



VERO FUTURISTIC TEARDROP TRAILER

smart home on wheels

VERO CARVAN presents the Mini Teardrop Trailer, an innovative caravan that combines comfort and mobility for modern travelers and is ideally suited for ecotourism thanks to the use of ecological technologies and innovative materials.

Problems in the Market for Small Recreational Caravans

Limited Space: Small caravans often accommodate only two people, which can be inconvenient for families or groups seeking a compact yet more spacious option for shared travels.

Incomplete Equipment: Limited space restricts the range of available features, reducing comfort and functionality.

Suboptimal Aerodynamics: Poor aerodynamic properties increase fuel and energy consumption, worsening the environmental impact of the journey.

Storage and Parking Issues: Large caravans require significant space for storage and parking, which can be challenging for owners with limited space.

Veraltetes Design: Der Caravan-Markt verwendet oft standardisierte und veraltete Konstruktionen, die den modernen ästhetischen Anforderungen nicht entsprechen. Dies verringert die Attraktivität für neue Generationen von Käufern.

These challenges hinder progress in the small recreational caravan sector. The stagnation in design and the lack of modern adaptations call for a reevaluation of production approaches. This presents a unique opportunity for innovation and motivates manufacturers to develop products that meet the aesthetic and functional demands of modern consumers.

Solutions for Problems in the Market for Small Recreational Caravans:

Space for the Whole Family: VERO CARVAN accommodates up to five people, including two adults and three children, significantly enhancing the functionality of small caravans.

Maximum Features in a Compact Space: The caravan is equipped with lighting, a kitchen, a shower, a toilet, a smart caravan system, heating, and air conditioning.

Enhanced Aerodynamics: The thoughtful design reduces air resistance by 75%, increases the towing vehicle's energy efficiency, and is particularly beneficial for electric vehicles.

Fits in a Standard Parking Space: This makes it the ideal choice for those with limited space capacity or those looking for a caravan that is easy to transport and store.

These solutions address the challenges of the small recreational caravan market through innovative approaches that ensure high comfort and functionality while promoting environmental friendliness and resource efficiency.

The modern aerodynamic design reduces air resistance and aligns with current automotive industry trends, particularly for electric vehicles. The sleek lines make the caravan a practical and stylish addition to modern vehicles.



Market

Based on the sales data of caravans and motorhomes from 2021 to 2023, the statistics show significant interest in this segment across various continents.

Europe: The European market demonstrates stable demand for caravans and motorhomes, particularly due to the increase in vacations during the COVID-19 pandemic. In 2021, 235,000 new caravans and motorhomes were registered, representing a 12% increase compared to 2020.

North America: The recreational vehicle market in the USA and Canada has also experienced growth. During the pandemic, the caravan segment saw an increase from 430,412 units sold in 2020 to 600,240 units in 2021.

Australia: This region has shown stability in the caravan and motorhome market, particularly due to domestic tourism. According to the Caravan Industry Association of Australia, motorhome sales reached 29,500 units in 2020, representing a 4.5% increase compared to the previous year.

Asia: Although this region accounts for only a small share of global sales, the motorhome market continues to grow in countries like Japan and South Korea. Notably, in 2021, Japan experienced an increase in interest in caravanning (IEA).

Caravan Industry Association of Europe (CIVD)
Recreational Vehicle Industry Association (RVIA)
Caravan Industry Association of Australia
Japan RV Association (JRV).
Executive summary (IEA).
Global Market Insights Inc.

www.civd.de
www.rvia.org
www.caravanindustry.com.au
www.jrva.com
www.iea.org
www.gminsights.com

The target audience of VERO CARAVAN.



Families seeking comfort in a compact space.

Users of internal combustion engines and electric vehicles who value lightness and aerodynamics.

Young enthusiasts who appreciate modern design and technology.

Advocates of the "vanlife" culture and ecotourism who demand high quality and integration with nature.

Elderly individuals who prioritize user-friendliness.

Dealers and rental companies that can use the caravan as a means to expand their business.

Competitor Analysis of the Market for Small Caravans



American Manufacturer of Small Caravans

"Escopod"

- Designed for the comfortable accommodation of 2 people.
- Weight: 600 kg.
- Minimal interior equipment, limited usable interior space in the caravan.
- Body made of composite materials.
- Price: from \$33,000 to \$55,000 + additional equipment.
- Annual sales: 80–120 units.
- The company was founded in 2019.
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Icelandic Manufacturer of Small Caravans

"Mink"

- Designed for the comfortable accommodation of 2 people.
- Weight: 550 kg.
- Minimal interior equipment, limited usable space inside the camper.
- Body made of ABS plastic.
- Price: from €19,000 to €27,000 + additional equipment.
- Annual sales: 140–180 units.
- The company was founded in 2017.
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Ukrainian Manufacturer of Small Caravans

"Lifesteylcamper"

