- a wilderness resort at the top of the Keweenaw --

http://keweenawmountainlodge.com

[Similar Resort: Wawona Lodge in Yosemite, 9-hole golf course, Adirondack chairs]

Why purchase the Keweenaw Mountain Lodge?



- Historic ...history, has meaning
 - WPA, New Deal
 - National Register of historic places (1980), SPHO
 - Many years of family traditions

- Good Investmentcan increase the value
 - Value in the Lodge, in Copper Harbor, in the Keweenaw

- Adventurein the wilderness, beautiful
 - Outdoor tourism, adventure tourism in the Keweenaw

Son (Martin), a student at Michigan Tech Bought buildings in Calumet -- historic Monitored the KML since it went on the market last year (via Loopnet)



professor, entrepreneurship







investor, founder, golfer, runner

- Research: entrepreneurial finance resourceful financing Kauffman Foundation
- Teach: entrepreneurship, innovation, strategy
- Austin, Texas and Kalamazoo, Michigan
- Investing in the Keweenaw Calumet, KML

Our current focus: "Close and Close"





Important points:

- A lot of work prior to Sept 5th, trying to keep things moving without a hiccup, staff stayed on
- Not buying a company, but transferring assets, hiring employees, new licenses and more
- Planning to open for the winter next season (i.e. Nov/Dec 2019) get data this winter
- First 2-3 years, understanding the cash flow, low hanging fruit (deferred maintenance, online res)



THE KEWEENAW fun, joyous, adventuresome

Outdoor adventure tourism in the Keweenaw

- Mountain biking Copper Harbor Trails Club (next speaker; walking property this afternoon)
- Extreme downhill skiing Mt. Bohemia
- Hiking, running, golfing



Marry history with the future to create a vibrant and progressive present

A tough balance

- Provide technology, but still an authentic wilderness experience (e.g. WiFi)
- Alternative energy (solar, bio-mass), while still keeping lights turned on in the cabins / Lodge
- Keep repeat customers happy (tradition), while also families / younger crowds (e.g. green trails)
- The residents of the Keweenaw and the visitors (e.g. Sunday brunch)
- Accepting outside influence while respecting history and traditional influence (e.g. Austin Mueller)



Little Experiments

[find out what works, & double down]

Small Examples

Cleaning the cabins, cabin wifi, phone system, coffee mugs, fridges in cabins, breakfast



Grow the Pie

[a raising tide floats all boats]

Important points

- Competing against the Vails and Powder Mountains of the world, not Copper Harbor businesses
- Working with Copper Harbor, Keweenaw, National Parks
- Startup Communities (Brad Feld) Austin, Boulder, Cincy takes time (20 years)

An important issue... [at KML, in Copper Harbor]



Employee Housing



Important points

- Temporary solution: motel, shuttle
- Copper Harbor / Keweenaw community solution?



