RIP SKI BIKES

Build the experience. Capture the story. Own the category.

$200,000 FOR 20% EQUITY

$800,000 pre-money valuation | $1,000,000 post-money valuation

Investor Business Plan

Founder-confirmed financial model • Five-year launch-to-scale strategy • Media-first growth plan

The idea in one sentence

RIP Ski Bikes turns an unfamiliar winter product into a bookable experience, a content engine and a scalable partner-rental network.

$200/day	15 bikes	80 days	$6,000
BASE SKI-BIKE RENTAL	COMPANY LAUNCH FLEET	YEAR 1 RENTAL SCHEDULE	PREMIUM BIKE SALE PRICE

Three simple beliefs

- Experience before ownership: let people ride before asking them to buy.
- Content before scale: every rental day creates proof, footage and customer stories.
- Asset-light distribution after proof: partner shops operate locally while RIP owns demand generation, booking and the brand.

What the company is really building

- A product brand and manufacturing learning loop.
- A nationwide booking and customer-data platform.
- A library of rider-generated and professionally edited media.
- A partner-shop network and a competitive ski-bike series.

The bike is the product. The network, audience and community are the company.

PROBLEM + MARKET PROOF

The category exists. The commercialization gap remains.

The problem

- Most consumers do not know ski bikes exist, how they ride or whether they will enjoy one.
- A $6,000 purchase is a difficult first step for a product that customers have never tried.
- Rental shops want new revenue, but they do not want to fund unproven inventory or create national demand alone.
- New sports need education, social proof, events and a community—not only hardware.

The market is already active

61.5M

U.S. SKIER VISITS IN 2024-25

492

OPERATING U.S. SKI AREAS IN 2024-25

50+

CURRENT SNO-GO RENTAL LOCATIONS

RIP is not claiming to invent ski biking. Existing brands and resort rentals validate the category. RIP is building a story-first system designed to convert curiosity into bookings, community and repeatable local fleets.

External validation: NSAA 2024-25 industry release; SNO-GO rental network; Arizona Snowbowl currently lists ski-bike rentals. See Sources [1]-[4].

THE RIP FLYWHEEL

A self-reinforcing growth loop

04

Every rental creates revenue, proof, content and the next customer.

TRY — Demo or rent → **CAPTURE** — GoPro + local crew → **SHARE** — Social + livestream → **BOOK** — Paid + earned demand → **COMPETE** — Events + champions → **EXPAND** — More pods + sales

1	2	3	4
RENTAL BECOMES REVENUE	RIDE BECOMES CONTENT	CONTENT CREATES DEMAND	DEMAND EARNS ANOTHER POD

> The model improves with use: rental data informs design, content lowers education costs, and proven demand determines where the next pod goes.

BUSINESS MODEL

Four revenue engines—one brand

Engine	Price / structure	Why it matters	Current forecast treatment
Direct mobile rentals	$200 per bike-day	Proves demand, teaches operations and creates daily content.	Included in Year 1.
Premium bike sales	$6,000 per bike	Captures early adopters who want immediate ownership.	Five bike sales included in Year 1.
Partner rental pods	15 bikes per pod	Scales through existing shops; pod investors fund bike construction.	Years 2-5 base case included.
Media, events + sponsors	To be established	Documentary, championship series, merchandise and sponsorship can deepen the brand.	Strategic upside; no revenue assumed.

Future event, sponsor, merchandise and media income is deliberately excluded from the financial forecast until pricing and contracts exist.

Year 1 proves the machine before national scale

15	5	20	840
RENTAL BIKES	PREMIUM BIKES FOR SALE	FOUR-DAY RENTAL BLOCKS	BASE-CASE PAID RENTALS

Operating plan

- Home base and travel origin: Kingman, Arizona.
- Six blocks at Arizona Snowbowl, six at Mountain High, four in Utah and four in Colorado.
- Thursday-Sunday operations; one rental per bike per day.
- Every rental bike includes a GoPro; helmets are required and available for rent.
- Local photographer at each resort plus daily video editing.

