



# INVESTOR DECK

...The Road Ahead



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## THE VANLIFE MARKET IS GROWING AT A CONSISTENT RATE:

### WHY IS ROADHOUSE TRAVEL SUCCEEDING?

- Increases in disposable income
- Greater spending on travel and leisure
- The number of domestic trips taken by US residents has increased
- Traveling is expensive when it requires you to book lodging and transportation separately

### WHY IS THE CAMPERVAN RENTAL MARKET GROWING?

- Campervan cost of ownership starts anywhere from \$110k - \$200k
- Full size, Class C campers are intimidating to drive and have complex utility systems with no 'wow' factor involved
- Campers want something stylish they can take photos and share the experience on social media

### Camper households in North America

**86.1 million+**

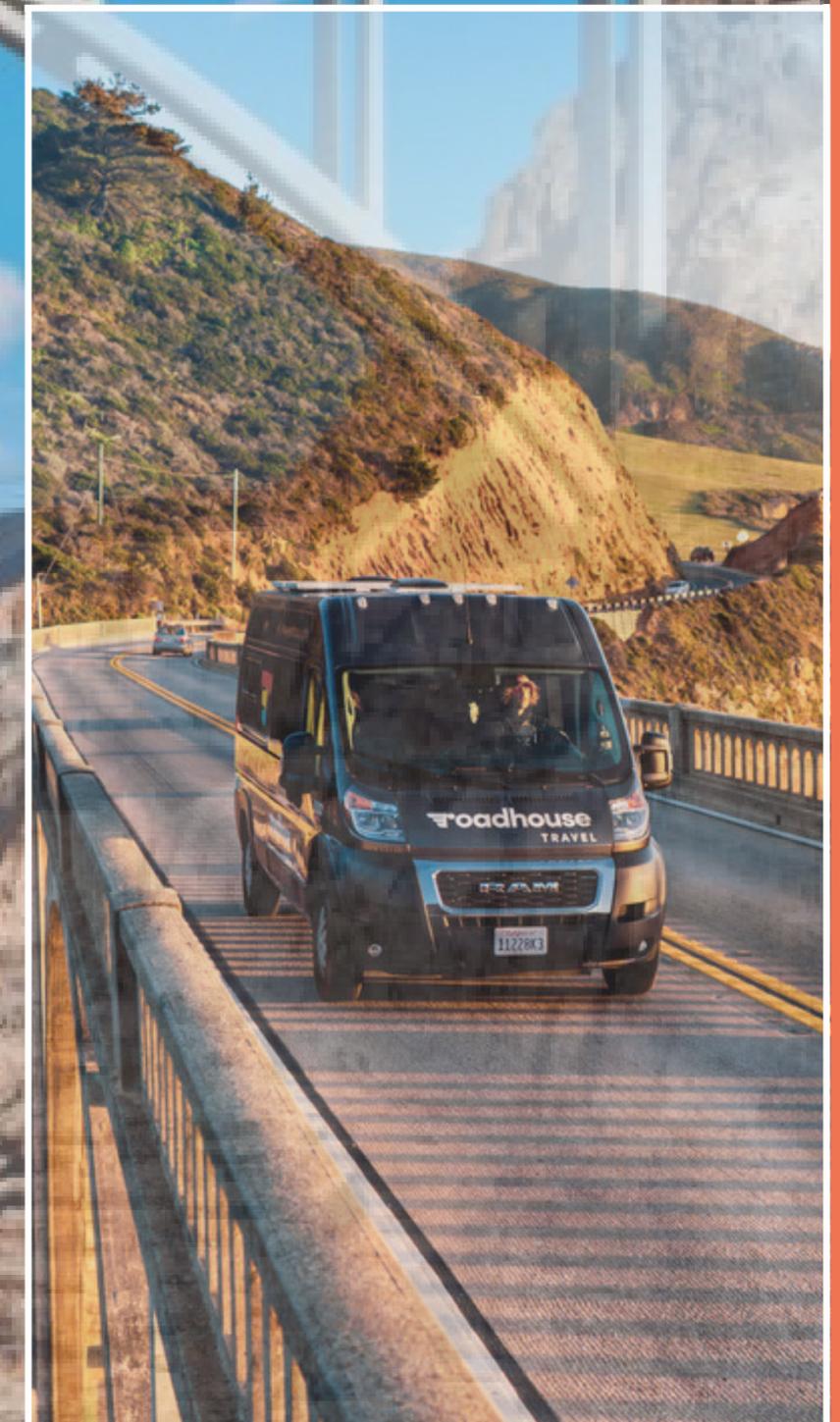
The number of camper households in North America was 86.1 Million in 2021

 **20.4%** in 2015 - 2021

### Camper van Market growth

**\$24.16 billion**

The Motorhome Market was valued at USD 24.16 billion in 2021 and is expected to reach USD 39.81 billion by 2027





