



Keep the world adventurous forever.

Buying & Merchandising Operations Research

April 27th 2026



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I. Executive Summary

BUSINESS OVERVIEW

Rivian is an American electric vehicle manufacturer founded in 2009 by RJ Scaringe and headquartered in Irvine, California. Rivian builds **adventure-capable EVs** for city and outdoor travel, including the R1T pickup and R1S SUV. Rivian is actively developing its **Adventure Network** of DC fast chargers, alongside Tesla's North American Charging Standard, for greater utilization. With over 15,000 employees across North America and joint ventures with Volkswagen and Amazon, Rivian differentiates itself from competitors such as Tesla, Lucid, and Polestar through its outdoor-oriented brand identity and focus on sustainability.

Keep The World Adventurous Forever

CORE OBJECTIVE

Our goal is to launch **Project Adventure**, a rental and membership program using Generation 1 R1S and R1Ts to help people travel sustainably with Rivian. The program offers electric vehicle rentals with various perks such as solar charging, membership perks, charging credits, and supports conservation efforts such as reforestation and trail maintenance. This strengthens Rivian's brand motive as a **challenger brand**, as it bridges the gap between electric mobility and outdoor travel.

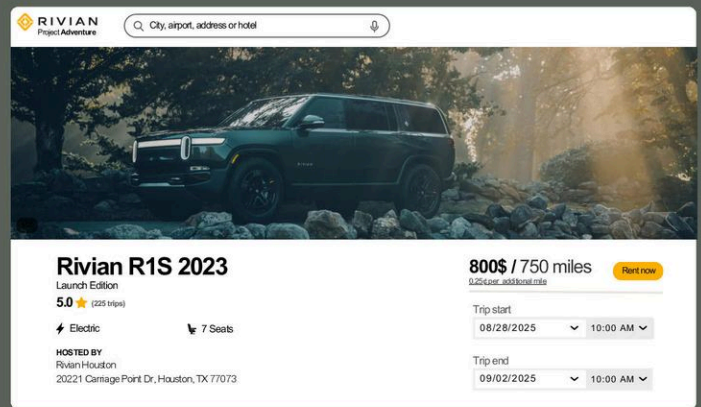


Figure 1.0: Project Adventure rental website where customers book adventure-made vehicles

RESEARCH METHODS

To develop Project Adventure, we applied primary and secondary research to understand customer needs, sustainability goals, and operational feasibility in various locations. Our primary research included student surveys, interviews with Rivian Employees, sampling of major locations in each region, and in-person observations. We analyzed Rivian's CSR reports, EV market data, and competitor analysis through secondary research, allowing us to build a comprehensive baseline for our research on Project Adventure.



March - September 2025

Primary Research



Student Survey



Rivian Interviews



Regional Sampling



In-Person Observations



March - August 2025

Secondary Research



Industry Reports



Competitor Analysis



CSR Benchmarks



Financial Data

FINDINGS AND CONCLUSIONS

Based on our research, our team identified five core barriers and opportunities shaping Project Adventure's viability. These findings influence user adoption, CSR engagement, and Rivian's competitive position.

Findings

1 Charging Access Gaps

- Limited charging access near parks and rural areas.
- Unreliable charging performance in rugged terrain.
- TX and CO users report high range anxiety.



2 Low Brand Awareness

- Many users are unaware of Rivian's rentals and CSR.
- Awareness is strongest in California, weaker elsewhere.
- Users often confuse Rivian with its competitors.



3 Cost & Value Perception

- Young travelers prioritize affordability above all else.
- Free charging, gear bundles, and perks are priorities.
- Value-driven users compare offerings across brands.



4 Trip Planning Complexity

- Users feel uncertain about EV-based road trips.
- Lack of knowledge around charging routes and terrain.
- Clear demand for simplified, curated trip planning.



5 Desire for CSR Impact

- Strong interest in measurable sustainability outcomes.
- Interviews emphasized the value of CSR reporting.
- Users want trips tied to environmental initiatives.



Conclusions

Project Adventure must expand charging access in **outdoor-dense** regions to remove this barrier and ensure that long-distance EV travel feels reliable, practical, and fully supported across national parks, trailheads, and rural adventure routes. This directly reduces range anxiety and builds driver confidence.

Rivian needs to strengthen its **engagement** and **education** efforts, so consumers clearly recognize Rivian's mission on rental offerings and CSR programs, allowing Project Adventure to build trust, stand out from competitors, and convert curiosity into meaningful engagement within its consumers.

Providing transparent **pricing** and **high-value** memberships is essential to attracting cost-conscious yet sustainability-motivated travelers and ensuring users see clear benefits, such as charging credits and bundled perks that will justify costs and provide measurable returns while advocating for the community.

Introducing a guided **trip-planning system** will be critical in reducing uncertainty for new EV travelers and helping users navigate routes and terrain confidently while making adventure travel feel simple and approachable, especially for first-time EV adventurers.

Integrating a clear, trackable **CSR** incentive into every trip will improve customer loyalty by showing users the real environmental impact of their participation, changing Project Adventure into a purpose-driven experience that reinforces Rivian's sustainability mission.

Strengths

- Strong commitment and alignment with sustainability goals.
- Unique blend of EV rentals and adventure travel
- High interest from eco-conscious, college-aged consumers

Weaknesses

- Limited rural/outdoor charging infrastructure
- Low brand awareness compared to major EV competitors
- High operational and startup costs

SWOT

Opportunities

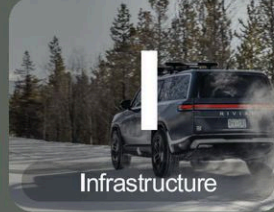
- Rising demand for sustainable outdoor travel
- Partnerships with parks, eco-lodges, and recreation hubs
- Expansion into adventure-dense regions

Threats

- Competitors improving EV accessibility (e.g., Tesla)
- Seasonal climate changes limit year-round EV travel reliability
- Slower EV adoption in rural states

PROPOSED STRATEGIC PLAN

Based on our findings, we integrated Project Adventure through an acronym, **TR.A.I.L.**. Each section provides a new, innovative way to integrate CSR responsibilities while transforming Rivian's Technology, Responsibility, Accessibility, Infrastructure and Loyalty.



TECHNOLOGY

The Technology section streamlines Project Adventure by unifying trip planning through AI personalization and Over The Air (OTA) updates to create a seamless, efficient, and sustainable EV travel experience for all users.

ACCESSIBILITY

The Accessibility section increases adventure travel participation by lowering entry barriers and offering inclusive memberships for diverse user needs.

LOYALTY

The Loyalty section builds long-term engagement through rewards tied to sustainable actions, community features, and mission-driven experiences that deepen users' connection to Rivian.

RESPONSIBILITY

The Responsibility section guarantees that every adventure has an environmental impact, achieved through conservation partnerships and CSR activities, along with transparent reporting that transforms participation into measurable outcomes.

INFRASTRUCTURE

The Infrastructure section powers Project Adventure with expanded charging networks, solar-powered hubs, and mobile units that make EV travel reliable across outdoor destinations.



PROPOSED BUDGET PLAN

Project Adventure requires a \$2.23M investment across development and infrastructure. In its first 3 years, it will generate \$34.57M in total revenue, creating a \$32.34M net gain and a 327% ROI, indicating significant financial value for Rivian.

3-year TOTAL COST

\$2,230,000

3-year RETURN

\$9,534,000

ROI

327%

PROPOSED TIMELINE



APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB

PHASE 1

APRIL 2025 - SEPTEMBER 2025

PHASE 2

AUGUST 2025 - NOVEMBER 2026

PHASE 3

SEPTEMBER 2026 - FEBRUARY 2027

DESIRED METRICS

Project Adventure aims to increase membership adoption, improve charger usage across new hubs, and achieve high engagement with CSR-focused trips, ensuring strong user participation and measurable sustainability impact

3,000

CSR TRIP PARTICIPATION

Reach 3,000 user-completed CSR-focused trips within the first year.