- Designed for the comfortable accommodation of two people.
- Weight: 550 kg.
- Minimal interior equipment, limited usable space inside the camper.
- Body made of plywood.
- Price: from €18,000 to €34,000 + additional equipment.
- Annual sales: 80–100 units.
- The company was founded in 2016.
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Australian Caravan Manufacturer

"Brüder"

- Designed for the comfortable accommodation of 3 people.
- Weight: 750 kg.
- Minimal interior equipment, limited usable space inside the camper.
- Body made of plywood.
- Price: from €47,000 to €55,000 + additional equipment.
- Annual sales: 50–70 units.
- The company was founded in 2019.
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Turkish Manufacturer of Small Caravans

"Carreta"

- Designed for the comfortable accommodation of 2 people.
- Weight: 550 kg.
- Minimal interior equipment, limited usable space inside the camper.
- Body made of plywood.
- Price: from €22,000 to €30,000 + additional equipment.
- Annual sales: 100–160 units.
- The company was founded in 2016.
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Turkish Manufacturer of Small Caravans

"Camppas"

- Designed for the comfortable accommodation of 2 people.
- Weight: 550 kg.
- Minimal interior equipment, limited usable space inside the camper.
- Body made of metal.
- Price: from €20,000 to €42,000 + additional equipment.
- Annual sales: 50–100 units.
- The company was founded in 2021.
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Competition with other companies

What Sets Verocaravan Apart from Other Companies

Our company, VEROCARAVAN, stands out in the market thanks to a range of crucial innovative solutions:

Innovative Design and Technologies:

We have developed a camper that integrates ergonomics and advanced technologies, including "Smart Home" systems and autonomous features for fully living in nature. This approach not only makes our product a market leader but also meets modern market demands and surpasses traditional solutions.

Compactness and Functionality:

Despite its compact dimensions, our caravan offers comfortable accommodations for up to five people while ensuring optimal convenience and space utilization. This makes it an ideal choice for families and young professionals who value quality of life even while traveling.

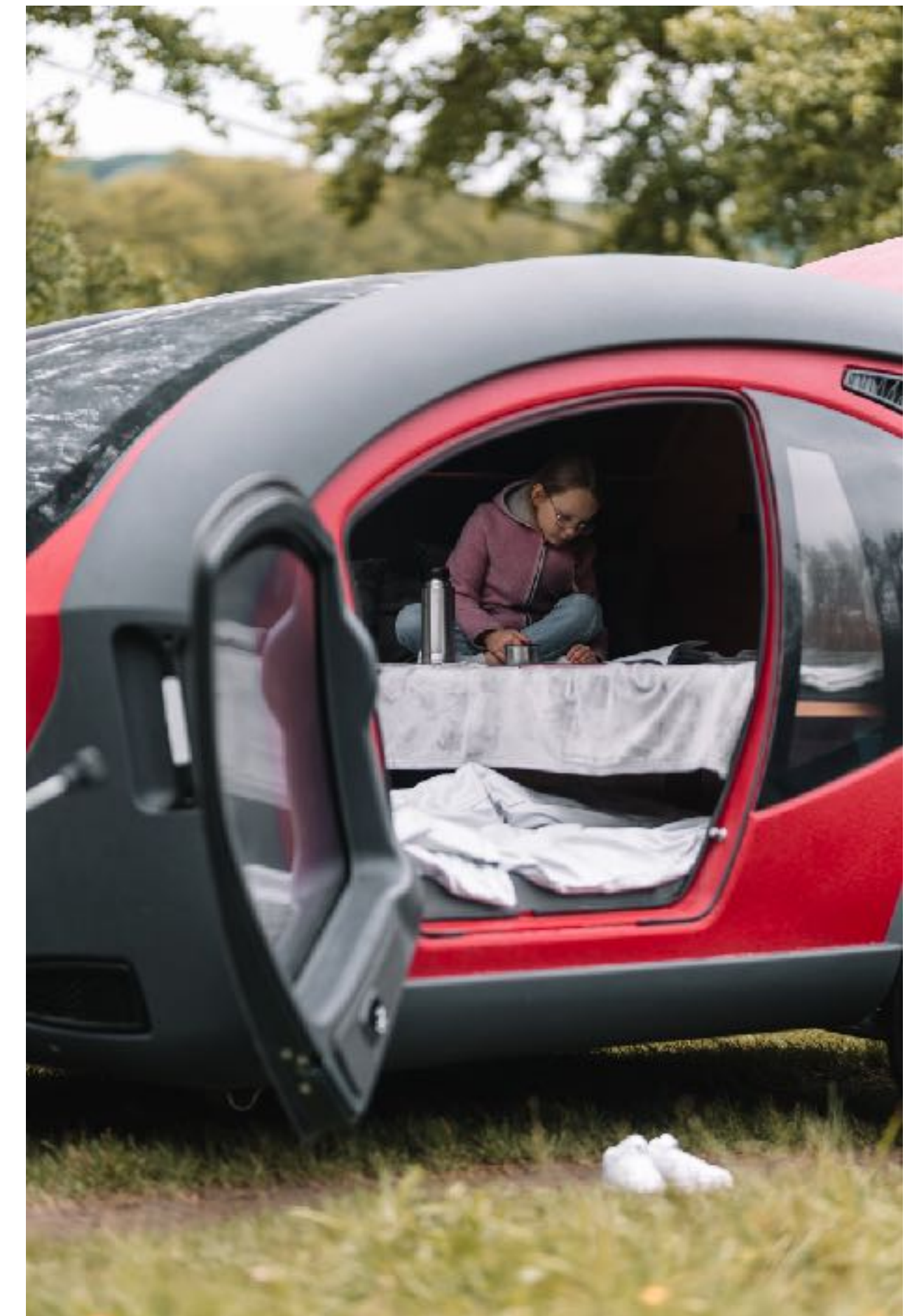
Environmental Friendliness and Aerodynamics:

