

Rever  
The World's Largest Motorcycling Community

# REVER

The World's Largest Motorcycling Community



An aerial, high-angle photograph of a multi-lane highway completely clogged with cars. The vehicles are packed closely together, filling the entire frame. The colors of the cars are muted, appearing in shades of grey, black, and dark blue. In the center of the image, the words "THIS SUCKS" are written in a bold, white, sans-serif font. Two thin, horizontal orange lines are positioned above and below the text, framing it. The overall scene conveys a sense of frustration and the inconvenience of a traffic jam.

**THIS SUCKS**

A group of four motorcyclists is riding on a paved road. They are wearing helmets and riding gear. The background shows green trees and a clear sky. The image is slightly faded to make the text stand out.

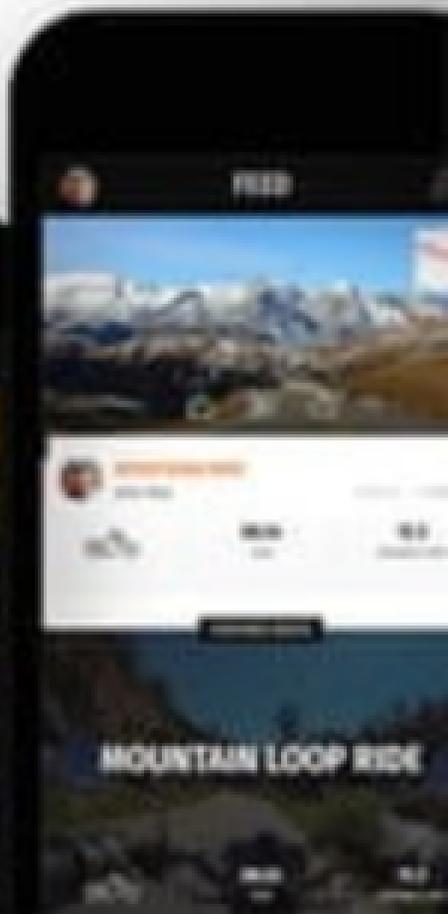
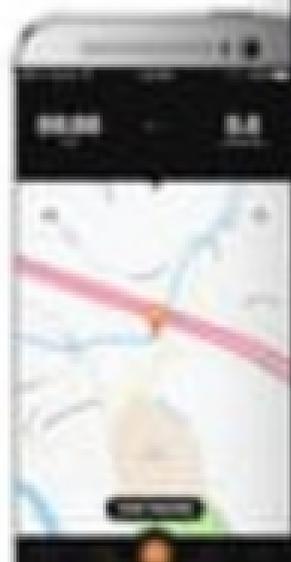
# THIS DOESN'T

1 in 12 people in the US ride a motorcycle

# SOLUTION

DISCOVER,  
PLAN, TRACK,  
NAVIGATE,  
SHARE

REVER



# MARKET

27MM

RIDERS U.S.

\$2,040

AVG. SPEND PER RIDER

\$64B

U.S. MARKET OPPORTUNITY

230MM

RIDERS WORLDWIDE

Source: Motorcycle Industry Council  
2014-2015



WE ARE THE TEAM TO DELIVER

Microsoft  
Vail Resorts



MARK ROERKE

Executive Vice President, Mountain Operations, Vail Resorts



JUSTIN BRADSHAW

Executive Vice President, Mountain Operations, Vail Resorts



# REVERLUTION

Community  
Connectivity  
Data



In partnership with



**BOSCH**



**BMW Motorrad**

founders@rever.co

AngelList /rever-6



# REVER

The World's Largest Motorcycling Community



**THIS SUCKS**

A photograph of four motorcyclists sitting on their bikes on a gravel road. They are wearing helmets and riding gear. The background shows a forest of tall trees. The image is overlaid with a semi-transparent dark grey rectangle containing text and two orange horizontal lines.

# THIS DOESN'T

1 in 12 people in the US ride a motorcycle

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# YET, THE MOTORCYCLE TRIBE

lacks a common way to connect

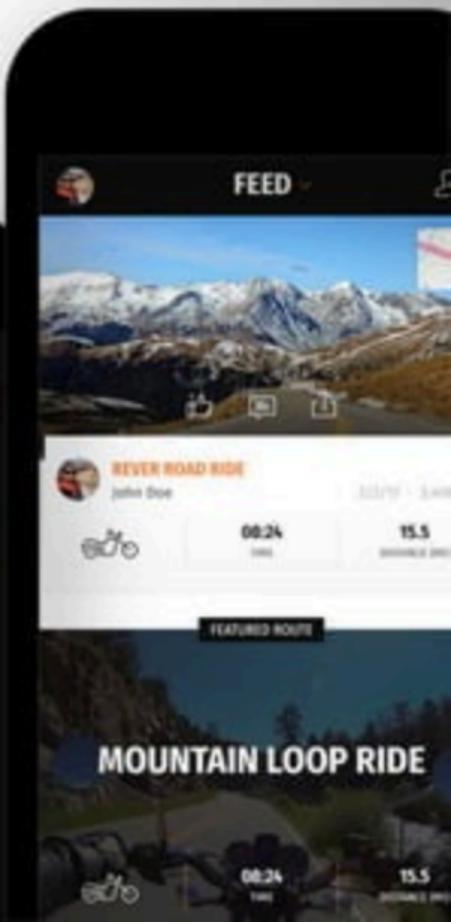
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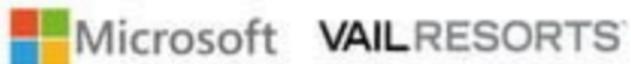
**MARK ROEBKE**

Experienced Tech Entrepreneur, Founder Institute Mentor, Successful exit



**JUSTIN BRADSHAW**

Experienced Entrepreneur, Motorcycle Industry Council Board Member



MOTORCYCLE  
INDUSTRY  
COUNCIL

**10X**

—  
USER GROWTH (YoY)

**500K**

—  
REGISTERED USERS

**30%**

—  
MONTHLY ACTIVE USERS (US)

**75MM**

—  
KM TRACKED

**9 RIDES**

AVG/US RIDER

**2.5 HRS**

IN APP/MO

# BUSINESS MODEL

## CONSUMER

\$5.99/month

Curated Ride Content



Offline Maps



Safety Alerts

## PARTNERS



**BOSCH**



**SUZUKI**





In partnership with



**BOSCH**



**BMW Motorrad**

# REVERLUTION

Community  
Connectivity  
Data

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REVER

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RIDE WITH US

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[www.rever.co](http://www.rever.co) 970.376.1196 [founders@rever.co](mailto:founders@rever.co)

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