

JULY 2024

# BUSINESS PLAN



Amalthea LLC  
*Nature is our Racetrack*

# MISSION STATEMENT

Our mission is to fuse the thrill of mountain racing with curated tourism experiences, blending adrenaline-pumping adventures with immersive visits to archaeological wonders, cultural gems, as well as visits to local producers, offering one-of-a-kind farm-to-table experiences and health-centric workshops.

Amalthea LLC has an absolute commitment to innovation. We engineer and craft our own fleet of electric racing vehicles in Greece, integrating state-of-the-art driverless capabilities that elevate the thrill of the race while ensuring safety and precision.

Through meaningful partnerships, we aim to breathe new life into the Cretan mountainous regions, rejuvenating local economies, preserving cultural heritage, and empowering communities. Our commitment extends beyond the racecourse, fostering sustainable growth, and leaving a lasting positive impact on the people and places we traverse, ensuring the resurgence and prosperity of these extraordinary places.



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# EXECUTIVE SUMMARY

***Nature is our racetrack***

## THE CONCEPT

Amalthea LLC (hereafter referred to as "Amalthea" or the "Company") is a promising new company, based in Heraklion, Crete, that engineers and crafts its own fleet of electric racing vehicles with the sole purpose of creating curated tourism experiences on the island of Crete.

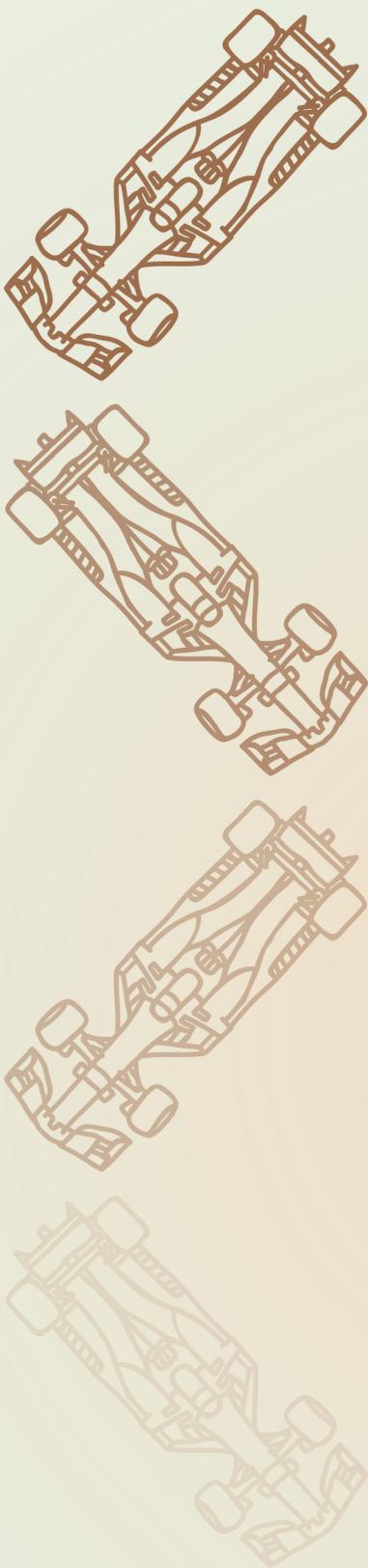
The tourism experiences have the form of unique day-excursions combining the adrenaline rush of racing an electric vehicle through unique routes with visits to archeological and cultural sites, wineries, local producers as well as health-centric seminars by experts, nurturing the body and mind.

We have partnered with the local municipalities of Crete as well as numerous producer-cooperatives to promote the underexplored Cretan mountainous regions, rejuvenating local economies, preserving cultural heritage, and empowering communities.