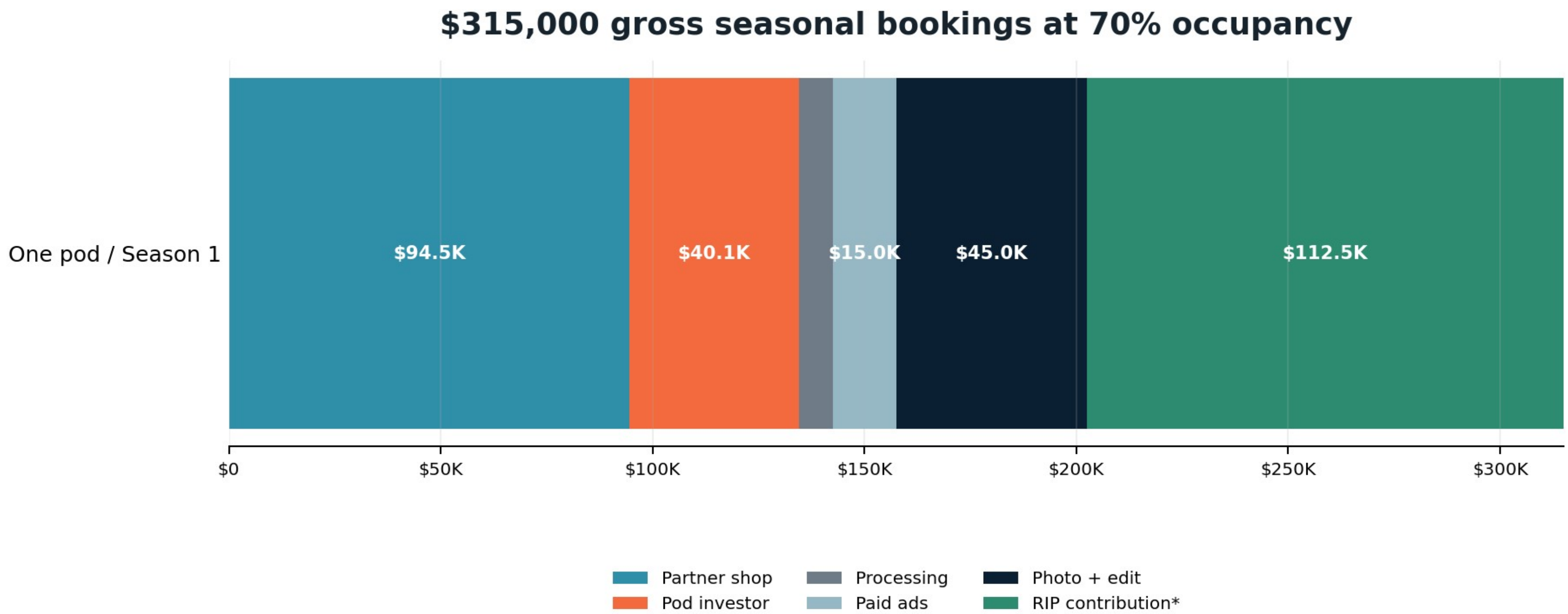
Founder-confirmed Year 1 economics

Ski-bike rentals	$168,000
Helmet + goggle rentals	$16,800
Five bike sales	$30,000
Total customer revenue	**$214,800**
Entered-input EBITDA*	**$113,830**

Year 1 is a proof season. The model still needs a real liability/equipment-insurance quote before EBITDA can be treated as complete.

"Entered-input EBITDA" includes only founder-provided costs. It is not audited profit and excludes the unresolved insurance quote.

One pod is the repeatable unit



*Before unresolved pod insurance, replacement parts, transport and central overhead.

Partner shop

- Stores, checks out and receives bikes.
- Performs routine repair labor at no charge to RIP.
- Receives 30% of gross rental revenue.

Pod investor

- Contributes $30,000 to build 15 bikes.
- Receives 15% of gross until cumulative rental distributions reach $37,500, then 4% of gross through Season 5.
- Receives 50% of net resale proceeds at the five-season exit.

CAPITAL ARCHITECTURE

Two capital sources. One operating company.

