



CRUISERVERSE

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ABOUT

CRUISERVERSE is a tech-enabled **Automotive Adventure and Lifestyle** brand that blends motorcycle culture, off-road expeditions, and community-centered experiences into a dynamic movement. We are creating an ecosystem for thrill-seekers, automotive enthusiasts, and storytellers—bringing them together through shared rides, curated events, and engaging digital content.

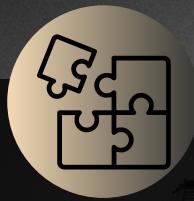
OUR MISSION - POWERING INDIA'S MOST LOVED ADVENTURE ECOSYSTEM

Our vision statements

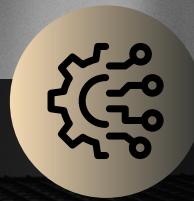


Uniting all adventure enthusiasts through community building

(Café Cruisers -
Premiere Community
for Motorcyclists.
Mud Cruisers - A
Rugged 4x4 Culture)



Events production,
Brand activation &
Media solutions for
automotive brands and
local communities



Innovating cutting-edge tech solutions
for seamless planning,
coordination and
executing adventure
tours and community
engagement activities



Empower India
through professional
awareness initiatives,
riding workshops, and
a motorsports training
model

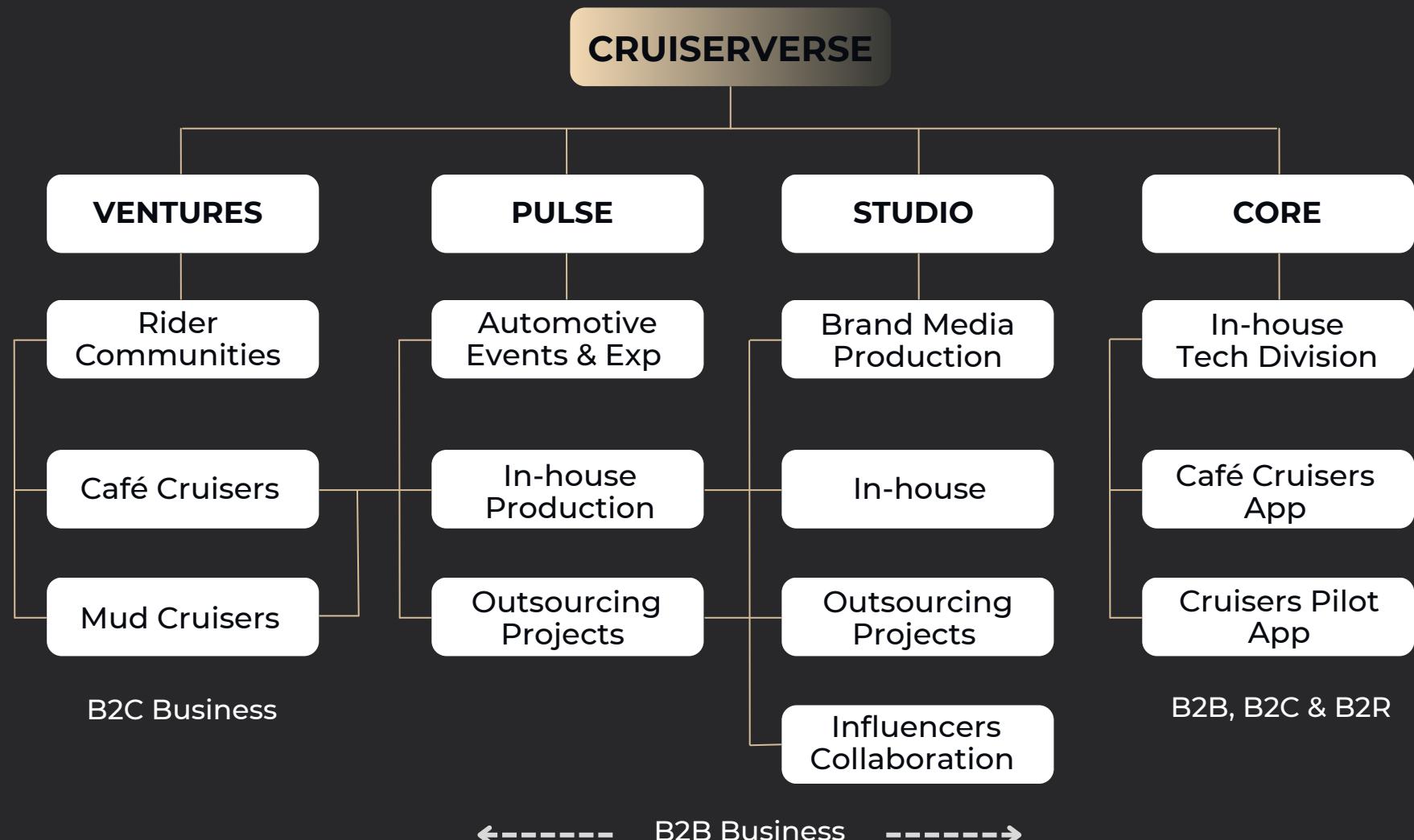
VENTURES

PULSE &
STUDIO

CORE

FOR INDIA

OUR BUSINESS STRUCTURE



Notes: Each vertical within (Cruiserverse) is purpose-built yet deeply interconnected. Together, they power a unified ecosystem driven by adventure, innovation, and community storytelling.

DEEP DIVE



OUR KEY OFFERING



Café Cruisers – Motorcycle Touring & Lifestyle Community

- Curated group rides, biking events & Tech-Driven travel experiences
- Peer-to-peer bike rentals and subscription-based access
- Rider academy programs, training workshops & expert-led sessions
- Member-exclusive trips, rideing challenges & moto-culture meetups



Cruiserverse Studio – Media, Storytelling & Community Content

- Content creation through vlogs, comics, podcasts, and short films
