

Rivian's Business Canvas Model

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1. Customer Segments

- Segmented market: Luxury Pickups and Large SUV.
- Rivian takes the weaknesses of the products in those segments in terms of efficiency, in terms of driving dynamics, in terms of performance, and flipping those to strengths.
- It is designed for customers who want to carry either their surfboard, their large family, pets, or carry their camping gear, but they don't want to accept something that's getting 22 miles per gallon.
- Customers who don't want to accept something don't feel connected and as smart as what they desire in a product.
- Customers who want to be part of a shift toward new technologies and want to try things like self-driving, and would like to, after a long day at the ski slopes or the long day at the office, get in the vehicle, press a button, and have it take them back home.

2. Value Propositions

- Create solutions that shift consumer mindsets and inspire other companies to change the way they operate fundamentally.
- Harness the very thing every human being is born with: an adventurous spirit.
- Provide an ownership experience from start to finish to be seamless and intuitive.
- Build a collaborative culture to deliver carbon neutrality across the entire business.
- Design for complete life cycles across everything.
 - Battery packs are designed to be easily removed from vehicles and either recycled or used in "second life" applications such as stationary storage.
 - Interiors of vehicles are made from 100% animal-free materials with mid-life repairability and end-of-life recyclability planned into the design.
 - Dunnage containers at their plants are reusable and made from plastics harvested from the ocean.

3. Channels

- Awareness – Social media like social media and streaming channels like Youtube. In addition to traditional mass communication channels such as print media (newspapers and magazines), TV media (public or cable), cinema, and OOH media channels.
- Evaluation – Advertising with influencers and celebrities. Appearances in talk shows and physical events for product display and experimentation tests.
- Purchase – Dealerships and online sales.
- Delivery – Direct and personalized communication channels via call center or face-to-face service at the dealership and authorized stores. The environment must be welcoming, as well as the tone of voice in the distance service. Every contact with the customer must seek to understand the personal aspirations and respect the consumer's ethical values.
- After Sales – Direct communication channel with Rivian customers to answer support calls, mechanical problems, queries, and queries about vehicle charging points, experiences, and travel and style tips. The relationship with the consumer must be built based on delivering empathy and respect as a concierge service.

4. Customer Relationships

- Composed by a network of offices, test labs, experience centers, service centers, charging stations, and manufacturing sites, all interconnected by thousands of employees.
- Make buying a Rivian easy and transparent. And to ensure customer happiness, they have seven days or 1,000 miles to return their vehicle after it's delivered.
- The network will let customers easily explore more than 3,500 DC fast chargers at over 600 sites planned in the US and Canada through 2023, plus 10,000 Rivian Waypoint chargers to top off at restaurants, hotels, shops, and parks.
- A fleet of mobile service vans staffed with Rivian Technicians will be available through a remote diagnostics platform, focusing on making sure vehicle care requires minimal customer efforts.
- Comprehensive coverage for Rivian Electric Adventure Vehicle — including off-roading and Rivian accessories — customers can also protect their home, boat, and other vehicles.

5. Revenue Streams

- Car Sales: Models R1T and R1S
- Charging Network: Over 10,000 chargers in the US and Canada
- At home Charging: Rivian Wall Charger
- Car Service Center: Maintenance and Service Center
- Insurance: Comprehensive coverage

6. Key Resources

- Intellectual Properties – Currently holding 34 trademarks and 45 patents for exterior and interior design, mechanical, battery, and electric source related, autonomous driving system, and some miscellaneous patents.
- Human Resources – As a company that presents a highly challenging value proposition, Rivian has a workforce equally skilled and engaged with its purposes. Today the company has more than 1600 job positions open to serve the units of Normal (IL), Plymouth (MI), Palo Alto (CA), Irvine (CA), Carson (CA), Wittmann (AZ), Woking (UK) and Vancouver (British Columbia).
- Supply Chain – As an electric vehicle manufacturer, Rivian depends on an extensive network of suppliers to support its business. Therefore, having good contracts with your suppliers is the key to success for the company.

7. Key Activities

- Search for new products - Research and innovation process based on the current network of customers and prospects for new niches.
- Development of new products - Development and manufacture of new products considering validation steps with customers and distribution networks.
- Update of Existing Products – Examining existing products in the company's portfolio to adjust product alignment with market needs. New demands from the public or changes in the industrial sphere may lead to product updates.
- Innovation – Research process, observation and perception of innovations, and new trends in the market.
- Selection of production capacity – Knowledge of the expected demand for the product to determine the investment and production capacity of current plants.

- Production planning and control – Creating a healthy, sustainable and economical flow, including a calendar of activities and deliveries. Indicators must be applied to ensure delivery and mitigate possible deviations from planned production.
- Marketing Strategy – Elaboration and implementation of marketing strategies based on the goals established by the company. The strategy must contain objective and accurate data for knowledge of the environment, identification of strengths and weaknesses of the product, also observing competitors and external factors.

8. Key Partners

- Dealerships
- Suppliers

9. Cost Structure

- Land Rentals
- Land Taxes
- Building maintenances
- Electricity
- Equipment and machinery
- People (salary, benefits, recruitment, development, etc)
- Dealerships
- Logistics (car sales deliveries)
- Supply chain (suppliers and partners)