$200K EQUITY ROUND 20% of RIP company	POD CAPITAL $30K per 15-bike fleet	PARTNER SHOPS 30% of gross rentals
Funds the launch, central brand, booking, media, GoPros and operating engine. Equity investor participates in company-wide value.	Funds bike construction for specific fleets. Pod investors receive contractual rental and exit payments—not company equity.	Provide local storage, checkout, returns and routine repair labor. They earn without buying the fleet.

RIP retains the assets that compound: brand, booking relationships, customer data, product learning, media library, partner network and championship platform.

Both the equity round and pod offerings require securities counsel, offering documents and a compliant fundraising pathway before solicitation.

SEC guidance states that offers and sales of securities must be registered or qualify for an exemption. See Sources [14]-[15].

Every rider becomes part of the marketing engine

OWNED	EARNED	PAID	EXPERIENTIAL
GoPro footage	**Influencers**	**Facebook**	**Demo days**
Daily edited clips	Entrepreneur podcasts	Instagram	Festivals
Documentary	Local news	TikTok	Afterparties
Email + SMS	TV casting	Retargeting	Pod events
Website + booking	Resort partners	Location campaigns	Championships

Recommended operating rule: every campaign must connect to a trackable booking link, creator code, event registration or retargeting audience.

$15K	$15K	$300/day	100%
YEAR 1 PAID-SOCIAL BUDGET	PAID ADS PER POD / SEASON	LOCAL PHOTO + EDITING	RIDER CONTENT PERMISSION REQUIRED

The final card is an operational requirement, not a financial assumption: customer releases, music rights and platform permissions must be built into the workflow.

Own the audience first. Treat national media as upside.

Channel	Route	RIP action	Positioning
YouTube + social	Owned	Publish clips, episodes, livestream tests and documentary updates.	Base plan
Prime Video	Direct submission	Prepare documentary for Prime Video Direct; publication remains subject to review.	Planned submission
Netflix + Hulu	Industry route	Work through a producer, agent, attorney, distributor, aggregator or festival path.	Licensing upside
Shark Tank	Casting	Apply online and prepare a physical on-camera demonstration.	Earned reach
The Blox / Elevator Pitch	Casting	Apply with founder story, proof season and visual product footage.	Earned reach
Meet the Drapers / The Raise	Pitch-show pipeline	Monitor application windows and submit as traction grows.	Earned reach

GoPro livestreaming is technically possible through supported services and RTMP workflows, but each mountain must be tested for cellular coverage, battery life and platform reliability.

Current route validation as of July 2026: Sources [6]-[13]. Netflix does not accept unsolicited submissions directly; Prime Video Direct accepts submissions subject to review.

Turn customers into athletes, fans and champions

Starting in Year 2, every partner shop hosts one annual ski-bike event. The event is simultaneously a competition, demo day, content shoot and partner activation.

Proposed competition architecture

- Local shop events create qualifying points and regional storylines.
- Regional standings lead to a national championship and crowned champions.
- Rider footage, interviews and live updates feed the documentary and social channels.
- Each event showcases safety, skill progression and the culture of the sport.