TARGET: 3,000 IMPACT TRIPS

40%

MEMBERSHIP ADOPTION

Achieve a 40% adoption rate of Project Adventure memberships among targeted users.

TARGET: 40% ACTIVE MEMBERS

+20%

APP ENGAGEMENT GROWTH

Increase engagement with trip-planning and sustainability features by 20%.

TARGET: +20% FEATURE USE

+25%

CHARGER USAGE

Increase usage of new Adventure Network chargers by 25% in pilot regions.

TARGET: +25% UTILIZATION

II. Introduction

A) Description of Business

Founded in 2009, Rivian Automotive, Inc. is an American electric vehicle (EV) manufacturer headquartered in Irvine, California, with a manufacturing facility in Normal, Illinois. The company was founded by MIT graduate **RJ Scaringe** and rebranded as Rivian in 2011. The name "Rivian" is a combination of "River" and "Indian," in reference to the Indian River in Florida, where Scaringe grew up. Rivian's mission, "**Keep the World Adventurous Forever**," reflects its goal to combine sustainability with outdoor exploration, positioning the company not only as an automobile manufacturer but as a lifestyle and sustainability-focused brand.



Figure 2.0: RJ Scaringe, CEO of Rivian Automotive, speaking about the R1S



Figure 2.1: Houston pilot location - Houston, TX

As a **challenger brand** in the EV market, Rivian operates differently from traditional automakers by focusing on sustainable-focused adventure travel rather than just urban transportation and performance. The current EV market is centered around luxurious city driving and efficiency, leaving a gap for consumers seeking outdoor travel and adventure experiences. Many consumers face barriers such as limited charging infrastructure and limited access to programs that connect conservation to real-world experiences. Rivian addresses this by offering adventure-focused vehicles and renewable-powered charging infrastructure, **bridging the gap between electric mobility and outdoor travel.**

For this study, the Rivian Service + Demo Center in Houston will serve as the primary pilot location for Project Adventure, testing core operations such as EV rentals, memberships, and user experience workflows. Select sites in California and Colorado will act as secondary validation markets to assess regional adaptability across varying climates and terrains. Insights from the Houston pilot will guide phased expansion and standardize the Project Adventure operating model before nationwide implementation.

B) Description of Target Market

Rivian primarily targets young to middle-aged professionals with above-average incomes who are motivated by environmental responsibility and drawn to outdoor adventure.

Geographics:

Rivian's target market is primarily located in the United States, with a strong focus on regions where consumers are affluent, tech-savvy, and appreciate outdoor lifestyles. Rivian's ideal client profile (ICP) typically values electric vehicles for their sustainability and adventure capabilities, and generally live in suburban areas. Canada serves as Rivian's secondary market, particularly in regions with prominent outdoor areas. Within these geographics, Rivian's brand appeals to individuals in urban or suburban areas who value utility, off-road performance, and convenience.

Rivian's operations span across multiple U.S. regions, with the **Houston Center** serving as the pilot location for Project Adventure. Houston was chosen for its large demographic profile, its urban proximity to various national parks in the Texas plains, such as Big Bend, and its strong EV infrastructure presence, making it an ideal testing ground for Rivian's sustainable travel initiatives.

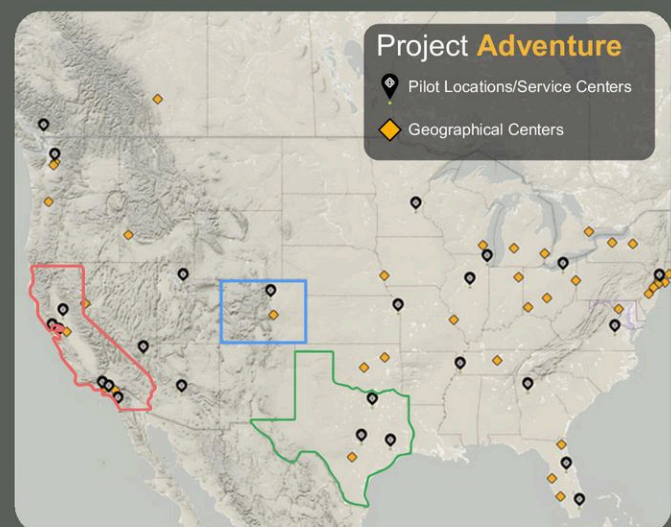


Figure 2.2: Rivian Geographic Centers and Pilot Locations
Rivian's U.S. network spans multiple regions, with **California**, **Texas**, and **Colorado** selected as pilot markets for Project Adventure before expanding nationwide.

Demographics:

Rivian's customers are typically between the ages of 35 and 55, placing the brand's audience within a market of young to middle-aged professionals. Approximately 75% of EV owners are male. However, Rivian has begun to attract more women through inclusive brand initiatives. One of them is its participation in the Rebelle Rally, an all-women, off-road event that showcased the R1T and strengthened female engagement with the brand. EV owners typically earn between **\$125,000 – \$150,000** annually, with approximately 62% reporting household incomes exceeding \$100,000, reinforcing Rivian's position within a high-income demographic. Rivian's target market resides in high-end suburban communities near major cities. One of them is the California Bay Area, an area where individuals typically have access to home charging and nearby outdoor recreational opportunities.

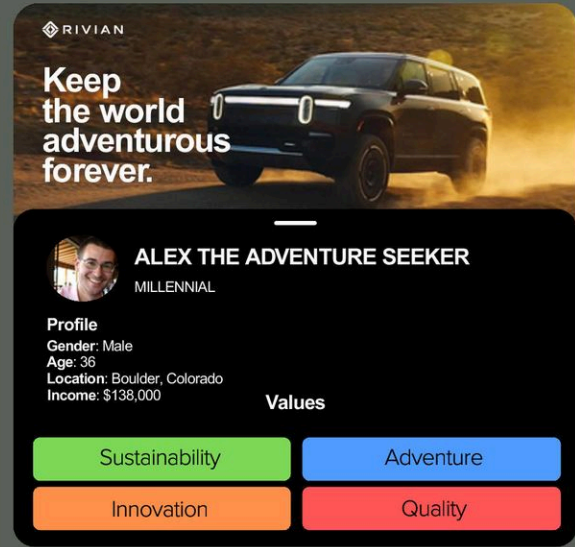


Figure 2.3: Depicts Rivian's target customer persona

Psychographics:

Rivian generally aims its products at customers who value sustainable outdoor activities and technology. A primary factor for choosing Rivian is the desire for an eco-friendly vehicle that combines sustainability and advanced technology. With electric cars relatively new to the market from 2008-2010, the company appeals to individuals eager to be part of a pioneering brand. Rivian attracts customers who prioritize adventure, reflected in its motto, "Keep the World Adventurous Forever," and is committed to delivering high-tech, sustainable vehicles.

C) Overview of the business or organization's current business strategy relating to CSR Initiatives

Rivian's corporate social responsibility efforts are centered on five core values: sustainability, ethical supply chain practices, philanthropy, employee wellness, and vehicle safety.

Rivian establishes a deep commitment to sustainability, ethics, and inclusion throughout its operations. Rivian aims to minimize its carbon footprint by using **eco-friendly materials** such as vegan leather and designing efficient factories equipped with water recycling systems. After converting its charging network to 100% renewable energy in 2022, Rivian plans to expand renewable energy across its manufacturing plants by 2030, supporting its goal of achieving net-zero emissions. Rivian's foundation contributes 1% of the company's profits to environmental and climate initiatives, partnering with organizations focused on habitat restoration and trail conservation. Rivian fosters inclusion through its Belonging Resource Groups (BRGs) and has earned a perfect score on the Human Rights Campaign's Corporate Equality Index, reinforcing its commitment to workplace equity and employee safety, which has ultimately contributed to the R1T earning the IIHS Top Safety Pick+ award in 2024.

Sustainability

Uses recycled materials, energy-efficient factories, and 100% renewable power for its charging network since 2022. Aims for net-zero emissions by 2040.

Ethics & Supply Chain

Ensures suppliers uphold human rights, bans forced labor and discrimination, and provides safe, confidential reporting channels.

