

## EXECUTIVE SUMMARY

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Riders First is different in that we feel we are coming into the industry of safety training with a different focus in mind, focus on the riders. The current provider market is focused on numbers and headcounts, not names and families...more focused on turn key business opportunities and less focused on keeping riders safe. Our ideal customer is any new rider, or experienced rider, looking for quality safety instruction.

Riders First will be the first provider to take a selective approach to who coaches for us. We seek to only hire coaches that understand the principles of adult education and motivation as outlined by VARK, Blooms Taxonomy, Maslow's Hierarchy and Universal Design for Learning. We are different because we understand the groundwork and relationships that must be built in order for learning to take place. We will capitalize on a void in the market as it relates to customer service and customer satisfaction.

**Opportunity:** The market has room for additional providers. It is incumbent upon us to ensure that we are the right provider for the market. Every resident that wants to better their safety or learn to ride is a customer for us. The opportunity to assist Indiana residents motivates us and keeps us pushing forward.

**Mission:** The mission of Riders First is to provide industry leading excellence in motorcycle safety training.

**Solution:** Put the rider and their education first, safety is the goal not profit.

**Market Focus:** We seek to focus on any new or experienced rider that seeks to improve their skills and safety.

**Competitive Advantage:** Our competitive advantage comes from our background and education in business. We know what it takes to be successful and how to build successful organizations that focus on the customer and the coach.

**Ownership:** The major stakeholders of our company are Brandon Pate, and James Cooper

**Expected Returns:** We expect to grow from nine sites to twelve and have set a goal to train 8,000 people a year by 2025.