

Is a marketplace where people can purchase fishing licenses all over the world as well as all associated services such as transportation, accommodation, guides and equipment.

## Problem

### For Anglers

Currently, there is no one online platform where users can search & purchase fishing licenses all over the world. The current process is time consuming and inaccessible.

### For Outfitters

Outfitters, boat owners, and landowners currently do not have a suitable system, where they can offer their fishing licenses for sale. Majority of the operators do not have a tech background and are not marketing oriented.

## Opportunity

We are in a unique position to disrupt an established but very old-school market, by leveraging technology and branding to solve multiple specific problems for both the anglers and the outfitters.

## Solution

A data-driven sales platform that is optimized for growth. It helps the anglers to access all available licenses and associated services. It also enables outfitters to:

- Increase sales
- Optimize management
- Reduce labour costs
- Reduce e-commerce associated costs

## Initial Markets

The markets we are aiming at initially are: Iceland, USA, Canada, Russia and Scandinavia.

## Founders Team



**Hörður Ellert Ólafsson**  
CEO  
With background in business development and entrepreneurship.



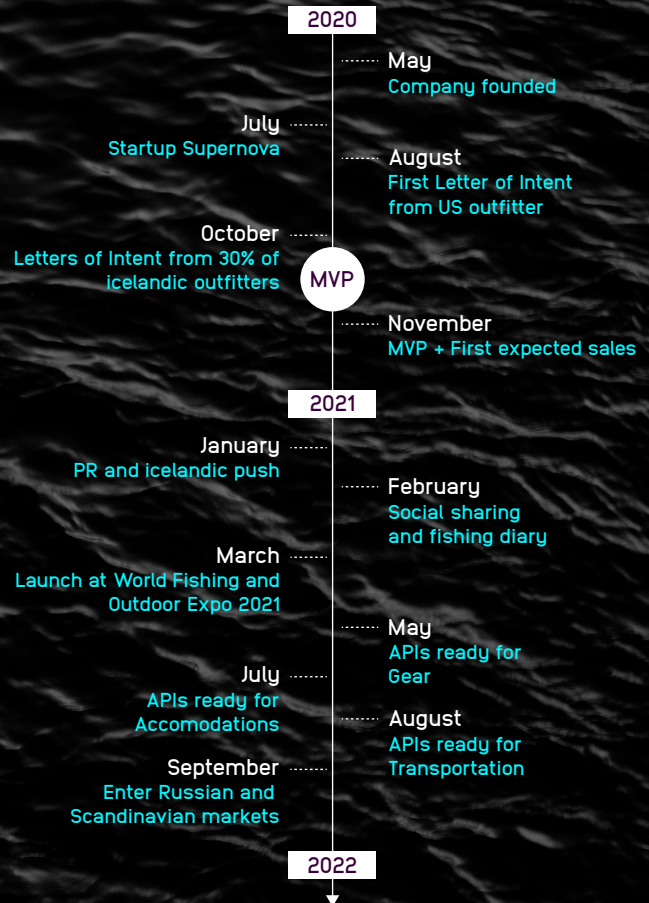
**Einar Þór Garðarsson**  
CDO  
With background in branding, marketing and digital strategy.



**Mariam Laperashvili**  
CMO  
With background in traditional and digital sales and Marketing



**Elvar Þormar**  
CTO  
With background in development and digital transformation



## Business Model

Veiðiland is the first online sales platform that offers all types of globally available fishing licenses.

1. Commission based
2. Advertising fees
3. Annual subscriptions for VIP Anglers
4. Monthly subscriptions for storefront