Community Impact

Through the Rivian Foundation, donates 1% of equity to climate projects and partners to restore habitats and maintain trails.

Inclusion & Safety

Supports diverse BRGs, earned a perfect 2023 HRC score, and achieved the IIHS Top Safety Pick+ for the R1T.

III. Research Methods Used In The Study

A. Description and rationale of methodologies used to conduct the study.

Objectives:

Identify Rivian's current CSR and sustainability efforts through primary and secondary research to understand their community impact.

Use collected data and industry benchmarks to pinpoint improvement opportunities and guide the creation of scalable CSR strategies.

Measure demand in adventure based EV initiatives using survey results to recognize popular trends and reach a 25% increase in participation

March 14, 2025
Secondary Research Begins

March 10, 2025
Primary Research Deep Dive

September 2, 2025
Primary Research Concludes

PRIMARY	Research Method	Description	Rationale
	Student Surveys	Our team conducted a short survey targeting various audiences such as college students, EV owners, and adventure travelers by using a diverse array of questions to improve Project Adventure.	This was an opportunity to reach both non-adventurous EV owners and adventurous non-EV owners by identifying specific priorities and concerns of each group regarding EV travel.
	Rivian Interviews	Our team held interviews with Rivian representatives where we asked about possible rental ideas, consumer needs, and future Rivian goals on sustainability and expansion.	Through these interviews, we gained insight into Rivian's planning and decision-making processes, which allowed us to gain a clearer understanding of the company's strategic priorities and operational challenges
	Regional Sampling	We gathered data from interviews with participants from different places across the U.S including California, Texas, and Colorado allowing us to highlight different preferences on EV rentals based off of lifestyle, climate and charging infrastructure.	These interviews across multiple states allowed us to identify region-specific challenges and motivations related to EV rentals. Using this data, we were able to localize market strategies and strengthen Project Adventure's expansion approach across the U.S.
	In-Person Observations	We held in-person observations at multiple service centers in the Greater Houston area to explore customer interactions, operations, as well as the integration of user-friendly technology.	By observing operations from a customer's point of view, we gained an authentic, first-hand understanding of the customer experience at Rivian and understanding of Rivian's sustainability practices.

Research Method	Description	Rationale
Industry Reports	We analyzed CSR initiatives like Tesla's Destination Charging, Jeep's Adventure Academy, and REI's Co-Op Adventure Travel to see how leading brands link exploration with sustainable mobility.	Conducting this analysis allowed us to identify best practices from leading brands as well as gaps Project Adventure aims to address, informing the development of a more competitive and differentiated ecosystem.
Competitor Analysis	We conducted a competitor analysis, which included major EV brands such as Tesla and Lucid, as well as Polestar, to compare consumer experiences, rental options, and technological integrations.	Conducting competitor analysis allowed us to view Rivian's competitors from all aspects. This highlighted industry leaders' strategies and flaws, which helped us find ways for Rivian to stand out.
CSR Benchmarks	Rivian's current CSR strategies include renewable energy commitments, closed-loop battery programs, and environmental projects. We identified areas where Rivian could expand its CSR strategies, such as widespread EV education.	CSR benchmarking allowed us to understand what customers and communities expect from EV companies. By examining Rivian's current CSR strategies, we ensured that our ideas aligned with the standards set by Rivian and other leading companies.
Financial Data	A financial analysis of Rivian's production costs and revenue trends, synthesized from public reports and industry data, helps identify resource allocation and strategic priorities.	By reviewing Rivian's financial data, we were able to identify which improvements seemed feasible. It allowed us to see where Rivian was growing and how much money was being put towards sustainability and CSR.

B. Process used to conduct the selected research methods

Primary

Secondary

**March 10
–April 20,
2025**

Student Surveys

1. Collected 53 responses from students and EV-curious consumers.
2. Distributed through Gmail, flyers, and social media.
3. Identified travel habits, EV interest, and sustainability priorities

Industry Reports

1. Reviewed EV mobility and outdoor travel reports.
2. Identified the best practices in charging and sustainable travel.
3. Applied insights to benchmark Project Adventure.

**March 14–
March 19,
2025**

**April 5–
June 10,
2025**

Rivian Interviews

1. Interviewed Rivian CSR leadership and EV owners.
2. Asked about sustainability goals and customer challenges.
3. Gathered insights on CSR engagement and improvement areas, followed by a meeting to discuss major findings.

Competitor Analysis

1. Analyzed Tesla, Lucid, Polestar, and Turo.
2. Compared rental features, charging access, and user tools, as well as the user interface.
3. Identified gaps Rivian can fill with CSR-driven solutions.

**May 10–
May 28,
2025**

**June 1–
June 18,
2025**

Regional Sampling

1. Interviewed participants across CA, TX, and CO.
2. Compared EV barriers and adventure travel preferences.
3. Composed our data into a central document and used regional differences to guide expansion planning.

CSR Benchmarks

1. Reviewed Rivian's sustainability + community impact reports.
2. Compared strategies with CSR leaders like REI and Patagonia.
3. Identified opportunities in education and community outreach.

**June 3–
June 20,
2025**

**July 8–
Sept 2,
2025**

In-Person Observations

1. Observed operations at Houston-area service centers and outdoor areas.
2. Recorded customer interactions and charging processes.
3. Noted clarity of sustainability signage and tech interface.

Financial Data

1. Examined Rivian 10-K filings through the EDGAR database and EV market data.
2. Assessed pricing models, charging costs, and trends
3. Validated the financial feasibility of Project Adventure.

**July 12–
August 3,
2025**

IV. Findings & Conclusions

A. Findings of the research

Research conducted from Oct 2024 to July 2025 assessed the service-market fit, market potential, and CSR alignment of Project Adventure. Using four primary and four secondary methods, it combined: student surveys, Rivian interviews, regional samples, and in-person observations; plus industry reports, competitor analyses, CSR benchmarks, and financial data. Jointly, these methods chart a landscape of challenges, motivations, and opportunities that shape the implementation environment of Project Adventure.

Primary

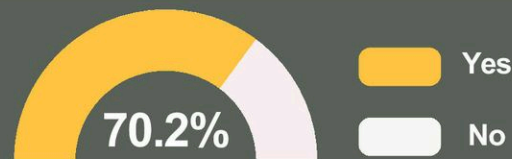
1

Student Survey Findings

The student survey gathered responses from 53 participants, primarily college-aged individuals, with a slight male skew and no single geographic concentration, to assess awareness, interest, and feedback on Project Adventure.

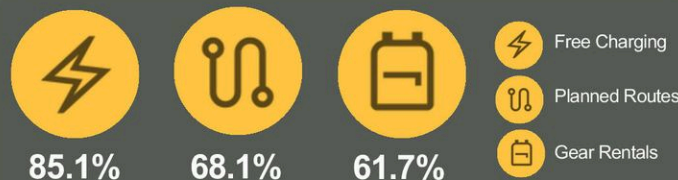
Interest

70.2% would rent an electric adventure vehicle; even car owners expressed curiosity, showing market-fit beyond ownership.



Most Wanted Features

Free charging (85.1%), pre-planned routes (68.1%), and additional gear rentals (61.7%) were most valued; affordability and convenience outweighed pure sustainability factors.



Membership Interest

For survey purposes, membership referred to a paid program providing users access to curated eco-adventures, Rivian rentals, and sustainability perks. 23.4% responded "Yes" and 59.6% "Maybe," strong potential if pricing and benefits are clearly communicated.

Overall Trend

Students show high enthusiasm towards adventure-travel but require affordability, reliability, and accessibility to commit.



2

In-Person Observation Findings

The observation process included visits to Rivian service centers, outdoor recreation areas and electric vehicle charging sites to assess user experience, accessibility, and sustainability integration within real-world settings.