# TARGET MARKET

**TOTAL ADDRESSABLE MARKET: 86M+ in the US alone**  
**Age Demographics: 25-55**

- The global camping and caravanning market reached a value of nearly \$44,125 million in 2020, up 1.9% since 2015
- The market is expected to grow to \$60,766 million in 2025 at a compound annual growth rate (CAGR) of 6.6%
- The market is expected to grow to \$76,325 million in 2030 at a CAGR of 4.7%

- **Persona:** First time campers, experienced campers, remote workers, van life “testers”, couples, domestic and international travelers
- **Age group:** 25 -55, Millennials (56%), Gen Z
- **Demographic:** Caucasian, Male/Female with significant other
- **Residence:** California (expand to European travelers)
- **Likes/Interests:** Outdoors, camping, bonding, traveling

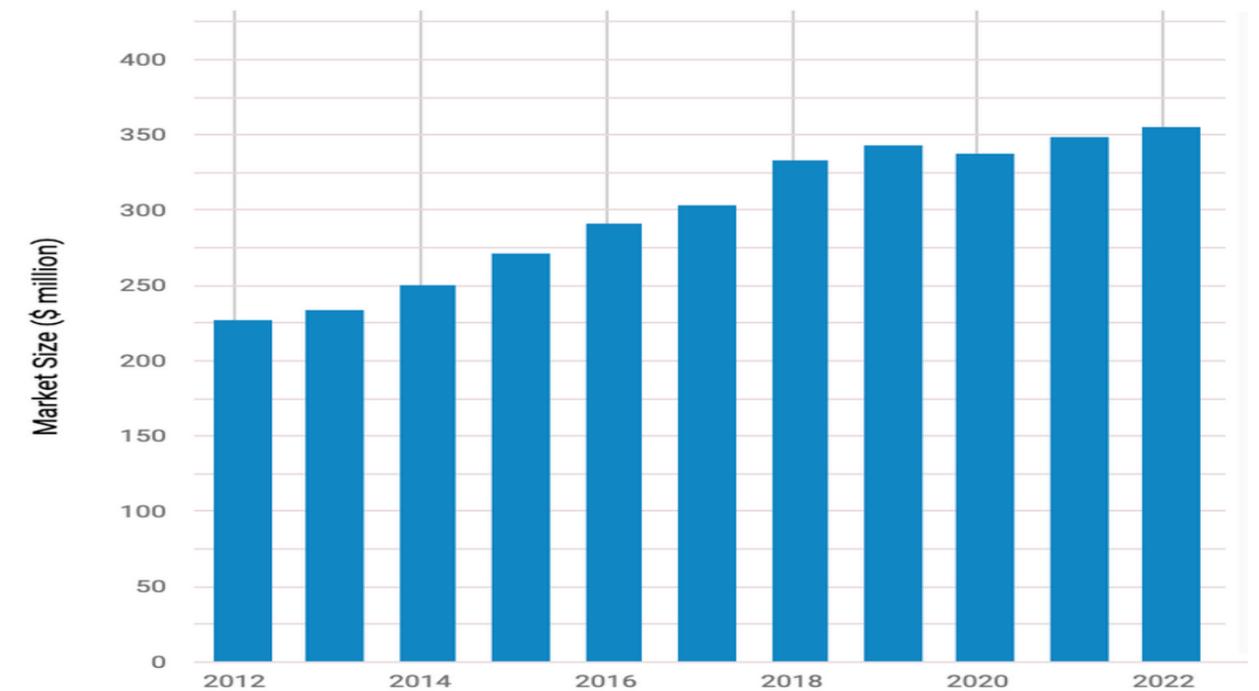


## As of January 2022

**\$356.2m: RV & Camper Van Rental in the US Market Size Growth in 2022**

**2.1%: RV & Camper Van Rental in the US Market Size Growth in 2022**

**3.3%: RV & Camper Van Rental on the US Annualized Market Size Growth 2017-2022**





California, Colorado and Texas were the most popular states for rentals, with Utah and Arizona following close behind

**73,000**

European travelers registered visitors in CA, just in June alone



7.8% RV & Camper Van Rental in the US Annualized Business Growth 2017–2022

4.2% RV & Camper Van Rental in the US Business Growth in 2022

114 RV & Camper Van Rental Businesses in the US in 2022



While flight bookings have increased, road trips still reign – at least on social media. Since April 29, 2022, of more than 1.6 million travel-related conversations on Twitter, road trips were mentioned more than 32,000 times and flights 22,000 times, according to the Chicago-based social media analytics company Sprout Social

## 01 Travel Expense

- Fights + Hotels are expensive
- Service Fees add up fast
- Air Travel has delays and cancellations
- Mental exhaustion from traveling
- Crowds in hotels & restaurants