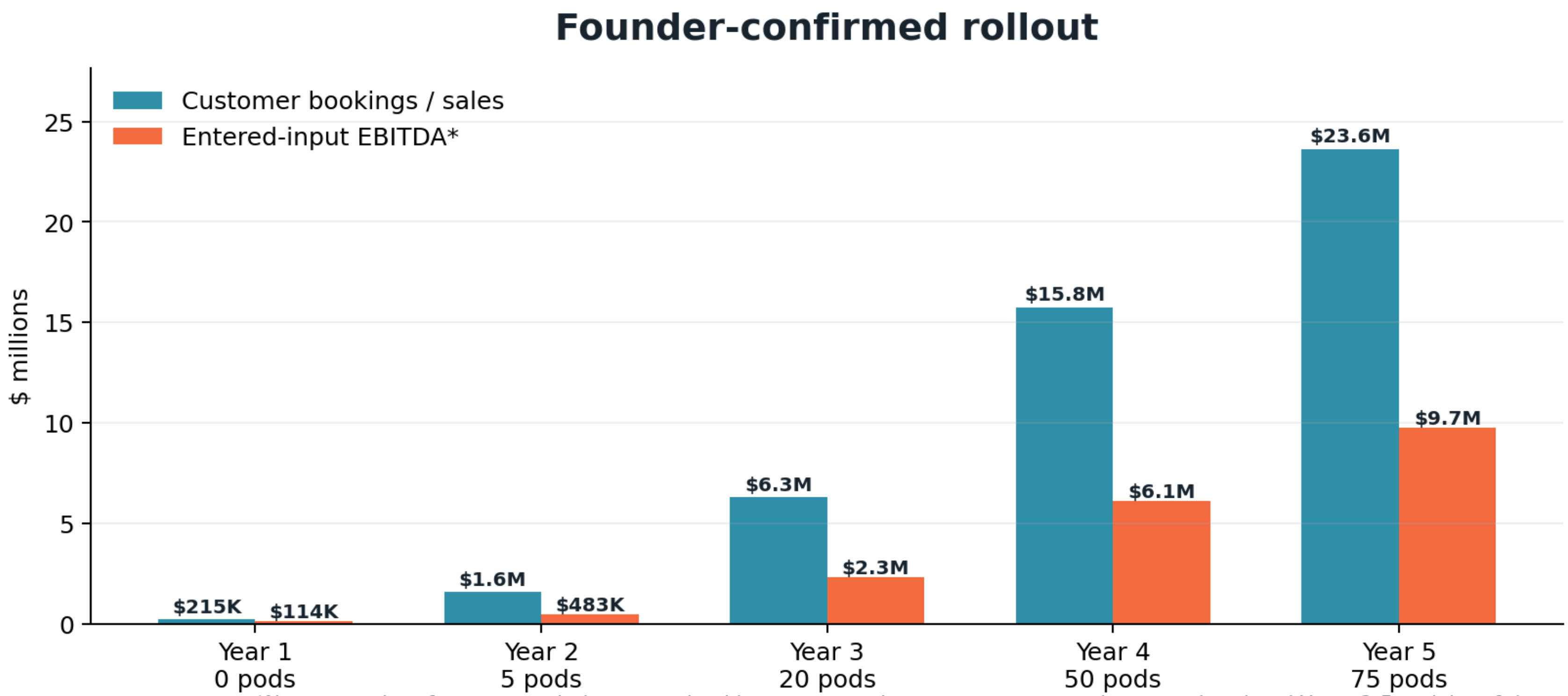
Why it becomes a moat

- Gives customers a reason to return and improve.
- Creates annual obligations and visibility for partner shops.
- Builds sponsor inventory and recurring media moments.
- Makes RIP the organizer of the category—not only another equipment seller.

1 event	100%	70%	TBD
PER PARTNER SHOP / YEAR	EXISTING PODS BEFORE EXPANSION	NEWEST POD MINIMUM DEMAND	SPONSOR + ENTRY ECONOMICS

Event fees, sponsorship, merchandise and media-rights revenue are not included in the financial forecast. Safety rules, event insurance and resort approvals must be completed before launch.

Proof first. Replication second. Category leadership third.



*Not a complete forecast: excludes unresolved insurance, maintenance, transport, later overhead and Years 2-5 activity of the original fleet.

YEAR 1 PROVE	YEAR 2 REPLICATE	YEAR 3 NETWORK	YEAR 4 SCALE	YEAR 5 LEAD
Mobile launch 80 rental days Documentary 5 premium sales	**5 total pods** $80K support hire First shop events	**20 total pods** Regional series Partner playbook	**50 total pods** National media engine Multi-pod locations	**75 total pods** 1,125 pod bikes Company fleet reaches exit eligibility*

**The original company fleet can reach its fifth season at the end of Year 5 if it operates each year. Investor pods launched in Year 2 reach their five-season exit after Year 6.*

The model is compelling—and intentionally transparent about what is missing.