Our meticulously planned day-excursions, conducted every weekend in varied locales on a monthly rotation, follow rural scenic routes. To ensure an uninterrupted and safe experience, these routes are temporarily closed to traffic during the ride. In partnership with local communities, we have selected underused routes, traversing abandoned villages and areas with low population density, striving in partnership with local authorities to minimize any disruption and promote harmonious coexistence with the local communities.



# EXECUTIVE SUMMARY



## OUR RACE CAR

Our race car, **Calypso**, showcases our commitment to innovation and craftsmanship.

Calypso is a monocoque electric racing vehicle, built to the highest standards to ensure driver safety, our top priority. Our compact and lightweight battery can be charged in less than 45 minutes and in conjunction with our **Regenerative Brake System** offers a seamless racing experience. Our 600V pack thermal architecture allows for faster charging without compromising performance or endurance.

Our **Responsive Suspension**, **Sport-Steering** and powerful **Brake System** focus on maximum driver feel, whereas our unique **Aerodynamic Package** and **Active Drag Reduction System** ensure that Calypso is always planted to the ground.



# EXECUTIVE SUMMARY

**Driverless Capabilities** are at the forefront of Calypso's uniqueness.

Calypso's Autonomous System relies on advanced sensors, a powerful processor, and our very own software, powered by machine learning algorithms. Calypso can be operated in two modes.

## SAFE DRIVING MODE

Our **Safe Driving Mode** allows the driver to have full control of the vehicle, while our advanced algorithms process the sensor data to create a detailed understanding of the car's environment.

The **Collision Avoidance System** can automatically apply brakes or steer away from potential collisions, to make sure that Calypso remains within the limits of the racecourse.

## DRIVERLESS MODE

Our fully **Driverless Mode** represents the pinnacle of autonomous driving technology. The person sitting in Calypso's seat does not have to give any input to the vehicle.

Redundant systems ensure reliability, while fail-safes and backup mechanisms are in place to handle unexpected situations. The **Collision Avoidance System**, **Advanced Braking System**, and **real-time communication capabilities** with other vehicles are all there to ensure the safest experience for everyone involved.



# EXECUTIVE SUMMARY

## CRETE

Crete, the largest Greek island, has a captivating blend of ancient history, stunning landscapes, and vibrant culture.

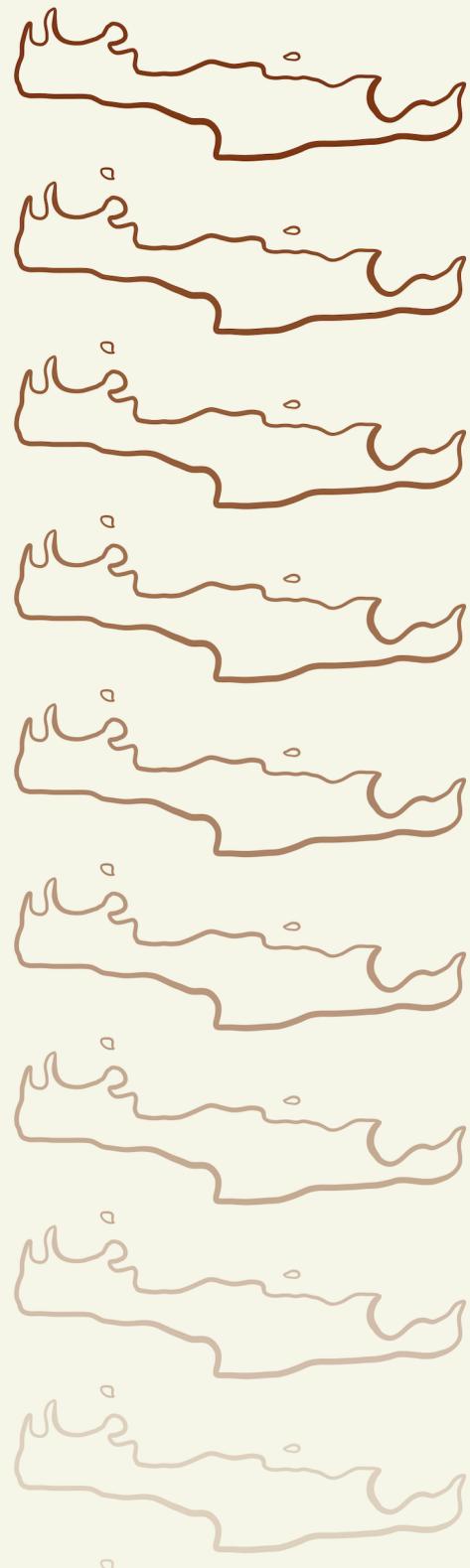
**History buffs** revel in Crete's rich past as the legendary birthplace of Zeus—and the home of the awe-inspiring Minoan civilization.