Observations At Centers + Outdoor Areas

Observations at Rivian service centers and outdoor adventure areas highlighted strong brand appeal, customer engagement, and operational organization. Urban locations reflected Rivian's premium, sustainability-focused brand through clearly designated EV parking, integrated charging access, and efficient traffic flow, while outdoor areas revealed opportunities to improve signage, accessibility, and overall user guidance. The consistency of Rivian's eco-friendly, community-oriented ecosystem reinforced its commitment to sustainability.



Figure 4.0: Visit to the Rivian Service Center in Houston, Texas

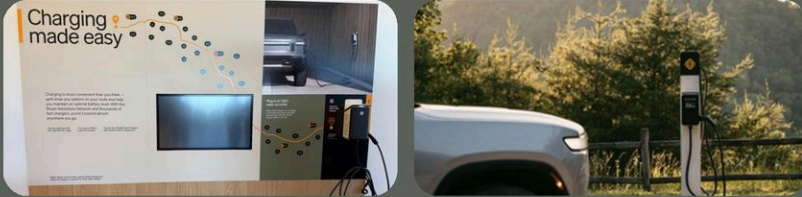


Figure 4.1: Rivian charging infrastructure within indoor and outdoor settings

Charging Infrastructure

Chargers were reliable near urban areas but limited near state and national parks, highlighting a need for expansion. Several sites showcased solar canopies and eco-friendly materials, aligning closely with Rivian's CSR initiatives.

Partnership Potential

Observations at eco-lodges and recreational parks revealed promising opportunities for Rivian to collaborate on shared charging hubs or adventure rentals that could greatly enhance both accessibility and brand visibility in outdoor experiences.

Overall Trend

Rivian's brand fits seamlessly within sustainability-driven adventure environments; however, there is opportunity to further improve accessibility, expand user education, and strengthen infrastructure reach to support broader adoption.

3

Rivian Interviews Findings

Interviews were conducted with Rivian professionals across sustainability and sales departments, including the Senior Director of Sustainability, Grant Garrison, who was connected through Chief Sustainability Officer, Anisa Costa, as well as several Rivian EV owners. These discussions provided insights into Rivian's current CSR initiatives, market priorities, consumer experiences and engagement strategies.

Sustainability Focus

Rivian's sustainability team emphasized measurable environmental impact as a brand priority, with a focus on initiatives that connect customers to visible sustainability outcomes.

CSR Engagement

CSR representatives explained that programs involving direct customer engagement, such as volunteering or impact tracking, build stronger loyalty and long-term trust in the brand.



Figure 4.2: Interview with Grant Garrison, executive at Rivian's CSR team, helping us identify Rivians CSR usage

Overall Trend

Findings reveal Rivian's approach centers on transparency, infrastructure expansion, and customer-driven sustainability, while also showing a strong interest in partnering with adventure-focused destinations. It would be beneficial to expand awareness about Rivian around various locations.

4

Regional Sampling Findings

Interviews and regional analyses were conducted across California (CA), Texas (TX), and Colorado (CO) to compare EV adoption barriers and adventure-travel preferences in areas with varying infrastructure and outdoor engagement levels.

California

Participants demonstrated the highest awareness of EV technology and sustainability benefits. Most reported convenience and charging reliability as priorities, with strong enthusiasm toward eco-friendly outdoor adventure due to existing EV infrastructure.

Texas

Respondents expressed interest in adventure travel but addressed costs, range anxiety, and limited rural charging access as their main concerns. Many viewed EVs as “urban-only,” highlighting a need for infrastructure education and expansion.

Colorado

Residents showed high interest in outdoor adventure and sustainability alignment, though steep terrain and harsh winter conditions reduce year-round travel confidence. EV ownership interest was strong but depended on charging access in mountain regions.

Regional Comparison

Data showed that infrastructure maturity directly correlates with EV adoption potential. States with visible charging access (CA) displayed more openness, while those with limited access (TX, CO) revealed more skepticism.

Overall Trend

Regional sampling confirmed that building early visibility can increase trust and adoption, indicating that expansion should prioritize outdoor-dense but infrastructure-limited regions like Texas Hill Country and Colorado mountain towns.



Secondary

Industry Reports

Reports from companies like Avis, Hertz, and Enterprise show interest in EVs and adventure travel but also highlight struggles with high costs and limited charging. This showcased sustainable travel that creates a prime opportunity for Rivian to solve these setbacks and lead the adventure EV market.

Competitor Analysis

Competitor analysis of Tesla, Lucid, Polestar, and Turo shows that while such companies offer efficiency and luxury, none combine EV rentals with outdoor adventure. This reveals a gap in eco-friendly travel, positioning Rivian to capture an untapped market through CSR-driven adventure travel.

CSR Benchmarks

CSR benchmark analysis of leaders such as REI and Patagonia confirmed Rivian's strong CSR foundation and indicated growth opportunities in community engagement through differentiation, and consumer education. Findings showed the need for measurable reporting and development of exclusive programs.

Financial Data

Financial data showed rising demand for adventure EVs and confirmed that benchmarked mid-tier pricing remains affordable while covering costs. Although renewable charging requires higher initial investment, it delivers lower expenses than fuel models. Findings validated the financial feasibility of Project Adventure.

Overall Trend

Secondary research showed developing growth in both EV adoption and eco-adventure travel, supporting Project Adventure's service-market-fit. Competitor analysis revealed that leading brands lack adventure-focused rentals and community-driven CSR, presenting Rivian with an opportunity in an untapped market. CSR benchmarks demonstrated that brands with measurable impact reporting and customer-involved initiatives achieve higher customer loyalty, demonstrating Rivian with an opportunity to strengthen brand appeal. Financial analysis confirmed the feasibility of a rental-based model, showing that demand is aligned with pricing and long-term costs that effectively support scalable growth for Project Adventure.

Strengths

- Strong commitment and alignment with sustainability goals.
- Unique blend of EV rentals and adventure travel
- High interest from eco-conscious, college-aged consumers

Weaknesses

- Limited rural/outdoor charging infrastructure
- Low brand awareness compared to major EV competitors
- High operational and startup costs

SWOT

Opportunities

- Rising demand for sustainable outdoor travel
- Partnerships with parks, eco-lodges, and recreation hubs
- Expansion into adventure-dense regions

Threats

- Competitors improving EV accessibility (e.g., Tesla)
- Seasonal climate changes limit year-round EV travel reliability
- Slower EV adoption in rural states

B. Conclusions of the research

1

Conclusion 1 - Student Survey

The survey found that college-aged consumers demonstrate a strong interest in adventure-based EV rentals, but purchase based on convenient pricing and safety rather than sustainability. This signifies Rivian should emphasize value-added features such as free charging, trip planning, and adventure gear to drive the adoption rate within this segment. Therefore, Rivian should focus on removing cost barriers and implementing value-bundled features to improve customer retention.

2

Conclusion 2 - In-Person Observations + Regional Samplings

The research showcased that EV adoption and adventure travel demand are higher where charging infrastructure is pivotal, and lower in regions with limited access. This indicates charging infrastructure and partnerships are key to market adoption. Thus, Rivian should expand its charging network, improve on-site guidance and form strategic partnerships with outdoor-focused regions to facilitate Project Adventure's growth.

3

Conclusion 3 - Rivian Interviews

The research found that Rivian's brand culture prioritizes measurable sustainability, customer engagement and transparency, while customers value visible impact and experience. This means aligning initiatives with these cultural values can secure loyalty and brand trust. Therefore, Rivian should open up programs that connect customers to sustainability outcomes, such as impact tracking and partnerships with adventure-focused destinations.

4

Conclusion 4 - Industry Reports

The research displayed that a growing segment of consumers is seeking sustainable EV and adventure travel opportunities, presenting a market possibility for Project Adventure. This presents an opportunity for Rivian to attract environmentally conscious adventure seekers and expand into a new market segment. Thus, Rivian should implement a sustainability-focused adventure segment within Rivian to drive growth among consumers.

5

Conclusion 5 - Competitor Analysis

The research exhibits that many leading competitors in the EV industry, including Tesla, Lucid, and Polestar, have a strong ecosystem but lack EV programs or sustainability-driven memberships. This means Rivian can differentiate itself by combining outdoor experiences with measurable sustainability initiatives. Therefore, Rivian should leverage Adventure Travel Network, eco-travel partnerships, and CSR-focused membership to dominate an untapped market.

