



Project Adventure

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BMOR 2025-25**

CONFIDENTIAL – SOLEY FOR DECA BMOR COMPETITION PURPOSES ONLY

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TABLE OF CONTENTS

1	INTRODUCTION	01
2	STRATEGIC PLAN: TRAIL	04
3	PROJECTED IMPACT	16
4	NOTE FROM EVERGREEN	24



Introduction

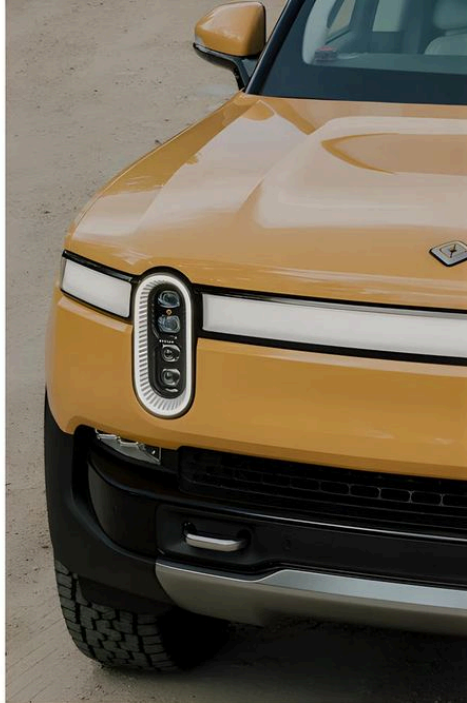
**We sound
adventurous.**

Introduction

Driven by **Adventure** Powered by **Electric**

Rivian is an electric vehicle company built around the belief that sustainability and adventure can coexist. By designing vehicles and experiences that encourage exploration while reducing environmental impact, Rivian has positioned itself as a brand driven by purpose, innovation, and community.





Our Colors

Inspired by land, sky, and trail, Rivan's colors mirror the outdoors. Muted neutrals represent strength and reliability, while Compass Yellow adds energy, visibility, and a sense of adventure.



Rivan Blue



Canyon Red



Forest Green



Compass Yellow





Project **Ac**



Adventure

RIVIAN

STRATEGIC PLAN

TRAIL

PROPOSED STRATEGIC PLAN

TRAIL

Technology

Responsibility

Accessibility

Infrastructure

Loyalty



T—Technology

Leveraging technology to elevate the outdoor experience while improving operational efficiency.



AI powered trip planning

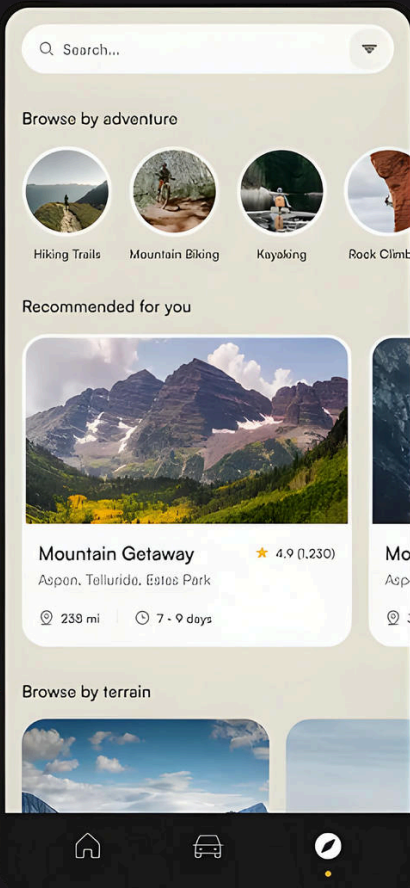
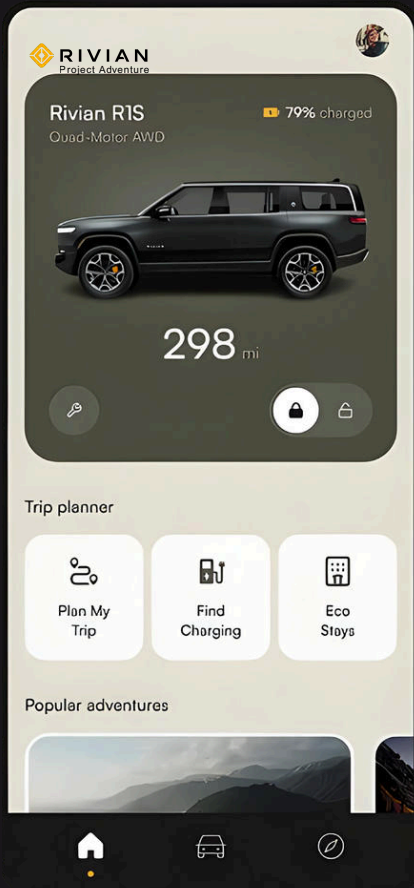


