
SHED HAPPENS • PARTNER & INVESTOR PRESENTATION

Wildlife data that **thinks like a hunter.**

AI antler scoring, field intelligence, and Shed Hunter Steve — built from the ground hunters actually walk.

MAY 2026 • POTENTIAL PARTNERS & INVESTORS

U.S. PATENT 12,412,293

This is bigger than an app.

Hunters are already collecting the field signals wildlife systems need. Shed Happens turns that real behavior into structured intelligence.

SIGNAL 01

Every antler, sighting, rub, track, shed, and waypoint can become usable wildlife data.

SIGNAL 02

The app gives hunters immediate utility while the dataset compounds underneath.

SIGNAL 03

The long-term platform serves hunters, partners, agencies, and conservation.

The app collects what the field knows.

The first product turns real hunter behavior into structured records: score, pin, photo, time, species, and context.

INPUT	CAPTURE	STRATEGIC VALUE
Antler scoring	Species, score, image, time	Trophy quality over time
Steve’s pins	Sheds, rubs, tracks, beds	Field-level wildlife signals
Waypoint uploads	Existing scouting history	Instant historical context
AR assets	Digital trophy replicas	Engagement and commerce

SOURCES: SHEDHAPPENSLLC.COM AND USER-PROVIDED APP SCREENSHOT



TROPHY VAULT INTERFACE



03 • INTELLIGENCE LAYER

Steve turns data into **field intelligence.**

Steve is the brains of the app. He is not a generic chatbot — he reads the hunter's actual data and tells them what he sees.

READS

Pins, antlers, sheds, waypoints and scouting history.

INTERPRETS

Timing, pressure, terrain context and repeatable patterns.

RETAINS

A memorable product character hunters can return to and trust.

Investor takeaway: Steve makes the dataset useful immediately, while giving Shed Happens a distinctive product personality.

The dataset is the product.

Shed Happens compounds with every field action. One photo, one pin, and one score at a time, hunters create a structured picture of wildlife, sign, and pressure.

LAYER 01

Animals

Direct sightings and finds
Elk, mule deer, whitetail,
antelope, moose, sheep,
bear, wolf, and more.

LAYER 02

Sign

Proof animals were there
Rubs, scrapes, tracks, beds,
wallows, scat, blood, and
food sources.

LAYER 03

Pressure

Human activity at scale
Camps, trail cams, stands,
blinds, glassing points, and
access patterns.

COMPOUNDING MOAT

Every record makes Steve **smarter.**

The consumer tool creates immediate utility; the accumulated dataset creates partner, agency, and platform value.

Every antler is a data point. Every pin tells a story.

Conservation needs better ground truth.

Hunters are the eyes in the field. Shed Happens turns scattered observations into year-over-year signals wildlife decision makers can actually use.

WYOMING MULE DEER POPULATION · PUBLIC COMPANY
FRAMING

-50%+ since 1990

1990

TODAY

SIGNAL 01

Every shed, sighting, rub, track, bed, and waypoint becomes field evidence.

SIGNAL 02

The app captures what agencies and surveys often miss: distributed, real-time hunter observations.

SIGNAL 03

Steve makes the data useful to hunters first, which keeps the collection loop alive.

Not just an app download — **a movement to map what is really out there.**

A patent around the moment a photo becomes a **measured record**.

GRANTED U.S.
PATENT

12,412,293

Shed Happens protects the core workflow: AI-based antler scoring and measurement from a single photograph.

- 01** One photo becomes a scored, measured, digitally preserved antler record.
- 02** The workflow replaces tape-measure friction and manual guesswork.



MEASUREMENT IS THE ENTRY POINT

Scoring creates the record; the record creates the data layer; the data layer creates partner value.

07 • FIELD PROOF

Proof is already in the field.

Shed Happens is not a concept deck. It has real hunter usage, protected technology, and a rebuild aimed at the full data vision.