**Nature enthusiasts** find themselves bewitched by the island's diverse terrain. From the White Mountains and the dramatic Samaria Gorge to the idyllic beaches that fringe its shores, Crete offers a paradise for hikers, sun-seekers, and explorers alike.

**Foodies** are drawn to Crete's culinary traditions, where every meal feels like a celebration of fresh, local ingredients. The Cretan diet, renowned for its health benefits, is the cornerstone of the Mediterranean diet, promoting longevity and well-being.

Approximately 80% of Crete's land area is mountainous. Despite welcoming more than 5 million visitors annually, only a fraction ventures into the breathtaking mountainous regions. That's where Amalthea comes in.

**We have the goal of redefining tourism, one exhilarating journey at a time.**



# EXECUTIVE SUMMARY

## TARGET GROUP

The market for our concept is highly diverse, drawing from the millions of Greek and foreign visitors of Crete.

Our customers have diverse profiles and include **adventure enthusiasts, cultural explorers, alternative travelers, families and groups.**



Through our **Farm2Fork Initiative** we aim to create long-lasting relations and engage with our customers beyond the excursions, building a network of satisfied, recurring customers that are the best people to promote our company.

Another important aspect of our Target Group is **companies and organizations** looking to create unique and engaging team-building experiences. Amalthea not only offers thrilling experiences but also opportunities for team development, leadership training, and enhancing interpersonal relationships in a non-traditional, inspiring environment.



# OUR CORE VALUES

Innovation

Consistent  
Quality

Unforgettable, Personalized  
Experiences

Customer  
Engagement

Respect for  
Nature

Commitment to excellence  
and continuous improvement

Community-First  
Approach



# OUR PRODUCTS

**Excursions**

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**B2B Services**

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**Souvenirs & Extra Services**

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**Farm2Fork Initiative**



Amalthea LLC

# EXCURSIONS

## SYNAPSIS

Mindfulness is the basic human ability to be fully present, aware of where we are and what we're doing, and not overly reactive or overwhelmed by what's going on around us. Aesthesia is here to provide you with the opportunity to work with yourself, while you are enjoying the relaxation that Cretan nature emits.

## SPONDI

Join us on a unique and thrilling journey combining the age-old Cretan culinary traditions with the thrill of electric racing. In this excursion you will traverse through mountainous Crete in a state-of-the-art one seater visiting various destinations where you will be educated in Greek/Cretan cuisine. Explore the essence of Greek cuisine with honey and oil – the dynamic duo that defines its flavors. This journey will turn you into a culinary aficionado, leaving you with a taste of Greece that lingers long after the trip ends. Get ready to be a 'connoisseur' of unparalleled gastronomic delights!

## OINOGNOSIA

Oinognosia is the Greek word for wine-tasting. It comes from oinos (wine) + gnosis (to learn)

Embark on an electrifying journey through the majestic landscapes of mountainous Crete in a cutting-edge, driverless one-seater! Brace yourself for the perfect fusion of thrill and relaxation as we explore the hidden gems of Crete and savor the exquisite flavors of extinguished Cretan wines.