- Rider journeys, road-trip diaries & community spotlights
- Premium content for sponsors, partners & platform users
- Upcoming monetization tools for community creators



Cruiserverse Pulse – Automotive Events & Brand Experiences

- Motorsport expos, custom auto festivals & offbeat brand showcases
- Strategic brand activations with auto, gear, and travel brands
- B2B event planning, logistics, and audience engagement services



(Launching Soon) Mud Cruisers – 4x4 & Off-Roading Community

- Guided off-road jeep expeditions and 4x4 trail events
- Overlanding circuits, basecamp experiences & survival camps
- Platform for terrain explorers, enthusiasts & gearhead culture

OUR APP ECOSYSTEM



Café Cruisers App

"Explore the world on two wheels"

App 1: Members / User Side

Purpose: Unlock exclusive bike rentals, group rides, and perks

Key Features:

- Discover & Book Road Trips
- Rent or List Motorcycles
- Personalized Trip Recommendations
- Secure Bookings & Payments
- Community Reviews & Insights

Target Users: Motorcycle enthusiasts, explorers, casual riders

Notes: The Café Cruisers and Cruisers Pilot apps operate as an integrated dual-app system, connecting community members with ride partners. Both platforms are centrally managed through an admin panel ensuring seamless coordination, quality control, and operational efficiency.



Cruisers Pilot App

"Host. Ride. Earn"

App 2: Ride Pilot / Trip Host Side (B2R)

Purpose: Empower riders to host and manage unforgettable road trips

Key Features:

- Intuitive Trip Notifications & Custom Itineraries
- Real-time Group Management & Tracking
- Built-in Safety Tips
- Earnings Dashboard
- Rider Feedback Collection

Target Users: Freelancers, travel coordinators, biker community leaders

Café Cruisers - One-of-a-kind community that has the first tech-enabled group rides and events management platform

How does the platform offer a solution?