Unified digital ecosystem



Data-driven efficiency





R—Responsibility

Embedding sustainability and social impact into every stage of the adventure ecosystem.



CSR-integrated adventure trips



Partnerships with conservation groups, parks, and eco-lodges



Transparent CSR reporting & impact tracking





Responsibility guides the journey

Protecting the places that inspire adventure

A — Accessibility

Expanding access to adventure through flexible, inclusive experiences designed for new audiences.



Access to adventure experiences



Youth & first-time EV engagement



Flexible pricing / participation models



Flexible Membership Options

Select a plan that suits your adventure needs and lifestyle

Explorer

Entry Plan



\$299 /Yearly

- ✓ Gear Discounts
- ✓ Community Events
- ✓ CSR Dashboard
- ✓ 300 mi FREE RAN Charging

Choose Plan

Voyager

Enhanced Access



\$799 /Yearly

- ✓ Priority Reservations & Booking
- ✓ 600 Miles of FREE RAN Charging
- ✓ Discounted Guided Trips
- ✓ CSR Impact Dashboard Access

Choose Plan

Pioneer

Premium Suite



\$1,499 /Yearly

- ✓ Early Access to New Routes &
- ✓ Unlimited Adventure Gear Booking
- ✓ Exclusive Multi-Day EV Charging
- ✓ Bespoke Conservation Partner Trips

Choose Plan

I — Infrastructure

Building reliable, sustainable infrastructure to enable electric adventure anywhere.



Project Adventure Grid

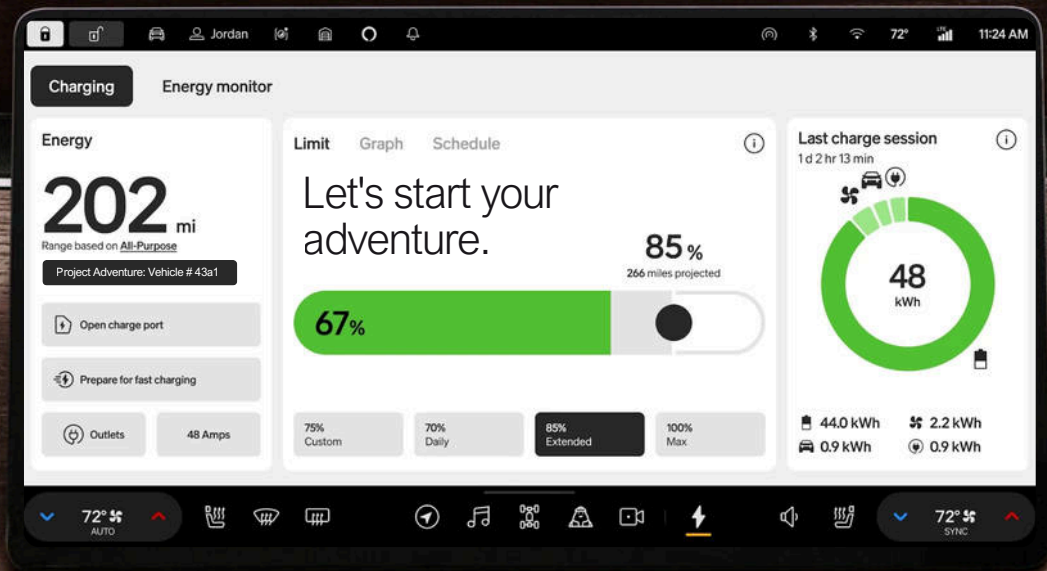


Energy-Independent Adventure Hubs



Smart Logistics and Fleet Support





L — Loyalty

Creating long-term relationships through experience-driven engagement and community connections.



