

The Curtiss of Motorcycles

ROI Max



It's not about the money.

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It's about the vision!

Vision - Curtiss is the world's most valuable motorcycle brand

Cornerstone Virtue - Sustainability

Foundation - Simplicity

Mission - To best express our customer's dreams, desires and aspirations

Goal - Initiate and lead a new golden age for the "electric motorcyclist"

Priorities - Timeless design, ageless innovation

Core Competency:

Honest motorcycle creative energy

Key to success:

Be what we were born to be:

Rebellion,
in the form of fierce,
free,
bold,
all-American,
hot rod
motorcycles

Rules:

1. 100% product driven
2. 1 for 10: Every professional Curtiss customer experience begets 10 sales in 5 years
3. Collaborate for scale
4. Compete from the inside/out
5. Limit salary by a factor of 6 (i.e. Entry-level is 1 share therefore top level is capped at 6 shares)

5 Year Plan From Launch of Production on 02/20/2020, Our 2 Year Anniversary

1. Begin extremely small batch production at hyper-luxury valuation for hyper enthusiasts
2. Invest proceeds to make small batch production at luxury valuations for more enthusiasts
3. Invest proceeds to make relevantly priced batches for all enthusiasts
4. Prioritize cornerstone virtue
5. Keep it simple
6. Achieve 50,000,000+ USD of motorcycle sales at 20%+ EBITDA in 2025
7. Grow organically with our market segment, long-term