Smart Resource Optimization

A

Digital scheduling and route planning for group rides reduce fuel wastage, overbooking, and last-minute cancellations

- Enhances sustainability and operational efficiency during rides and events

Automated Ride & Event Coordination

B

Real-time dashboards help manage participants, payments, logistics, trip specific chat rooms and safety tracking

- Saves time, reduces human error, and improves customer experience

Scalable for Global Expansion

C

Built with modular tech that supports multi-location rollouts and multilingual integration

- Positions Café Cruisers to scale across countries and collaborate with international brands

Revenue Opportunity

For Service Provider

(Ride Hosts, Stay Partners, Event Hosts)

- Ride Pilot/Hosting Commissions
- Stay Listings Commission
- Event Bookings Revenue
- Brand Partnerships & Sponsorships

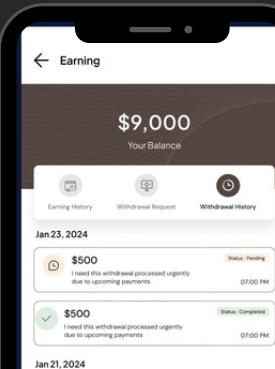
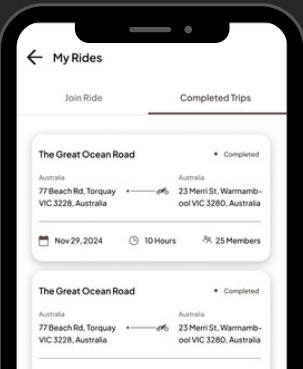
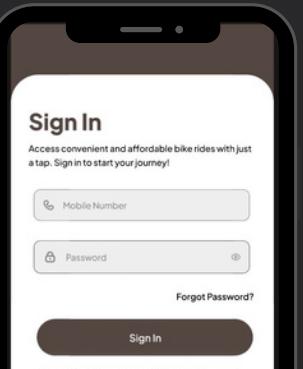
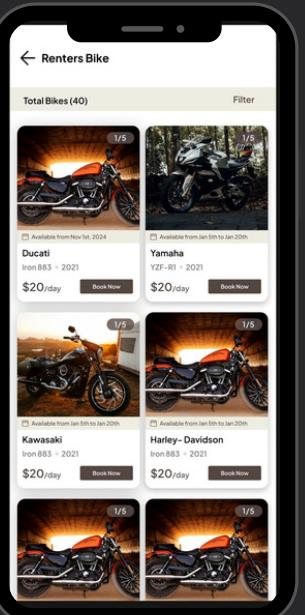
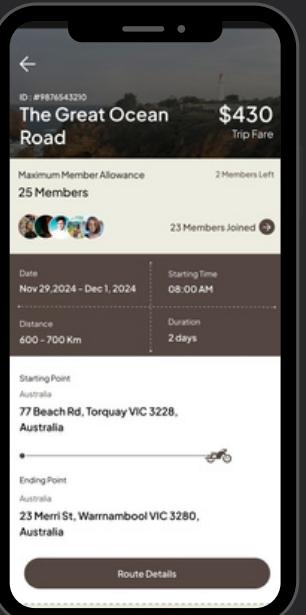
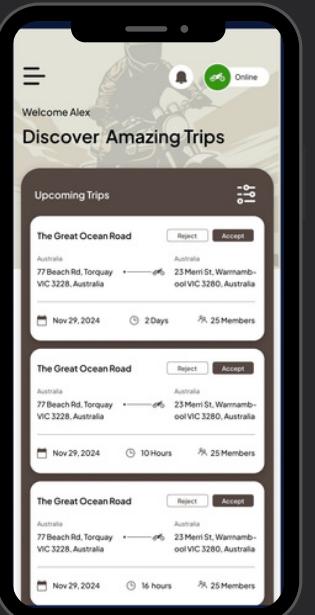
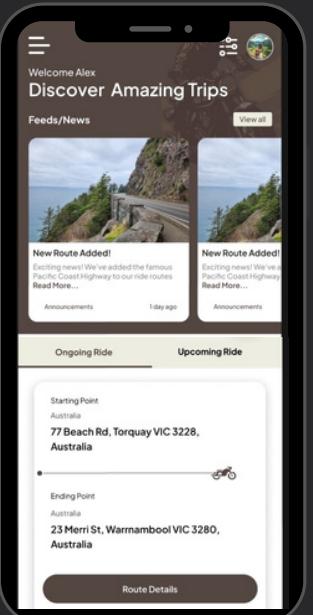
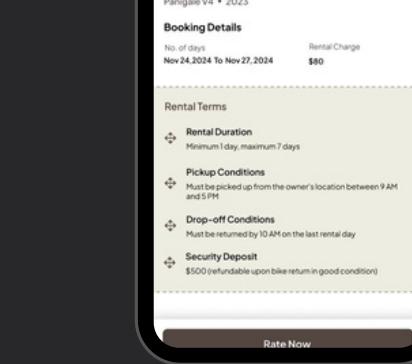
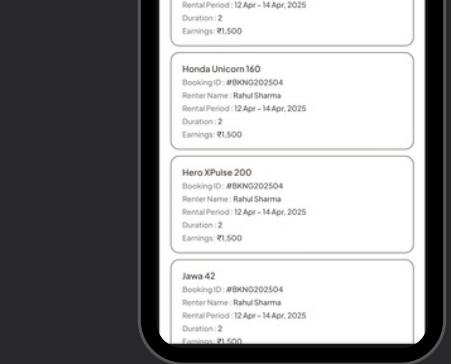
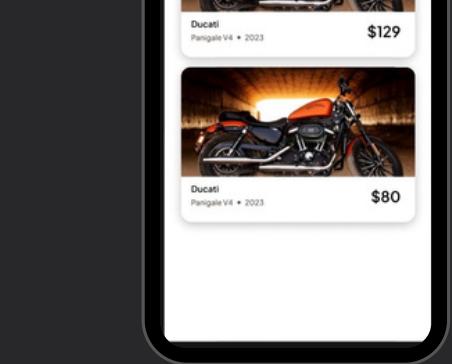
For Users