6

Conclusion 6 - CSR Benchmarks + Financial Data

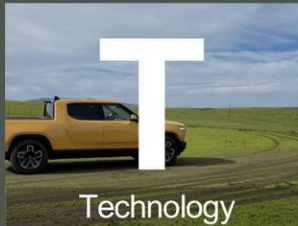
The research found that Rivian has a strong CSR foundation compared to leading industry competitors, and that adventure-focused EV rentals are financially viable with mid-tier pricing and investments in charging infrastructure. This presents Rivian with an opportunity to scale Project Adventure while maintaining sustainability, credibility, and profitability. Therefore, Rivian will launch CSR-focused initiatives, enhance community engagement, and strategically invest in charging infrastructure to strengthen both its brand and financial performance.

V. Proposed Strategic Plan

A) Objective and Rationale

Project Adventure implements CSR-driven initiatives across the rental-based adventure travel experience to expand Rivian's target demographic. Guided by the T.R.A.I.L. framework and developed with Evergreen Consulting, it drives scalable, sustainable, and inclusive growth while delivering measurable impact.

Market demand for sustainable adventure travel is rising, especially among Gen Z and Millennials.
Rivian has the infrastructure (Adventure Network, R1T/R1S models) to scale eco-friendly travel.
CSR activities (charging stations, park cleanups, inclusive rentals) directly improve brand loyalty and stakeholder trust.



Rationale #1: Enhance customer trip experiences while reducing emissions.

Customers want adventure trips that are convenient to plan, specifically tailored to their needs, and environmentally responsible. Traditional travel planning often wastes time and mileage, which increases carbon emissions. Rivian provides an innovative, eco-friendly solution that fits its brand identity.

SOLUTION:

Rivian's AI-powered trip planner, integrated with Rivian Connect Plus, creates optimized routes, suggests accommodations, and books tailored activities. This all-in-one platform reduces wasted mileage and enhances the customer experience while lowering emissions. It also adjusts routes dynamically using real-time vehicle data, traffic conditions, and charging availability for maximum efficiency.



Rationale #2: Strengthen Rivian's role as a leader in CSR.

Rivian's reputation depends on showcasing leadership in corporate social responsibility. Customers expect companies to go beyond their products and directly advocate for these environmental and social initiatives. Without clear CSR outcomes, Rivian risks blending into a crowded EV market.

SOLUTION:

Launch CSR-focused trips featuring park cleanups and reforestation with national park partnerships. Membership levels will support conservation and solar charging stations, ensuring each trip delivers measurable environmental and community benefits. Rivian will track impact metrics like carbon offsets, waste collected, and renewable energy usage to ensure transparency and engagement.

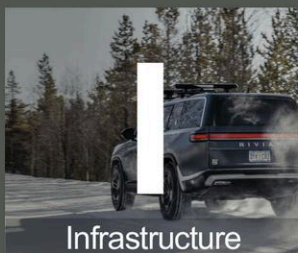


Rationale #3: Expand adventure opportunities to more diverse travelers.

Most prospective consumers feel ostracized by adventure travel because of the price, age barrier, or absence of inclusive travel. If Rivian only appeals to the high-earning adventure travelers, then the company will only push the already-younger and environmentally-minded clientele.

SOLUTION:

Rivian will offer tiered memberships (Explorer, Voyager, Pioneer) at affordable rates for customers 18 and older. They can rent pet-friendly travel and adaptive equipment, promoting accessibility and inclusivity through CSR. Flexible pricing and inclusive design features will enhance reach and social impact, ensuring accessibility for diverse income levels and mobility needs.



Rationale #4: Support sustainable travel in remote locations.

One key challenge to EV adoption in adventure travel is that there are no chargers available in remote locations. Without a viable network, the end-customer will not invest in long-haul applications of EVs, which will prevent Rivian from scaling.

SOLUTION:

Expand the Rivian Adventure Network by adding solar-charged locations in national parks and deploying portable chargers in rural areas. This investment enhances coverage, reduces environmental impact, and strengthens Rivian's leadership among eco-friendly companies. It also boosts range confidence for users and improves access to remote destinations, promoting both convenience and sustainability.



Rationale #5: Build lasting relationships through customer engagement.

Customers want loyalty programs that feel meaningful, convenient, and connected to their values. Traditional models offer generic rewards with little long-term impact. Rivian's tiered memberships—Explorer, Voyager, and Pioneer—offer personalized perks, including charging credits and sustainability rewards, making every trip an incentive for loyalty and a responsible adventure.

SOLUTION:

Deploy a post-trip survey process tied to Rivian's reporting on CSR. Customer input will guide new products, charging location, and inclusiveness initiatives in a real-time feedback cycle delivering customer-centric improvements and reinforcing loyalty in the long term. Feedback will also be integrated into current customer vehicles, allowing Rivian to strengthen their company from the core.

Technology Integration

B) Proposed activities and timelines

Expansion of the Rivian Adventure Network

To remove one of the greatest barriers to EV adoption for adventure travelers, Rivian will focus on expanding its two-year rollout of the Adventure Network by integrating advanced charger management systems and adaptive load balancing across national parks, and trailheads throughout the U.S. Each station will feature various environmental incentives provided in the Rivian app, ensuring seamless integration while improving reliability, allowing communities to support environmental efforts. By the end of year 1, Rivian expects to have installed 5 permanent chargers and 50 by year 3, thereby reducing greenhouse gas emissions in designated areas and demonstrating that EV-based adventure travel can be both functional and sustainable.



Unified Digital Ecosystem

The Rivian app will manage all aspects of Project Adventure, including trip planning, reservations, and member management. It will feature integrated membership perks and a sustainability dashboard to track carbon savings and solar energy use. Adventure Rewards will also be included. A beta launch is scheduled for Q3 of year 1, with a full rollout by early year 3, enhancing the user experience and promoting sustainable travel.

AI Personalization Engine - Rivian Assistant

Rivian will introduce the Rivian Assistant, which is an AI-powered route planner that personalizes trips based on user preferences and past behavior, recommending destinations, activities, and eco-focused opportunities such as reforestation events. The system will launch with an OTA update in year 1 Q4, followed by full integration by year 2, targeting a 15% improvement in driving efficiency and a more sustainable, tailored adventure experience.

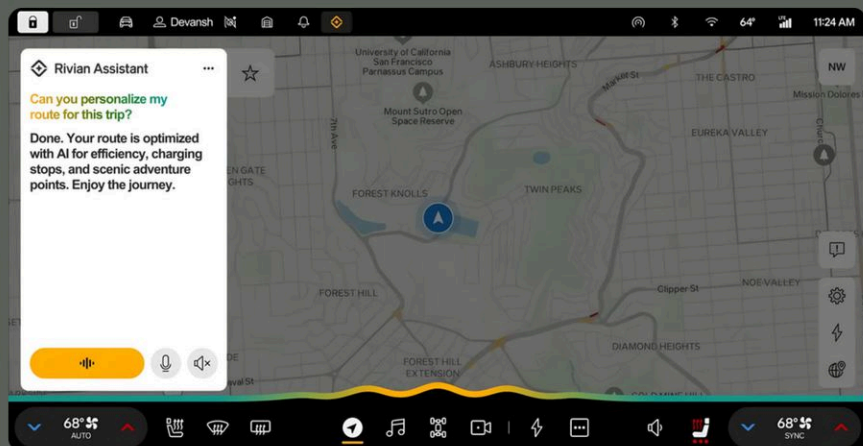


Figure 5.3: AI-powered route planner optimizing users trip based on personalization



Figure 5.0: Rivian's Adventure Network charging platform

Figure 5.1: Interface visualization showing projected vehicle range based on solar power contribution, current charge level, and estimated total range capacity.