## 02 Safety

- People don't enjoy tent camping as they are exposed to these elements
  - bugs, draft, humidity, wildlife
- Wildlife is coming closer to camps
- Lack of Comfort
- Inconvenience of cooking

## 03 Inconvenience

- Visiting national parks is inconvenient when staying in a hotel or airbnb
- Limited to 1 park: check out & check in process repeated to visit multiple parks
- Long drives in & out of parks daily or multiple times a day between hikes

## Convenience & Flexibility

RHT CamperVans provide lodging, transportation and flexibility to visit multiple locations over a 3-14 day adventure

## Comfort

RHT CamperVans afford a safe, comfortable experience with amenities typically only found at home

## Competition

Better vans will beat out competitors. Making RH vans more convenient, accessible, flexible and accomodating for trips that are over 3-14 days

## Rental Management

Roadhouse can help offset costs of ownership by providing rental management services to campervan owners.

## Easy to use ANYWHERE

Our 100% off-grid solar systems provide a simple, convenient alternative to full size campers. No plugging into shore power, no gas generators

## Support work life balance

4.7 million+ people worked remotely in 2021. More companies are offering hybrid/remote work environment. People save money and have more to spend

## Amenities

Full kitchen with cooktop, sink, hot water, shower, full size bed and more

## Alternative to ownership

Travelers can rent a RHT CamperVan instead of shouldering the heavy cost of purchasing

**FOUNDED: 2021 "Premier Van Company"**

FIRST FLEET OF VANS: 12 (year one)

GROWTH RATE: 100%

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## EXPANSION

Expanding 10+ vehicles in  
LA market

Las Vegas: 5-10 vans

NorCal~Seattle: 5-10 vans

Franchise Model you own the van, we rent  
it out to our community 20/80% rev split  
You OWN, We OPERATE



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## SPECIALTY VEHICLE

SnowVan | FishVan |  
SkiVan | SurfVan |  
BikeVan | MountainVan  
| RiverVan

## TARGET

VAN OWNERS

Uber model: provider of  
the service

Insurance product is  
provided by Outdoorsy  
(Roanly insurance)

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## ALL-INCLUSIVE EXPERIENCE

Hotel, Vehicle,  
Restaurant, Storage in  
one place with modern  
high-tech features

# KEY DIFFERENTIATORS

## Competitive Advantage

- Better Product
- Newer Fleet of Vans

## Convenience

- Location
- Proximity to LAX
- HQ in Los Angeles

## Funding

- Backed by Fortune 500 company

## Marketing Plan

- Outdoor Advertising, email campaigns, social media, SEO, Influencers

## Philanthropy

- Environmentally conscious business giving back to our communities

## Differences in Vans

- Sustainability
- Versatility
- Durability
- Reliability
- Security

With the growth of the target market and the Van Life experience growing at a rapid pace, Roadhouse Travel aims to secure funding to:

Increase the fleet from 12 CamperVans to 20-25  
Expand the market to Las Vegas, Northern California and Seattle  
Hire Key Employees  
Add Merchandise including sustainable clothing and accessories

## NUMBERS:

Each CamperVan generates \$50K annually  
Projected Revenues: \$1.25M with 25 CamperVans  
Merchandise: \$250K  
TOTAL: \$1.5M

"VanLife" is not only a new 'way of life', it is a LIFESTYLE many of us dream of and want to be a part of. Not all of us are fortunate enough to go and travel, but we want to be connected.

That is why **Roadhouse Travel** is bringing the product to the people with a line of branded merchandise that are all made from recycled and sustainable materials.



Hats | Beanies | Hoodies | Sweatshirts  
T-Shirts | Flannels | Socks  
Outdoor Wearables | Camping Accessories



Let's get out there.

**RICO QUEVEDO**

Chief Executive Officer

**CINZIA MONIACI**

Chief Marketing Officer

**KOREY KELLY**

Co-Founder / Chief of Operations

**JEFF GREENBERG**

Co-Founder

**AI YAMATO**

Social Media / Merchandiser

**ALEC ZEMAN**

Operations

**ADRIAN VAUGHAN**

Consultant

## Use of Funds

The company was founded and funded with **\$2M**. The investment was used to purchase a fleet of 12 vehicles, rent office space, hire employees and marketing.

### Raise: \$2M Pre for 20% Ownership

- ✓ Double the fleet to 25 CamperVans
- ✓ Expand into Las Vegas/Nor Cal/ Seattle
- ✓ Add full assortment of merchandise
- ✓ Hire Key employees
- ✓ Marketing / Advertising / Social Media
- ✓ Membership Model = Recurring Revenues
- ✓ Introduce CamperVan Owners Rental Program

Each CamperVan = \$50,000 revenue per year



10 CamperVans  
= \$500,000



25 CamperVans  
= \$1.25M

Sale price of CamperVans after 2 years: \$50,000  
Amortization Rate: 2 Years



100% Positive Review Rate