(Riders & Community Members)

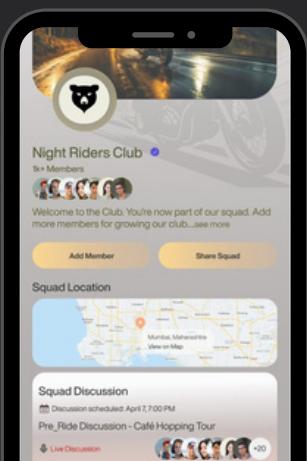
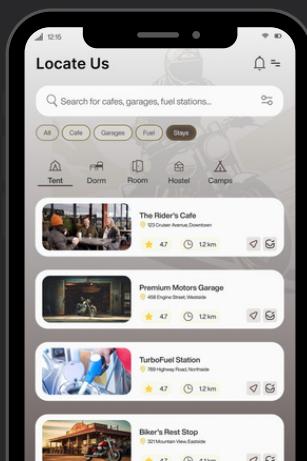
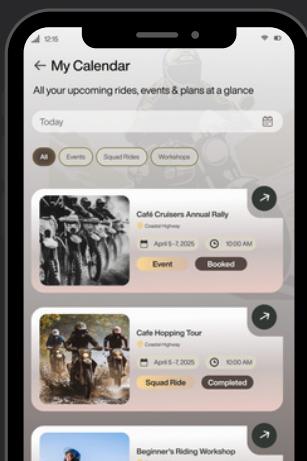
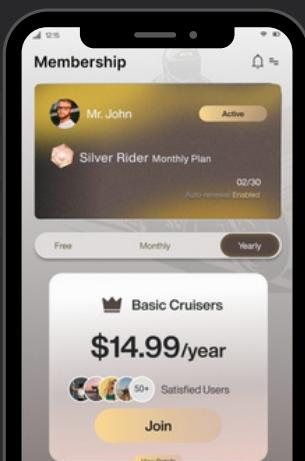
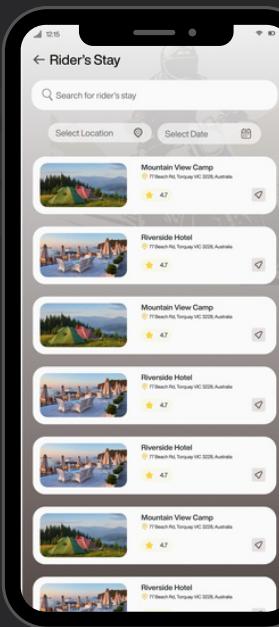
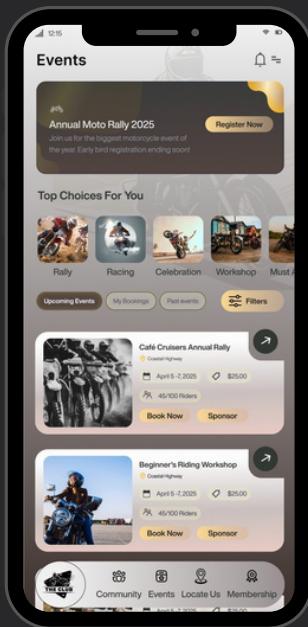
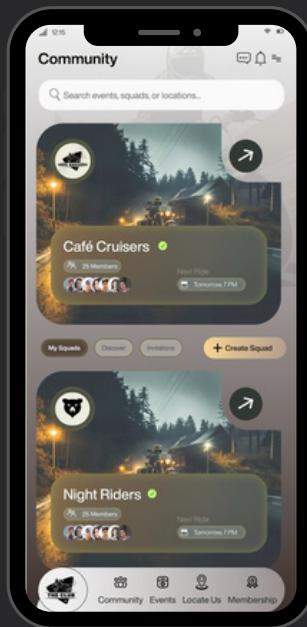
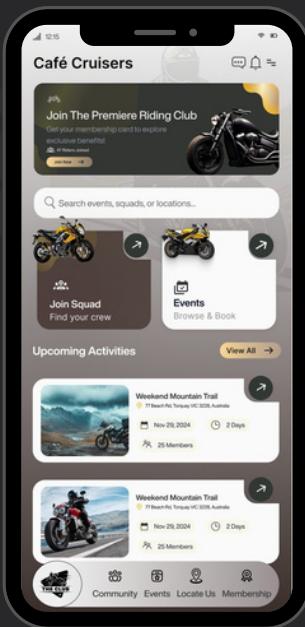
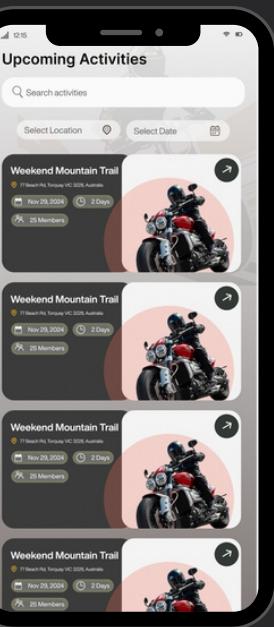
- Monetize as Ride Pilots
- Referral Bonuses
- Bike Rentals Commission
- Discounted Access & Premium Perks
- Community Marketplace (Planned)

APP DESIGNS





VERSION 2 (UPCOMING)



We're on a mission to **Redefine Community Through Purposeful Engagement**

CRUISERVERSE platforms are designed for real-life impact, community bonding, and time-worthy participation

Today's Challenges

- Mainstream social platforms are saturated with AI-generated noise, low-effort content, and fake personas—eroding trust and meaningful connection
- The adventure travel space faces safety concerns due to poor record-keeping, unregulated guides, and fragmented systems
- Many users conduct travel updates or business activities on social media without proper verification or transparency
- Many unregistered communities are operating outside legal frameworks on inappropriate platforms

Our approach focuses on

- **Enhancing Trust and Value:** Promoting transparency and authenticity through advanced verification systems for trustworthy approach
- **Safety in Adventure Travel:** Advocating for regulation, verified ride leaders, and real-time updates to improve traveler security
- **Promoting Authenticity:** Encouraging genuine human connections and sharing true experiences to foster an authentic environment