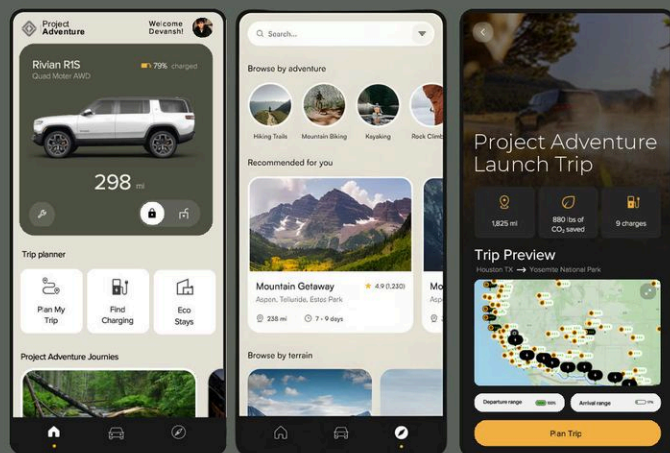


Figure 5.2: Rivian's booking service in App featuring premade trips based on user preference, providing different booking services depending on the best reviews/distance, as well as providing strong information about each destination

Over-the-Air (OTA) Updates

All Rivian vehicles in Project Adventure will be integrated with parallel over-the-air updates to improve navigation, range forecasting, accessibility tools, and app integration. This will ensure the vehicles will be shaped around the customers needs. 100% of vehicles will be actively updating by year 2, which follows the KPI.



Responsibility Integration

Objective and Rationale

The Responsibility Initiative for T.R.A.I.L. ensures that every trip delivers measurable benefits to the consumers, the environment, and underserved communities who are restricted, which will establish Rivian's CSR goals. Customers today expect companies to go above and beyond. They want more than just a product; they want to see contributions to sustainable conservation efforts and inclusivity. Project Adventure addresses this concern by integrating CSR goals in every stage of the experience, allowing customers to directly participate in Rivian's missions to "Keep the World Adventurous Forever."

CSR-Focused Trips

Rivian will create eco-focused adventures through activities where customers can participate in various sustainable outdoor experiences, such as trail maintenance, re-planting trees, and cleaning national parks. National Park Services and other organizations will partner with Rivian to create opportunities for customers to be involved in sustainability efforts. By year two, 25% of all Project Adventure trips will have some form of Corporate Social Responsibility (CSR) element included, equating to over 5000 hours of customer participation in their communities to further establish Rivian as leaders in sustainable and socially conscious travel.

25%

of all trips will incorporate CSR elements by **year 2**



Figure 5.4: Eco location at Yosemite National park

Eco-Lodge & Park Partnerships

Rivian will partner with eco-lodges, nonprofits, and environmental groups to promote sustainable travel and education. These partners will feature renewable energy sites, eco-friendly lodging, and community-led conservation projects. Part of each trip's revenue will support local communities and the environment. By year 3, Rivian plans to have 20 partnerships that make travel more responsible and impactful.

Identify eco-friendly lodges, outfitters, and nonprofits.

Propose partnerships with shared revenue models

Co-develop adventure packages and events

Scale partnerships nationwide

Rivian Foundation Partnerships

Rivian will collaborate with the Rivian Foundation for the purpose of extending the effects of Project Adventure beyond its travel experience. Part of each rental or membership will go toward funding reforestation, renewable energy, and sustainability educational programs. The Rivian Foundation will have a national presence, launching in Q2 of year 1 and expanding across the United States by year 2, so that there is clear, measurable CSR value produced and Rivian can demonstrate its long-term commitment to both the community and environmental development.

Long-Term CSR Impact

By year 3, CSR-themed trips will represent 40% of total offerings, and 15 000+ volunteer hours will be recorded annually. Rivian will also broaden to more than 20 eco-lodge and nonprofit partnerships and release annual CSR impact reports for accountability and visibility.



Figure 5.5: Various partnerships the Rivian Foundation will use to further elevate Rivian's CSR strategies

Accessibility Integration

Objective and Rationale

The Accessibility initiative for T.R.A.I.L integrates various groups into Project Adventure, regardless of age, income, or physical ability. Adventure travel and electric vehicle (EV) use are typically expensive or exclusive, rendering them unattainable for younger, more diverse, or new clientele. The removal of age restrictions, building of adaptive travel schedules, and provision of tiered memberships with exclusive charging make Rivian more accessible, while focusing its commitment to inclusiveness, equity, and sustainability through its CSR program.

Lowering Entry Barriers

Rivian will decrease rental age restrictions to 18+, opening Project Adventure to college students and young professionals who are part of a growing eco-conscious audience. Flexible options like weekend rentals and pay-per-mile charging beyond membership credits help keep costs down. By year 2, this initiative is expected to boost participation among younger users by 25% compared to baseline EV adventure travelers.

Membership Tiers for Access

To enhance accessibility, Rivian will introduce three membership tiers—Explorer, Voyager, Pioneer—that offer more than standard rentals. Each tier will include charging credits, community events, and a CSR dashboard to track sustainability impact throughout your membership. By year 2, Rivian expects to reach 10,000 members, with around 40% being first-time EV users. Each tier will make electric travel more affordable and engaging while strengthening Rivian's social and environmental goals, positioning them as a leader in conservation.

Adaptive & Inclusive Options

Project Adventure will offer adaptive gear tailored to different audiences, including wheelchair-accessible camping setups, mobility aids, and voice-controlled navigation, along with pet-friendly add-ons, such as pet covers for rear seating. By year 2, 15% of trips will include these features, reinforcing Rivian's leadership in inclusive, responsible travel.



Figure 5.6: Rivian vehicle used during trunk or treat event to connect an intertwined community

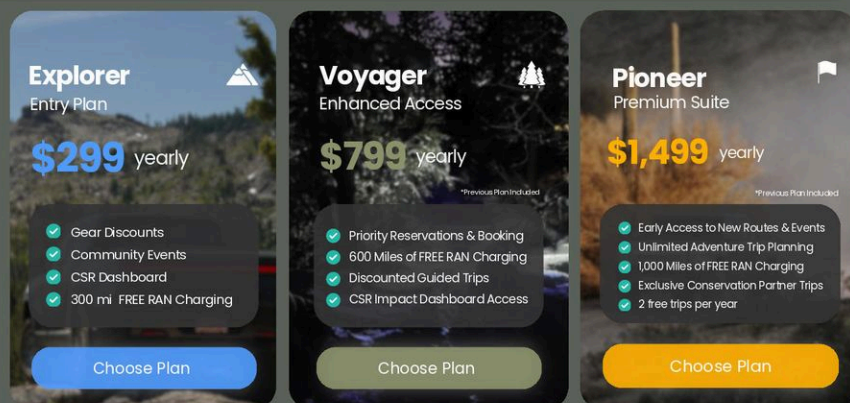


Figure 5.7: Various membership tiers provide scalable benefits like charging credits, gear discounts, CSR dashboards, and exclusive trip access, reinforcing Rivian's commitment to affordability and inclusivity

Long-Term Impact

By year 3, Rivian's accessibility efforts are expected to yield results, where 40% of the members in the Project Adventure program will be from underrepresented groups, including younger clients, lower-income families, and travelers who face accessibility challenges. The progress will be tracked via app measures, membership demographics, and post-trip feedback in order to achieve measurable CSR outcomes.

Community Integration

Rivian will collaborate with indigenous tourism associations, BRGs, and youth programs to promote cultural inclusion and support underserved communities. By the end of the third year, Rivian aims to sponsor 100 participants each year for fully funded trips, fostering opportunities for discovery and adventure in the great outdoors.



Rivian
Indigenous
Peoples Council



Rivian
Women's
Network

Rivian
BRGs.

Figure 5.8: Starting with Rivian's Belonging Resource Groups (BRGs), Project Adventure expands outward to connect broader communities through shared learning, celebration, and collaboration, extending belonging into every journey.