## AESTHESIS

Our introductory package is meticulously designed to welcome participants of all financial backgrounds onto our excursions. Embark on this journey and immerse yourself in the unmatched thrill of racing across the expansive landscapes of Crete. This event serves as your gateway to our high-performance single seaters, where the exhilarating experience harmonizes seamlessly with the awe-inspiring vistas of Crete. Prepare for a 45-minute odyssey that transcends time itself, leaving you awestruck and mesmerized by the sheer wonder of it all.



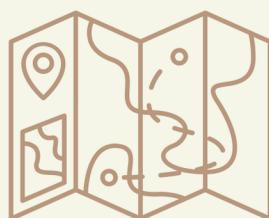
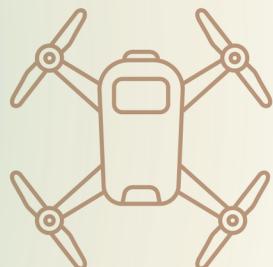
# B2B SERVICES

Amaltea is gearing up to welcome tourists during the vibrant summer season, offering a unique experience that captures the essence of a perfect getaway.

However, during the less busy winter season, Amalthea offers the possibility of hosting events for companies and organizations, with meticulously planned activities that cater to team development, leadership training, and the enhancement of interpersonal relationships in a non-traditional, inspiring environment.

Our objective is to blend the excitement of racing, with workshops that address everyday challenges within the workplace, streamline daily tasks and develop soft and hard skills. By doing so, we aim to convert the typically dull and obligatory team building seminars into an exhilarating experience.

# SOUVENIRS & EXTRA SERVICES



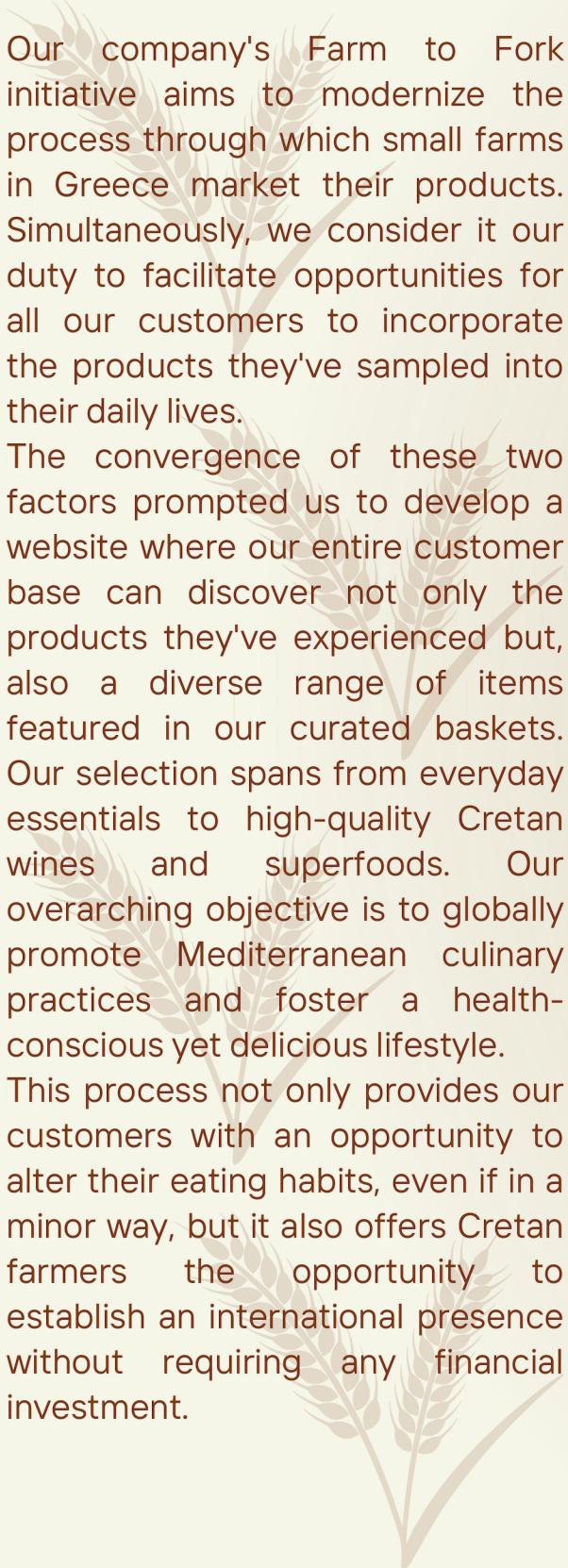
Our broad selection of souvenirs and memorabilia expands on the unique experiences our company offers.