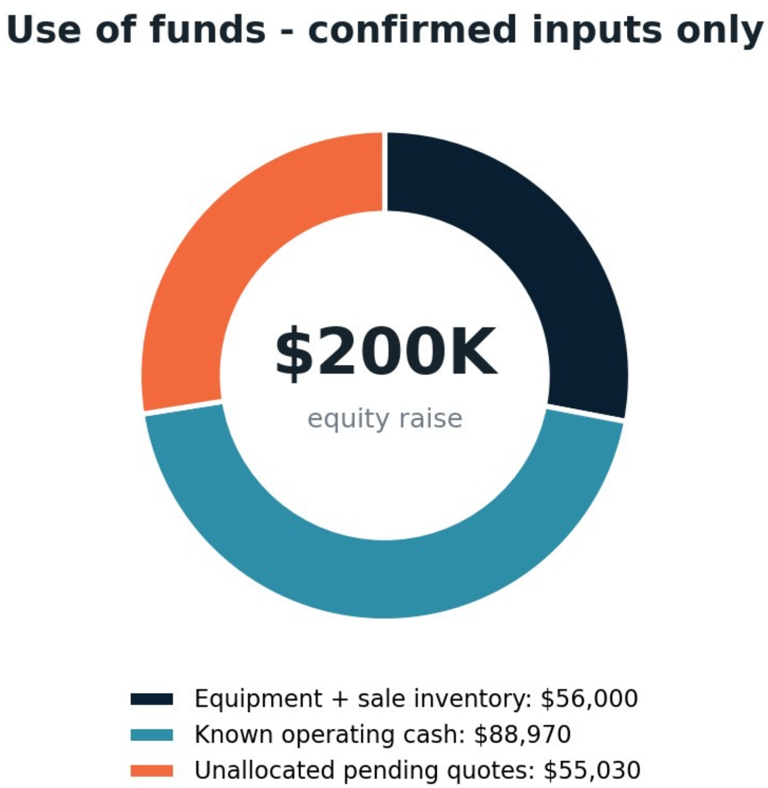
Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Active investor pods	0	5	20	50	75
Customer bookings / sales	$215K	$1.6M	$6.3M	$15.8M	$23.6M
RIP retained after shop + investor	$215K	$902K	$3.7M	$9.6M	$14.9M
Entered-input EBITDA*	**$114K**	**$483K**	**$2.3M**	**$6.1M**	**$9.7M**
Known cash after equipment cash	$70K	$453K	$2.2M	$5.9M	$9.6M

$30K	$100,625	3.35x	82.8%
POD INVESTOR CONTRIBUTION	MODELED FIVE-SEASON CASH RECEIVED	MODELED POD-INVESTOR MOIC	MODELED POD-INVESTOR IRR

These returns are unusually strong and will receive heavy scrutiny. They depend on 70% occupancy, $200 pricing and costs that still need real insurance, maintenance and transport data.

**Later-year entered-input EBITDA excludes unresolved pod insurance, parts, delivery, retrieval, later overhead and Years 2-5 activity of the original fleet. It is not an audited forecast.*

Deploy the raise against confirmed needs—hold the rest until quotes exist.



Confirmed cash deployment

Launch equipment + sale inventory	**$56,000**
Known operating cash, excluding duplicate sale-bike inventory	**$88,970**
Unallocated pending insurance and working-capital verification	**$55,030**
Total raise	**$200,000**

Milestones funded

- Build the launch fleet, sale inventory, GoPro kits, helmets and goggles.
- Complete the 80-day proof season and daily content program.
- Validate price, occupancy, maintenance, insurance and customer acquisition.
- Deliver the first documentary and prepare national media applications.
- Turn Year 1 evidence into partner-shop agreements and compliant pod financing.

The unallocated amount is not an invented budget category. It is the mathematical balance of the raise after confirmed equipment and known cash expenses.

RISK CONTROL

The biggest risks are known—and the plan is designed to expose them early.