1 Reclaiming Authenticity in the Age of AI Clutter

2 Authenticity as a Feature, Not a Buzzword

3 Functionality Over Feeds

4 Building Trust Through Curation

5 “Cruiser-Verified” Identity



MARKET POTENTIAL

LANDSCAPE & TRENDS

SEGMENT	MARKET SIZE & GROWTH
Adventure & Experiential Travel (India)	₹90,000 Cr+ by 2028 (CAGR ~17%) driven by Gen Z/Millennial demand for immersive experiences over packaged tours
Two-Wheeler Rentals & Subscriptions	Growing at 20-25% CAGR with rising demand for flexible, peer-to-peer access and leisure rentals
Motorcycle Touring & Rider Communities	Rise of " Ride-to-Earn " and community commerce models. Increasing YOY with 10M+ recreational riders in India seeking curated rides, training & road-trip ecosystems
Off-Roading & 4x4 Adventure Travel	Niche but fast-growing; India SUV market expanding → more hobbyists joining offbeat circuits
Automotive Events & Brand Activations	₹1,000+ Cr spend on auto expos, lifestyle fests, and BTL experiential marketing by OEMs and gear brands
Creator-led Travel Media & Moto-Content	Exploding growth in vlogs, road trip content, and creator monetization platforms (India is top YouTube content market)

OPPORTUNITY FIT



Adventure Lifestyle Boom

- Rapid rise in demand for curated rides, off-roading, and immersive outdoor travel
- India becoming a global motorbike touring hub (esp. Ladakh, Northeast, South India)



Gap in Integrated Platforms

- No dominant player combining rides, rentals, events, and community in one platform
- Fragmented landscape — Cruiserverse offers consolidation and ease



Trust-Driven Digital Shift

- Users increasingly skeptical of generic, AI-generated content
- Cruiserverse's authenticity and "Real Cruiser-Verified" approach aligns with this shift



Tech-Enabled Experiences

- People want smart, curated, and meaningful adventures — not just bookings
- Cruiserverse leverages tech for planning, earning, and community storytelling

Cruiserverse answers a generational demand; not just for adventure, but for authenticity, belonging, and platform-driven freedom

CRUISERVERSE COMPETITIVE ADVANTAGE

Market Players	Adventure Travel	Automotive Events	Rental Platform	Community Space	Tech-enabled Ecosystem
CRUISERVERSE	+	+	+	+	+
IBW (India Bike Week)	Limited	+	-	-	-
MotoVerse (Royal Enfield)	Brand-Specific	Brand-Specific	+	Brand-Specific	+
Expedour / Detour	+	-	-	+	Limited
De-Offroaders	+	-	-	+	-
Other Rental Platforms	-	-	+	-	Limited

Notes: 1) The comparative analysis is based on publicly available information and industry observations. 2) All brand names, and trademarks are the property of their respective owners and are used here for informational and illustrative purposes only. 3) The intent of this comparison is to highlight Cruiserverse's unique positioning in the market, not to undermine or misrepresent any competitor.

OUR FOUNDING TEAM



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Manager

APPENDIX

GLOSSARY (1/2)

Terms

Description

Cruiserverse

The parent lifestyle mobility and experience brand uniting technology, community, and adventure across multiple verticals

Café Cruisers

A community-driven platform for motorcycle tours, rentals, events, and training—available via mobile app

Cruisers Pilot App

The companion app for ride partners (hosts) to accept, host, and earn from planned rides

Admin Panel

A centralized backend platform for planning, scheduling, monitoring, and quality control of all rides and events

Ventures

The operational division of Cruiserverse manages essential services such as Café Cruisers and future community offerings like Mud Cruisers

Core

The in-house innovation and tech R&D division powering Cruiserverse's platform architecture and product development

GLOSSARY (2/2)

Terms

Description

Pulse

The events and brand activation wing of CruiserVerse, enabling automotive experiences and cultural engagement

Studio

The media and content production division for storytelling, branded content, and entertainment initiatives

Cruiser-Verified

A trust badge for real, vetted users and service providers on the platform, ensuring safety and authenticity

Dual-App Model

The integrated use of Café Cruisers (user app) and Cruisers Pilot (ride partner app), all managed via a central admin panel

B2R (Business-to-Rider)

A model where businesses engage directly with verified riders and communities through the platform

B2C (Business-to-Consumer)

Direct offerings for end users include rides, rentals, events, and community features from Café Cruisers and Mud Cruisers

B2B (Business-to-Business)

Refers to brand partnerships, corporate events, media production, and brand activations facilitated by CruiserVerse Pulse and Studio

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