



2024 Embark Cohort

- [ANDA](#) – Ultralight, eco-friendly shelters to venture deeper into the unknown. (Daniel Gerken; Atlanta, Georgia; Instagram: [@andaultralight](#))
- [Dulce Base Tipi](#) – A tipi destination on the Jicarilla Apache Nation reservation in Dulce, NM, with a great view of Archuleta Mesa, also known as the Dulce UFO Underground Base. (Heather Gomez; Dulce, NM; Instagram: [dulcebasetipi](#)).
- [The Good Detour](#) – A lifestyle brand that empowers South Asians to explore the great outdoors by providing flavorful and nourishing food on the go. (Pooja Naik and Rutwij Devashrayee; San Francisco, California; Instagram: [@gooddetour](#))
- [Hightag](#) – Giving athletes the power to automatically capture action media of themselves that would otherwise be impossible. (Alex and Jonathan de la Fuente; Bentonville, Arkansas; Instagram: [@hightag.app](#))
- [Islandclimber](#) – Puerto Rico's outfitter of climbing experiences for every travel itinerary. (Carlos Salinas Linares; San Juan, Puerto Rico; Instagram: [@islandclimber](#)).
- [Intrsxtn Surf](#) – Creating a safe space for Black Women and women of color to explore the outdoors through surfing. (Jessa Williams; Los Angeles, California; Instagram: [@intrsxtn_surf](#)).
- [Khám Phá](#) – Vietnamese-inspired performance snacks to fuel trail adventurers. (Huy-Liem Nguyen; Seattle, Washington; Instagram: [@khamphafoods](#))
- [Leimert Mountaineering](#) – A performance outdoor apparel brand focused on Black cultural perspectives and product innovations that serve the needs of the new and diverse outdoor consumer. (Ron Meade, Jabari Marshall & Haley Mcginest; Los Angeles, California; Instagram: [@leimertmountaineering](#))
- [Ma'wa Collective](#) – An adventure community rooted in faith, exploration, and self-discovery for Muslim American women. (Nadah Feteih; San Diego, California; Instagram: [mawa.collective](#))
- [Outdoorithm](#) – An all-in-one digital platform that simplifies camping trip planning for urban families. (Sally and Justin Steele; Oakland, California; Instagram: [@outdoorithm](#))



- [Pangoo Apparel](#) – An outdoor apparel company dedicated to creating clothes that support real women's bodies in motion and centers the voices of women of color in outdoor spaces. (Sara Chen; Detroit, Michigan; Instagram: [@pangooapparel](#))
- [The Petite Outdoors](#) – Outdoor apparel designed for women 5'4" and under. Perfect fit, comfort, and performance for your next adventure. (Robin Song; San Luis Obispo, California; [@thepetiteoutdoors](#))
- [Sojourn Trekk'r](#) – Ultralight hiking gear for the female form for increased outdoor access, representation, equity and adventure. (Jennifer Villamin; Austin, Texas; Instagram: [@sojourntrekk'r](#))
- [THINK BLUE](#) – Giving new life to expired aviation life vests by repurposing them into waterproof gear pouches for outdoors enthusiasts. (Catherine Chin and Marlene Renee Smith; Honolulu, Hawaii; Instagram: [@daretothinkblue](#))
- [WARPONYBMX](#) – Native American-made soft goods for the outdoor community. (Joeseph Arnoux; Albuquerque, NM; Instagram: [@warponybmx](#))
- [ZeenYo](#) – Protective childrenswear designed for worry-free outdoor adventures. (Natasha Medeiros; Arlington, Virginia; Instagram: Natasha Medeiros, [@zeenyokids](#)).

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