Risk	Why it matters	Control / next evidence
Demand + price	70% occupancy and $200/day are unproven.	Year 1 direct fleet; expand only when existing pods are full and newest pod sustains at least 70%.
Weather + seasonality	Snow and opening dates vary.	Operate across Arizona, California, Utah and Colorado within a November-May window.
Safety + insurance	Customer injury or equipment loss can be material.	Helmets required; $2,000 card authorization; waivers, resort rules and insurance quote before launch.
Operations at scale	75 pods require support, parts and logistics.	$80,000 support employee from Year 2; partner labor; build staffing plan from actual service data.
Media rights	Customer footage, music and livestreaming create rights issues.	Signed releases, music licensing, data retention rules and platform compliance.
Distribution	Netflix/Hulu access is not guaranteed.	Own channels first; Prime Video submission; pursue distributors, producers and festivals for licensing.
Capital + securities	Equity and pod revenue shares may be securities offerings.	Securities counsel, offering exemption, disclosures, investor verification and reporting.

Before investor circulation: add founder bios, cap table, legal entity, product IP status, written resort/partner agreements, manufacturing QA plan and verified insurance quotes.

Build the proof. Then let the proof finance the network.

RIP Ski Bikes is raising $200,000 for 20% equity to launch the company-owned fleet, prove the customer experience and build the demand engine that makes partner pods scalable.

$800K	$1.0M	80%	20%
PRE-MONEY VALUATION	POST-MONEY VALUATION	FOUNDER RETAINED BEFORE OTHER DILUTION	NEW INVESTOR BEFORE OTHER DILUTION

What the equity investor is buying

- Ownership in the RIP operating company and its company-wide economics.
- The brand, booking platform, customer data, product learning and partner network.
- Media, event and championship-series upside not included in the current forecast.
- A capital model in which future bike construction can be funded separately at the pod level.

What must be true

- Customers pay $200 and occupancy approaches the 70% base case.
- Safety, insurance and resort operating requirements are solved.
- Content converts into bookings at a sustainable acquisition cost.
- Partner shops execute the customer experience consistently.
- The company adds real staffing and controls as the pod count grows.

We are not asking the market to believe in a new sport on faith. We are building the system that lets people discover it, ride it, share it, compete in it—and eventually own it.

Selected external sources + model methodology

Source	Why it is cited	Access
[1] National Ski Areas Association - 2024-25 season release	61.5 million U.S. skier visits; 492 operating ski areas.	Open source
[2] NSAA - Active U.S. snowsports participants	10.6 million U.S. residents skied or snowboarded in 2023-24.	Open source
[3] SNO-GO - rental network	Existing multi-state ski-bike rental network and 50+ listed rental locations.	Open source
[4] Arizona Snowbowl - rentals	Current resort ski-bike rental offering; category validation and local competition.	Open source
[5] Guy Kawasaki - 10/20/30 framework	Concise pitch structure: ten key concepts, clear delivery and large readable text.	Open source
[6] ABC - Shark Tank casting	Official online application and open-call routes.	Open source
[7] The Blox - casting	Startup competition/docu-series casting information.	Open source
[8] Entrepreneur Elevator Pitch	Current show archive and next-season application route.	Open source

Financial source: RIP Ski Bikes Five-Year Financial Model, built from founder-confirmed inputs. Unresolved costs are left blank rather than replaced with invented assumptions.

Distribution, media and capital-raising references

Source	Why it is cited	Access
[9] Meet the Drapers	Entrepreneur pitch-show pipeline and application windows.	Open source
[10] The Raise	Current global entrepreneur-TV casting route.	Open source
[11] Prime Video Direct	Independent content submission route; publication subject to Amazon review.	Open source
[12] Netflix Help Center	Netflix does not accept unsolicited submissions; industry relationships are required.	Open source
[13] GoPro Support	Live streaming through supported services and RTMP workflows.	Open source
[14] SEC - Offering pathways	Securities offerings must be registered or qualify for an exemption.	Open source
[15] SEC - General solicitation	Fundraising marketing rules depend on the exemption used.	Open source

Planning status: this document is a strategy draft—not an offer to sell securities, legal advice, tax advice or an audited projection. Final circulation should follow insurance, legal, accounting, product-safety and partner-contract review.