

RIVIAN



Introduction

Company: Rivian Automotive Inc.

- Overview:
 - American EV company founded in 2009
 - Luxury option within the EV market
 - Focuses on "adventure-oriented" sustainable vehicles
 - Rivian's R1T model has a 94% satisfaction rating - most out of any EV
- Challenges
 - Struggles with cash flow - spends more money than they make
 - Q1 results from 2025 show 36% decrease in sales compared to 2024
 - Sources battery parts from both LG energy solution and Samsung
 - Difficult to control quality, reliability, and bargaining power



Introduction

Business Opportunity

- Rivian horizontally integrates into the EV tractor market
- Electric tractors are largely a blue ocean as there are no major players in that space
- John Deere announced an Electric tractor to be released in 2026
- Rivain has a strong brand and resources to create the high-end and technologically advanced tractor

Further Discussion

- In depth analysis as to why Rivian entering the EV tractor space is so attractive
- Concepts such as applying porter's five forces, the value chain, strategic advantage, and more will be used throughout this presentation



Industry Analysis

Industry Analysis via Porter's Value Chain Framework

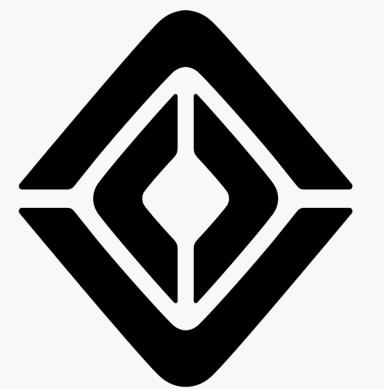
- *Value Chain = Internal execution advantage*
- *Helps identify durable competitive advantages*

Value Chain:

- *Logistics*
- *Operations*
- *Marketing Tech*
- *Service*



Inbound Logistics, Operations, Outbound Logistics, & Service



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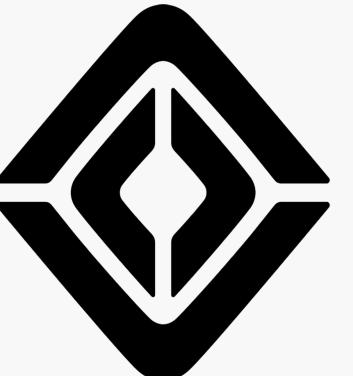
Outbound Logistics & Service:

- Mobile service fleet = Ideal for rural areas
- OTA (Over-the-air) updates keep equipment current
- High uptime = High farmer satisfaction

Inbound Logistics & Operations:

- Inbound logistics: Strong supplier relations (Amazon, Ford)
- Operations: In-house control of EV tech stack
- Advantage: Customization, faster innovation, and cost control

Marketing, Tech, and Brand Differentiation



- *Marketing: Rivian = smart, sustainable, modern agriculture*
- *Technology: Real-time data, AI, and IoT = edge over Deere*
- *Brand Loyalty: High WTP (willingness to pay) for ESG-aligned tech*

Value creation = tech + trust + timing

Resources and Capabilities

Brand Image

- Innovative Culture & History of challenging norms in vehicle design
- Reputation as an Adventurous brand caters to customers seeking performance & sustainability, even in rugged, off-road environments
- Partnerships with Ford & Amazon help to scale production & reduce costs

Technological Capabilities

- Proprietary Battery Systems → long-lasting performance
- In-house Software Integration → Diagnostics, Autonomy, OTA updates
- Positioned to create a “Smart Tractor”
- Enhanced User Experience

Corporate Social Responsibility

- Corporate Social Responsibility aligns with environmentally-conscious consumers and drives innovation
- Value Proposition would reduce the industry's carbon footprint
 - Currently underserved → no environmental substitute

Justification and Course Concepts

Strategic Decisions Explained through Porter's Five Forces:

- Threat of New Entrants: Low
 - High barriers of entry - Expensive, knowledge of EVs and Tractors
 - Rivian has tons of knowledge on EV systems and battery design giving them an edge
- Bargaining power of suppliers: High
 - Low amount of sellers of EV components with in high demand
 - Rivian already has relationships with sellers and strong capital and economic backing
 - Entering this industry early allows Rivian to establish stronger relationships with sellers
- Bargaining Power of Buyers: Relatively Low
 - Farmers have little access to EV tractors - lacks alternatives
 - Higher end EVs results in higher quality tractors

Justification and Course Concepts

Strategic Decisions Explained through Porter's Five Forces:

- Threat of Substitutes: Low
 - As mentioned, the electric tractor space is unpopulated
 - Even if John Deere's tractor exists, Rivian's higher quality places it in luxury market
- Industry Rivalry: Low
 - Currently there are no major players in the EV tractor space; Rivian would be the largest company in the industry

Strategic Decisions Explained Through Value Chain Framework

- Rivian excels in procurement, production, service, and branding
- Capable of fixing tractor issue via the Rivian Fleet, service updates, and predictive diagnostics
- Increases willingness to pay (WTP) while controlling supplier costs
- Strong outlook for long-term profitability

Strategic Recommendations



#1 Pursuing Differentiation Strategy

- Positioning electric tractors as **premium, sustainable, high-tech alternatives** to traditional diesel tractors

Strategy Pillars:

1. Differentiation through Innovation
2. Strategic Buyer Commitments
3. Forming Strategic Partnerships
4. Incentive & ESG Alignment



Market Positioning

Rivian aims to lead the high-tech, sustainable farming equipment space by delivering electric tractors with unmatched software intelligence, energy efficiency, and productivity gains.



Target Audience & Differentiation Levers

- **Target Audience:**
 - Large-scale farms and co-ops
 - ESG aligned buyers
 - Tech-forward agriculture operations
- **Differentiation Levers:**
 - Proprietary OS & AI/ML features
 - Strategic partnerships with AgTech experts
 - Tailored software updates for crop & soil types
 - Zero-emissions performance

Action Plan



Implementation Plan

Phase 1: Foundation (0-6 months)

- a. Secure long-term purchase agreements
- b. Initiate AgTech firm partnerships
- c. Apply for ESG and government subsidies

Phase 2: Launch Preparation (6-18 months)

- a. Finalize partnerships and OS beta testing
- b. Start limited regional roll-out

Phase 3: Scale & Optimize (18-36 months)

- a. National rollout of electric tractors
- b. Collect data for AI-driven OS updates
- c. Deepen ESG reporting and compliance
- d. Begin V2 OS and next-gen product R&D



Key Actions

- Build & test electric farming vehicle prototypes
- Form and formalize key AgTech partnerships
- Launch proprietary Rivian Ag OS
- Secure institutional buyers and early adopters
- Leverage ESG positioning for regulatory and investor traction



Critical Milestones

- Partnerships signed with at least 2 AgTech firms by **Month 6**
- Rivian Ag OS deployed to pilot farms by **Month 12**
- ESG grant or incentive secured by **Month 12**
- First regional launch of tractors by **Month 18**
- Full national product launch by **Month 24-30**

Conclusion

- By leveraging its strengths in innovation, Rivian can unlock a new market & drive sustainable growth beyond just the consumer EV space
- While still continuing to align with ESG regulations & its sustainable identity as a company, this move would also appeal to buyers, increase innovation, and strengthen its competitive edge in a new industry
- Expanding into electric agricultural machinery revitalizes Rivian as a brand → bold leader in redefining sustainability in high-emission industries



The Future of Farming is Electric, and Rivian is Already Built For It