Infrastructure Integration

Objective and Rationale

The Infrastructure initiative ensures that Project Adventure has the physical systems in place to scale sustainably. For electric vehicle-based adventure travel, the biggest challenge is still trustworthy infrastructure in remote locations, including the availability of charging and travel infrastructure. If there is no groundwork, customers won't have confidence in the program, and CSR outcomes won't materialize. Rivian will address this through a strategic expansion of its Adventure Network, deployment of mobile renewable charging, and integration of efficient logistics for gear, fleet, and conservation operations.



Figure 5.9: Project Adventure will add 50 solar fast charger + infrastructure map

Project Adventure Grid

Using insights from the Technology Initiative in TRAIL, Rivian will roll out its Project Adventure Grid to boost charging where it matters most. 10 solar-powered fast chargers will launch in year 2, growing to 50 by year 5. They'll sit near national parks, wilderness gateways, plus busy trailheads. Built for the outdoors, these chargers will pair with 30 mobile trailers that can move seasonally or during emergencies. Together, they'll create a reliable network that makes electric adventure travel simple, sustainable, and always within reach.

Energy Recovery Systems for Hubs

Rivian will build closed-loop Adventure Hubs that reuse and share solar energy through storage and micro-grids. Additional electricity keeps lights, coolers, and nearby facilities running, ultimately cutting waste and easing grid demand. Future hubs will feature two-way charging, allowing Rivian vehicles to send power back during emergencies or peak times. By the end of year 3, 20 hubs will include full energy-recovery systems, creating self-sustained locations for Rivian's Adventure Hubs.



Figure 5.10: R1T Charging at a off grid Adventure Hub

Logistics and Fleet Support

Behind the scenes, Project Adventure will use RFID-tracked gear, IoT sensors, and predictive maintenance to keep vehicles and rental equipment in peak condition. By year 3, Rivian will achieve a 90% equipment utilization efficiency and implement predictive maintenance alerts across 100% of vehicles, reducing downtime and ensuring a seamless customer experience.



Figure 5.11: Rivians fully customizable fleet

Long Term Impact

By year 5, Project Adventure Grid will include 50 permanent chargers, 30 relocatable trailers, and 20+ partner hubs, all monitored in real-time inside the Rivian app as showcased in the technology initiative of TRAIL. These investments outline Project Adventure's nationwide infrastructure support so that EV-based adventure travel will be as simple and reliable as more traditional options while yielding measurable CSR outcomes.

“

Our mission is to keep the world adventurous forever. That means building products and services that enable and inspire people to get out and explore while preserving the natural world.

CEO
RJ Scaringe

Loyalty Integration

Objective and Rationale

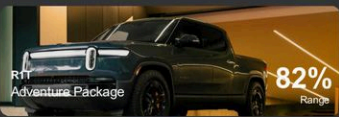
Rivian's Loyalty Initiative improves lasting connections with members by linking their adventures to meaningful environmental impact. Using a points system, Rivian will recognize actions that embody its mission to "Keep the World Adventurous Forever". Members who engage in these sustainability programs and share trip insights will help advance this collective purpose. This program encourages users to build loyalty and trust, ensuring that each experience reflects Rivian's values and commitment to a sustainable future.

#Forever
Adventurous.



2,847

Adventure Credits - Active



Reforest
500 credits

Badges
3 earned

Total Impact

12

Trees planted

6,420

Credits redeemed

Adventure Rewards Network

The Adventure Rewards Network serves as the operational backbone of Rivian's Loyalty Initiative, translating customer engagement into long-term value for both members and the brand. The network tracks participation across adventures, sustainability initiatives, and feedback touchpoints, using engagement data to inform future experiences and CSR efforts. Rather than incentivizing spending, the system reinforces meaningful interaction by encouraging continued participation through brand advocacy and accountability. By embedding feedback and impact into the rewards structure, Rivian transforms loyalty into an ongoing partnership that's rooted in shared values.

Figure 5.12: Rivian Adventure Rewards in app

Digital Engagement and Community

Loyalty also extends beyond transactions into the community. The Rivian app will feature an Adventure Feed where members share routes, photos, and environmental milestones. Leaderboards will highlight users who complete the most CSR trips or contribute the greatest carbon-offset impact, creating friendly competition rooted in sustainability. Through quarterly digital meetups and local Rivian events, members can connect, exchange experiences, and grow into an ecosystem that celebrates shared responsibility.

CSR Integration

Every loyalty milestone will directly support Rivian's corporate social responsibility goals. When members redeem credits, a portion of their reward value will automatically be directed toward the Rivian Foundation for reforestation, renewable infrastructure, or trail restoration. By rewarding the customers' eco-friendly participation, the Loyalty Initiative transforms Rivian's CSR into a collaborative platform where customers actively contribute to achieving measurable sustainability outcomes. This transparency builds trust, satisfaction, and emotional connection.



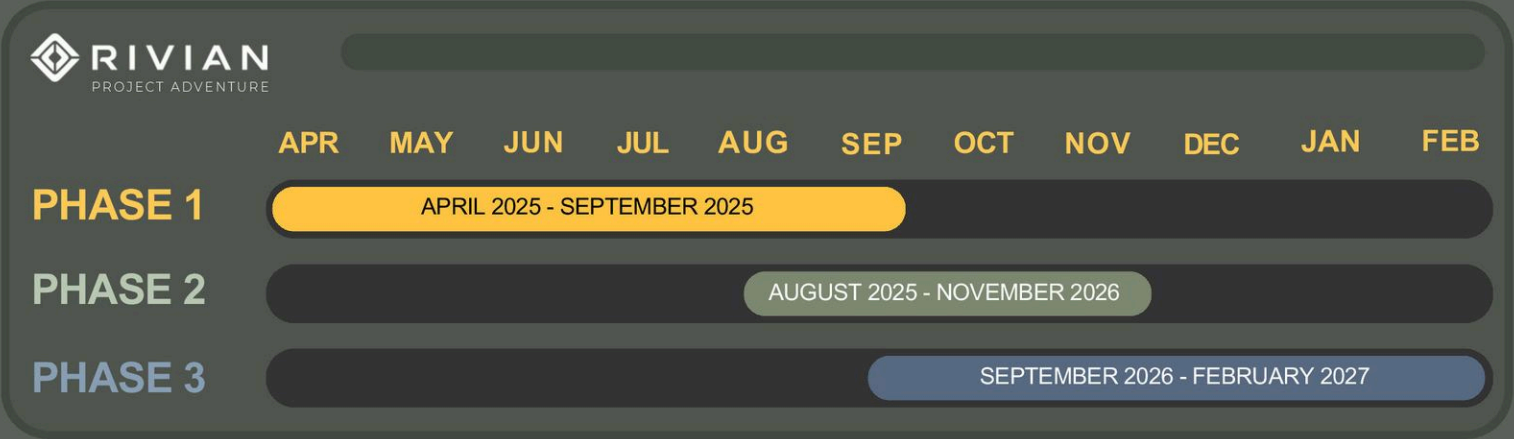
Figure 5.13: Loyalty Program Engagement Timeline

Long Term Scaling

By year 2, it is projected that 60% of members will use a loyalty reward at some point, eventually growing to 80% by year 3. This improvement will reduce turnover by 25% and highlight Rivian's efforts to build long-term loyalty through shared purpose, sustainability, and meaningful adventure experiences.

B. Proposed Activities and Timeline.

The Proposed Activities and Timeline for Project Adventure consists of three stages. **Phase 1** includes the foundation and execution of Project Adventure. **Phase 2** is the expansion and growth section. **Phase 3** is the final impact, which allows Rivian to improve scalability for Project Adventure. Using this timeline, Rivian will be able to outline the impact of Project Adventure, positioning them as a leader in CSR initiatives.



- 1. PHASE 1: FOUNDATION AND PILOT**
This phase focuses on initiating the core elements of Project Adventure, including the beta release of the Adventure Rewards Network. Rivian will also deploy its first solar-powered chargers and establish partnerships to prepare for large-scale expansion.
- 2. PHASE 2: EXPANSION AND GROWTH**
During this phase, Rivian will scale membership, expand charging and partner hubs, and improve app functionality based on user feedback. CSR trip availability, loyalty engagement, and community programs are expected to grow significantly as Project Adventure reaches a larger audience.
- 3. PHASE 3: SCALE AND FULL IMPACT**
In the final phase, Rivian will complete full national expansion of Project Adventure’s infrastructure, achieve targeted loyalty retention, and measure long-term CSR outcomes. This phase ensures all systems operate seamlessly while delivering full environmental, operational, and customer-impact results.