We offer a range of products, including branded clothing, stationery, and accessories.

Amalthea also offers extra services to our customers such as drone photos and videos capturing your race, videos shot from our one-seater cameras, customized maps as well as customized photo books.



# FARM2FORK INITIATIVE



Our company's Farm to Fork initiative aims to modernize the process through which small farms in Greece market their products. Simultaneously, we consider it our duty to facilitate opportunities for all our customers to incorporate the products they've sampled into their daily lives.

The convergence of these two factors prompted us to develop a website where our entire customer base can discover not only the products they've experienced but, also a diverse range of items featured in our curated baskets. Our selection spans from everyday essentials to high-quality Cretan wines and superfoods. Our overarching objective is to globally promote Mediterranean culinary practices and foster a health-conscious yet delicious lifestyle.

This process not only provides our customers with an opportunity to alter their eating habits, even if in a minor way, but it also offers Cretan farmers the opportunity to establish an international presence without requiring any financial investment.

**Farm2Fork revolutionizes the way we produce and consume**



# COMPETITOR ANALYSIS

To enhance the delineation of our competitors, we categorized them into two distinct groups, each delineated by their respective areas of expertise. The first group comprises companies specializing in the development of alternative tourism day trips, while the second group focuses on companies that curate racing experiences. We have arrived at this approach for analyzing our potential competition by thoroughly assessing each of our services, along with examining businesses in the broader Cretan area that cater to the same target audience as Amalthea LLC. Considering the key aspects of their market entry, Aristurtle is compared to them.

In our analysis, a crucial aspect we consider is trendsetting. We recognize that the Greek market consistently responds to influences from diverse channels. At Aristurtle, we acknowledge the drivers of public interest manifested as trends, which will distinguish us from comparable enterprises. This model is applied across all three categories and to all five chosen competitors.



# COMPETITOR ANALYSIS

Company Name	Unlimited Adrenaline	FABOULOUS CRETE TOURS AND EXPERIENCES IN CRETE	GS TOURS CHANIA
Company profile	Guided outdoor activities	Small groups and private tours	Guided indoor and outdoor tours
Company Highlights	Specializes only in extreme sports (climbing, rafting etc.)	Wide variety of different tours	Wide variety of different tours
Target Market	Small groups, families and adrenaline enthusiasts	Small groups and families	Small groups and families
Marketing Strategy	Blog and online advertisements	Online advertisements	Online advertisement
Products and Services	Tailor made daily activities	Daily tours and activities	Alternative excursions
Pricing			
Strengths	Specializes only in the extreme sports sector	There is a great variety of different tours	Unique tours compared to the existing market options
Weaknesses	Lacking advertisement	Still using the same business format and tools of advertisement as every company in this sector	Still using the same business format and tools of advertisement as every company in this sector
Opportunities	Limited rival companies in the same sector	Crete's huge tank of visitors every year	Crete's huge tank of visitors every year
Threats	They haven't assimilated modern means of advertisement	They haven't assimilated modern means of organization and advertisement	They haven't assimilated modern means of organization and advertisement
Trends	Alternative suggestion about daily excursions	There is always great need for traditional tourist activities in Crete	Alternative suggestion about daily excursions