5,000+

ANTLERS SCORED

Real records created before the next major scale-up.

3

SPECIES SUPPORTED

Elk, mule deer, and whitetail form the scoring foundation.

1

STRATEGIC INVESTOR

Early industry validation from outside the founder.

V2

REBUILT PLATFORM

Faster, smarter, and designed around Steve plus the data layer.

WHY IT MATTERS

The wedge is proven: score an antler, capture a record, keep the hunter engaged, and let every interaction strengthen the dataset.

A large hunting market with **no digital infrastructure.**

The opportunity is not another hunting app. It is replacing a physical, manual scoring workflow with a protected digital data layer.

LEGACY MARKET

Tape measure, paper form, isolated record.

Scoring exists, but the data rarely becomes a structured, searchable, location-aware intelligence asset.

15M

licensed deer hunters in the United States

A large addressable audience already trained to collect trophies, sign, and scouting history.

4 states

publicly cited as regulating shed hunting

Utah, Wyoming, Montana, and Colorado show the category is becoming more managed and data-sensitive.

1950s

legacy scoring workflow still dominates

Traditional scoring remains physical, trained-measurer dependent, and disconnected from modern field data.



SHED HAPPENS WEDGE

One photo, one score, one compounding dataset.

AI scoring creates immediate hunter utility and a defensible data foundation protected by U.S. Patent No. 12,412,293.

Utility first. Data second.

The hunter tool creates adoption. The protected scoring workflow, Steve insights, and accumulated field data create partner value.

COMPOUNDING PRODUCT LOOP

Score the antler → drop the pin → ask Steve → build the dataset.

PARTNER TAKEAWAY

The model does not depend on charging every hunter first. It uses free utility to earn the data that partners need.

LANE 01

Patent licensing

AI antler scoring can extend into outdoor platforms, wildlife tools, and agency workflows.

LANE 02

Data partnerships

Structured wildlife and pressure intelligence supports conservation, management, and land-use decisions.

LANE 03

Premium Steve tools

Advanced scouting interpretation creates an upgrade path without weakening the free data-collection wedge.

LANE 04

AR Store

Instant digital antler assets add consumer monetization and expand the brand beyond scoring.

LANE 05

Strategic acquisition

Category ownership for an outdoor, mapping, optics, retail, or wildlife-tech platform.

Built by a hunter, not a boardroom.

Chuck McFarland is a builder first. Shed Happens comes from field experience, industrial project discipline, and years of refusing to let the idea die.

Charles “Chuck” McFarland

FOUNDER • INVENTOR • BUILDER

A solo founder with hunter credibility, operational discipline, and hard-earned ownership of the core technology.

INVESTOR READ

The founder-market fit is real: a hunter-builder who understands the field, the product, and the operational grind required to scale it.

20+ YRS

Industrial construction operator

Managed complex project work where precision, accountability, schedule, and problem-solving matter every day.

DATASET

Training data built by hand

Collected, scored, and labeled thousands of antler images to teach the system what real antlers look like.

ZERO VC

No co-founder. No marketing budget.

Shipped, maintained, and rebuilt the product through personal sacrifice and field conviction.

V2

Technology finally caught the vision

Version 2 is being rebuilt around Steve, AI scoring, and the larger wildlife data platform.

Built for hunters. Useful to everyone.

Shed Happens begins where the data is born: in the field, with the people who walk the country and already know what matters.

Score the antler. Drop the pin. Ask Steve.
Build the dataset.

START THE CONVERSATION

charles@shedhappensllc.com

- 01 **Strategic capital**
Accelerate Version 2 launch, AI refinement, and mobile growth.
- 02 **Distribution partners**
Reach hunters through outdoor, mapping, optics, retail, and media channels.
- 03 **Data partners**
Validate conservation, agency, land-management, and wildlife intelligence use cases.
- 04 **Licensing talks**
Monetize protected AI scoring beyond the core Shed Happens app.