C. Proposed metrics or key performance indicators to measure plan effectiveness.

To assess the effectiveness of Project Adventure, Rivian will evaluate changes in program participation, repeat travel rates, customer satisfaction, and engagement in CSR-focused rewards and activities. Baseline engagement and app-usage patterns tied to charger use will be established during the pilot phase. Leading factors—such as partnership rates for launch, pre-launch membership sign-ups, early trip interest, and app download rates—will help assess project progress, operational performance, and member retention over the three-year period.



MARKETING & TECHNOLOGY METRICS

Key Metric	Formula	Activity	Poor	Fair	Good	Excellent
Digital Engagement Score	$\frac{\text{Engaged PA users}}{\text{Total app users}} \times 100$	Unified Digital Ecosystem	< 40%	40-50%	50-65%	≥ 70%
AI + OTA Adoption Rate	$\frac{\text{AI/OTA users}}{\text{Eligible users \& vehicles}} \times 100$	AI Engine & OTA Updates	< 50%	50-60%	60-80%	≥ 90%



OPERATIONAL & INFRASTRUCTURE METRICS

Key Metric	Formula	Activity	Poor	Fair	Good	Excellent
Adventure Network Performance	$\frac{\text{Operational chargers}}{\text{Target chargers}} \times 100$	Grid Expansion	< 60%	60-70%	70-85%	≥ 90%
Utilization Efficiency	$\frac{\text{Active Fleet}}{\text{Total Fleet}} \times 100$	Fleet Logistics	< 60%	60-70%	70-85%	≥ 90%



COMMUNITY & LOYALTY METRICS

Key Metric	Formula	Activity	Poor	Fair	Good	Excellent
CSR Impact Score	$\frac{\text{CSR trips with service}}{\text{Total Trips}} \times 100$	CSR Trips & Partnerships	< 50%	50-60%	50-75%	≥ 75%
Loyalty Activation Index	$\frac{\text{Members using rewards}}{\text{Total members}} \times 100$	Adventure Rewards	< 40%	40-55%	55-70%	≥ 80%

VI. Proposed Budget Plan

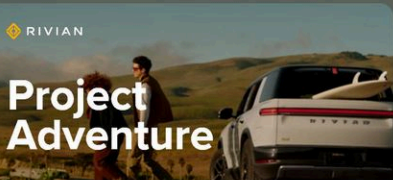
Projected Financial Impact Timeline — Project Adventure*



Total Project Investment (Total up to \$2.23M)	2025 \$200K Phase 1 — Foundation And Pilot setup - Core program blueprinting - Beta launch of Adventure Rewards Network (TRAIL — R) - Initial membership system setup - First solar-charger deployment (TRAIL — I) - Partner confirmations (parks, universities)	2026 \$740K Phase 2 — Expansion And Growth — Scaling Membership & Charging Network - Charging hub installation (TRAIL — T & A) - App functionality refinement - Membership expansion - CSR trip availability increases - Community engagement programs grow	2027 \$500K Phase 3 — Scale and Full Impact — National Expansion Preparation - Nationwide hub readiness - Final app optimization - User onboarding workflows - Performance tuning
	\$300K Phase 1 — Early Infrastructure & App Work - App redesign + UX mapping - Contractor selection for solar + hardware - Pilot hub preparation Milestone: Beta system goes live Sept 2025	\$380K Phase 2 — Tech Integration & Solar Expansion - AI trip planning engine (TRAIL — T) - CSR dashboards - Multi-hub solar installation Milestone: Major expansion milestone hit Nov 2026	\$110K Phase 3 — Full Impact Rollout - Loyalty & retention programs (TRAIL — L) - Sustainability impact measurement Milestone: Full impact achieved Feb 2027
	2025—2027 — Ongoing Financial Impact		
Annual financial impact	\$428K Annual Operating Cost		
Cost-sharing model	\$1.49M Annual Membership Revenue		
	\$1.20M Annual Adventure Rental Revenue		
2025—2026 Rivian Pays 100% development, hardware, and operating costs during pilot + early expansion			
2027+ Shared Operating Model 50% shared development + operating costs + partner networks help fund.			

*estimated dates of costs

Return Assets for Project Adventure (in thousands)	Year 1	Year 2	Year 3
Operational ROI:	\$	\$	\$
Solar Hub Energy Savings	60,000	70,000	80,000
Gear Asset Longevity Gains (lower replacement cost)	25,000	35,000	45,000
Operational Efficiency (routing, automated check-in)	40,000	60,000	75,000
Contingency Savings / Avoided Ops Costs	15,000	20,000	25,000
Revenue ROI:	\$	\$	\$
Membership Revenue	894,000	1,490,000	2,235,000
Adventure Rental Revenue	360,000	900,000	1,800,000
Partner Add-Ons / Experience Packs	45,000	80,000	120,000
Contingency Growth / Misc Revenue	25,000	35,000	40,000
CSR & Sustainability ROI:	\$	\$	\$
CSR Partner Contributions (Parks, NGOs, Tourism Groups)	80,000	90,000	100,000
Carbon Offset + Solar Efficiency Value	40,000	55,000	75,000
Loyalty & Retention Value	85,000	110,000	140,000
Community Impact Grants / Credits	50,000	60,000	75,000
TOTAL RETURN ON INVESTMENT:	\$1,719,000	\$3,005,000	\$4,810,000
			\$9,534,000



REVENUE

\$9,534,000

Projected Annual Gross Profit

+ +8% store sales increase

+ Reduced shrink loss

+ AI-driven upselling

TOTAL INVESTMENT

\$2,230,000

(Tech + AI + Recurring Costs)

+ App + AI Development

+ Hardware (Scan & Go / RFID)

+ Annual Maintenance (\$428K)

NET PROFIT

\$7,304,000

After all costs and splits

PAYBACK PERIOD

3.7 months

Strategic Risk Assessment

Rivian, as a challenger brand, employs a COSO ERM approach to systematically identify and manage risks affecting its strategic objectives. These include supply chain, capital, and demand risks within the electric vehicle industry. By executing this business plan in stages, risks are spread out over time, reducing uncertainty. This approach ensures that risks are identified and managed at each stage of execution through specific strategies. This strategy aims to build brand loyalty and enhance social ROI by creating mutual benefits for Rivian and its consumers, all supported by a stable foundation.

ROI =
327%

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VII. Bibliography
& VIII. Appendix



Survey for Project Adventure

Email from Rivians
CSR Team making
a statement on
Project Adventure



Hi Team,

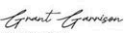
We wanted to take a moment to personally thank you for the incredible work put into Project Adventure. Your vision reflects the kind of purpose-driven innovation that lies at the heart of Rivian's mission, to Keep the World Adventurous Forever.

What stood out most to us was the way your plan integrates community, sustainability, and accessibility. By combining rental programs with membership tiers and direct environmental contributions, you've created a model that transforms travel into impact. We were especially impressed by your approach to CSR tracking, giving members transparent insight into the reforestation and renewable energy projects they help fund.

Your research captures the future of what adventure mobility should look like: inclusive, regenerative, and deeply connected to the ecosystems we explore. The attention to charging accessibility near national parks, as well as your proposed partnerships with local conservation organizations, shows a remarkable understanding of how Rivian can scale adventure responsibly.

We'll be sharing your findings with our Sustainability and Adventure Network teams as a reference point for future initiatives. It's exciting to see ideas like this align so closely with what we value most—using electric mobility not just to explore the planet, but to protect it. Keep pushing boundaries. You've captured the spirit of Rivian perfectly.

Best,



Grant Garrison
Senior Director of CSR at Rivian