

RIVIAN



Project Adventure Detailed Financials

Atlanta, GA

Key Highlights



\$2.23M initial investment deployed
across infrastructure, technology,
CSR, and loyalty expansion

\$9.53M projected three-year return
with scalable national expansion and
asset growth

327% total return on investment
achieved by Year 3, with a 196%
net profit return after depreciation,
driven by recurring revenue
streams.

\$7.3M projected net value creation
driven by membership growth and
infrastructure utilization

**Diversified recurring
revenue model launched**
including memberships, CSR
programs, and partnerships

50 permanent charging hubs set
building long-term infrastructure
and brand equity





Project Adventure Outlook

Over the course of the initial three-year rollout, Project Adventure remains focused on the following strategic value drivers:

- Expand charging infrastructure across high-demand recreational corridors
- Drive recurring membership adoption and ecosystem participation
- Increase infrastructure utilization rates to improve capital efficiency
- Scale corporate sustainability partnerships aligned with measurable impact
- Optimize operational efficiency as fixed costs are absorbed over time

Three-Year Outlook	Base Case Projection
Active Memberships by Year 3	18,000 – 25,000
Charging Hubs Deployed	35 – 50 cumulative
Total Revenue	\$9.0 – \$10.5 million
Year 3 Adjusted EBITDA	\$2.5 – \$3.2 million
Return on Investment	327%

Operational Metrics	Year 3 Target
Active Utilization Rate	65% – 75%
Customer Retention Rate	70% – 80%
Average Revenue per Member	\$480 – \$600 annually
Partnership Revenue Contribution	18% – 22% of total revenue
Operating Cost per Charging Hub	Reduced 25% from Year 1



Financial Structure



Revenue

Project Adventure operates through a diversified recurring-revenue structure comprising membership subscriptions, infrastructure utilization fees, corporate sustainability partnerships, and loyalty-based experiential monetization.

Membership revenue is projected to account for approximately **42%** of total Year 1 revenue, with anticipated growth driven by EV adoption trends, route expansion, and increasing ecosystem engagement.

Infrastructure utilization revenue scales proportionally with charging hub deployment and utilization rates across targeted recreational corridors, providing predictable recurring cash flow as network density increases.

Corporate sustainability partnerships generate co-branded revenue streams tied to measurable environmental impact metrics, aligning financial performance with ESG value creation.

Loyalty and experiential monetization provide incremental high-margin revenue through curated travel add-ons, partner integrations, and ecosystem participation incentives.

Cost Structure

Primary cost allocations include:

- Charging infrastructure deployment and installation
- Solar integration systems and energy storage components
- Technology integration and software development
- Operations, monitoring, and maintenance
- Marketing and ecosystem partnership development

Capital efficiency improves over time as infrastructure becomes fully operational, fixed costs are absorbed, and utilization rates increase across the network.

Capital Allocation

The initial investment of \$2.23 million is allocated as:

- 48% infrastructure deployment
- 22% technology development and integration
- 15% partnership development and ecosystem buildout
- 15% operational runway and contingency

Under base-case adoption assumptions, the model anticipates operational break-even by Year 2, with margin expansion accelerating in Year 3 as recurring revenue streams mature and infrastructure assets are fully utilized.



Consolidated Financial Overview

(in millions, except capital allocations, operating expense run-rate, and return metrics; unaudited)

Return Assets for Project Adventure

	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
TOTAL:			= \$9,534,000

Infrastructure Capital Allocation

	Year 1	Year 2	Year 3
Category:	\$	\$	\$
Charging Hub Installation	230,000	520,000	300,000
Solar Integration Systems	140,000	320,000	160,000
Hardware & Physical Assets	90,000	180,000	100,000
Infrastructure Maintenance Reserve	40,000	100,000	50,000
GRAND TOTAL ACROSS 3 YEARS:	\$500,000	\$1,120,000	\$610,000

(These are sub-allocations within the totals above)

Technology & Platform Investment

	Year 1	Year 2	Year 3
Category:	\$	\$	\$
App Development & UX	200,000	200,000	120,000
AI Trip Planning Engine	60,000	120,000	60,000
Backend Infrastructure & Cloud	30,000	40,000	40,000
Data Analytics & CSR Dashboard	10,000	20,000	20,000

Operating Expense Structure

	Year 1	Year 2	Year 3
Category:	\$	\$	\$
Program Operations	420,000	520,000	600,000
Customer Support & Retention	250,000	300,000	350,000
Marketing & Membership Acquisition	300,000	420,000	450,000
Administrative & Overhead	180,000	210,000	200,000



Consolidated Income Statement

Project Adventure – 3-Year Income Statement (all figures in USD)

Project Adventure Income Statement

	Year 1	Year 2	Year 3
Total Revenue	1,719,000	3,005,000	4,810,000
Operating Expenses	(1,150,000)	(1,450,000)	(1,600,000)
EBITDA	569,000	1,555,000	3,210,000
Depreciation Expense*	(318,571)	(318,571)	(318,571)
Net Income	250,429	1,236,429	2,891,429

Cash Flow & Payback Analysis

(all figures in USD)

	Net Cash Flow	Cumulative Cash Position
Year 0	(2,230,000)	(2,230,000)
Year 1	569,000	(1,661,000)
Year 2	1,555,000	(106,000)
Year 3	3,210,000	3,104,000

Project Adventure achieves full capital recovery approximately 24 months after launch, with significant positive free cash flow beginning in Year 3.

Project Adventure – Sensitivity Analysis

(All figures in USD)

Sensitivity Analysis

	3 Year Revenue	3 Year Net Income	ROI	Payback Period
Scenario:				
Conservative (-20%)	7,627,200	2,471,487	111%	Mid-Year 3
Base Case	9,534,000	4,378,287	196%*	Early Year 3
Aggressive (+20%)	11,440,800	6,285,087	282%	Late Year 2

327% figure references gross return multiple. Net-income ROI shown here reflects profit after depreciation.



RIVIAN