Adventure Rewards Network



Digital Engagement and Community



CSR Integration Through Reward





Keep
the world adventurous
forever.

RIVIAN

PROJECT ADVENTURE

IMPACT

PROJECTED IMPACT



A wide-angle, low-perspective shot of a multi-lane asphalt highway stretching straight into the distance. The road is flanked by dry, scrubby vegetation and small patches of water. In the far distance, a range of mountains is visible under a pale, hazy sky. The overall tone is serene and contemplative.

Our responsibility on the road is Forever.

Project Adventure transforms exploration into tangible business, customer, and environmental results. By integrating technology, infrastructure, and community-driven participation, Rivian enables repeatable adventure experiences that increase engagement, expand access, and deliver transparent, long-term sustainability impact.

“We won’t be successful if we only do one of these two things: If we only focus on the future, but don’t solve the present, or we only solve the present, but don’t focus on the future.”

RJ Scaringe

RIVIAN FOUNDER AND CEO

Adventure with measurable outcomes.



A white pickup truck is driving away on a dusty, unpaved road in a desert environment. The road is flanked by rocky terrain and sparse vegetation. In the background, there are dark, rugged mountains under a clear blue sky. The text "Vehicles for good." is overlaid in large white font.

Vehicles
for good.



Business impact

By measuring emissions in grams of CO₂ per mile, Rivian makes sustainability clear, comparable, and consumer-friendly. Every mile traveled reflects a commitment to lower impact without compromising adventure.

R1T DM-Max	R1T DM-Std	R1S DM-Max	R1S DM-Std
343 g CO ₂ e/mi	346 g CO ₂ e/mi	342 g CO ₂ e/mi	342 g CO ₂ e/mi

Customer Impact

Forever is for everyone

By making sustainability easy to understand and act on, Project Adventure improves the customer experience at every stage of the journey. Clear, relatable metrics and purpose-driven adventures build trust, encourage repeat engagement, and deepen long-term loyalty across Rivian's community.



It's our generation's responsibility to protect and preserve the world for those who follow us.



By translating sustainability into clear, relatable metrics, Project Adventure builds trust, engagement, and long-term loyalty among Rivian customers.

Note from Evergreen.



Dear valued customer,

Project Adventure was developed in response to a simple but meaningful question: how can adventure-driven electric vehicles create value not only for customers, but for the world they explore. As interest in electric mobility continues to grow, so does the responsibility to ensure that exploration remains accessible, sustainable, and transparent for future generations.

Through Project Adventure, Rivian's vehicles become more than a means of transportation. They serve as platforms for connection, learning, and measurable impact. By translating sustainability into clear, relatable metrics and experiences, customers are empowered to understand the effect of every mile they travel. This clarity builds trust, strengthens engagement, and encourages long-term loyalty rooted in shared values rather than short-term incentives.

The growth of Rivian's community demonstrates that customers are increasingly motivated by purpose-driven innovation. Project Adventure builds on this foundation by aligning adventure with responsibility, reinforcing Rivian's mission to keep the world adventurous forever while ensuring that progress remains inclusive and sustainable.

We believe that lasting impact is achieved when customer experience, environmental responsibility, and long-term value creation work together. Project Adventure reflects this belief by transforming exploration into an experience that benefits both the individual and the environment they seek to protect.

Thank you for taking the time to explore this vision with us.

EVERGREEN CONSULTING TEAM



DEVANSH BHALLA
Lead Strategist



AMOUR GUNDECHA
Outreach



OMER ANWAR
Financial Consultant



stay adventurous.