Thanks to carefully designed aerodynamics, our caravans reduce energy consumption during transport, which is especially important for owners of electric vehicles. This contributes to fuel savings and increases the environmental friendliness of transportation.

Personalization and Customization:

Our caravans offer extensive customization options, allowing each customer to tailor the product to their personal needs and lifestyle. This creates additional value and attracts more customers seeking uniqueness.

These aspects, combined with our active development of new models and our global expansion strategy, position our company as a leader in the innovative recreational vehicle segment. We are ready to meet the most demanding customer needs and redefine the concept of comfortable travel.



Marketing

Digital Presence and Online Marketing:

Development of a dedicated website with virtual tours for effective presentation of caravans and global customer acquisition through 3D modeling. Active use of social media and collaboration with influential bloggers to promote the product.

Collaboration with Car and Motorhome Dealers:

Partnerships with premium dealers to expand our market reach and ensure greater visibility of our product among our target audience.

Product Placement in Specialized Stores:

Setting up display areas at key locations in countries where potential customers can see and evaluate our caravans.

Participation in Trade Shows and Exhibitions:

Active presentation of our products at industry events to connect with new customers and partners.



Rentals and Test Drives:

We plan to introduce a "Try Before You Buy" program, allowing customers to test the caravan under real-life conditions before purchasing. Additionally, we aim to organize annual and monthly subscription options for caravan rentals.

Partnerships with Resorts and Campsites:

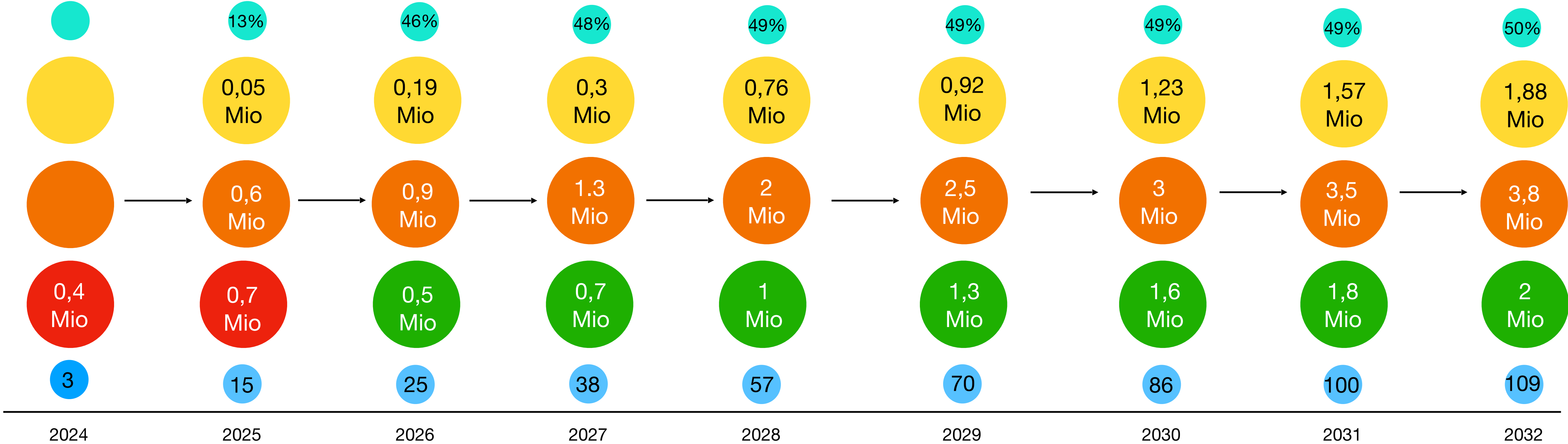
We plan to establish agreements with holiday and tourist complexes for the rental of our caravans, ensuring consistent demand and visibility.

Financial Partnerships:

Offering special credit and leasing terms to lower entry barriers for buyers, thereby increasing sales.

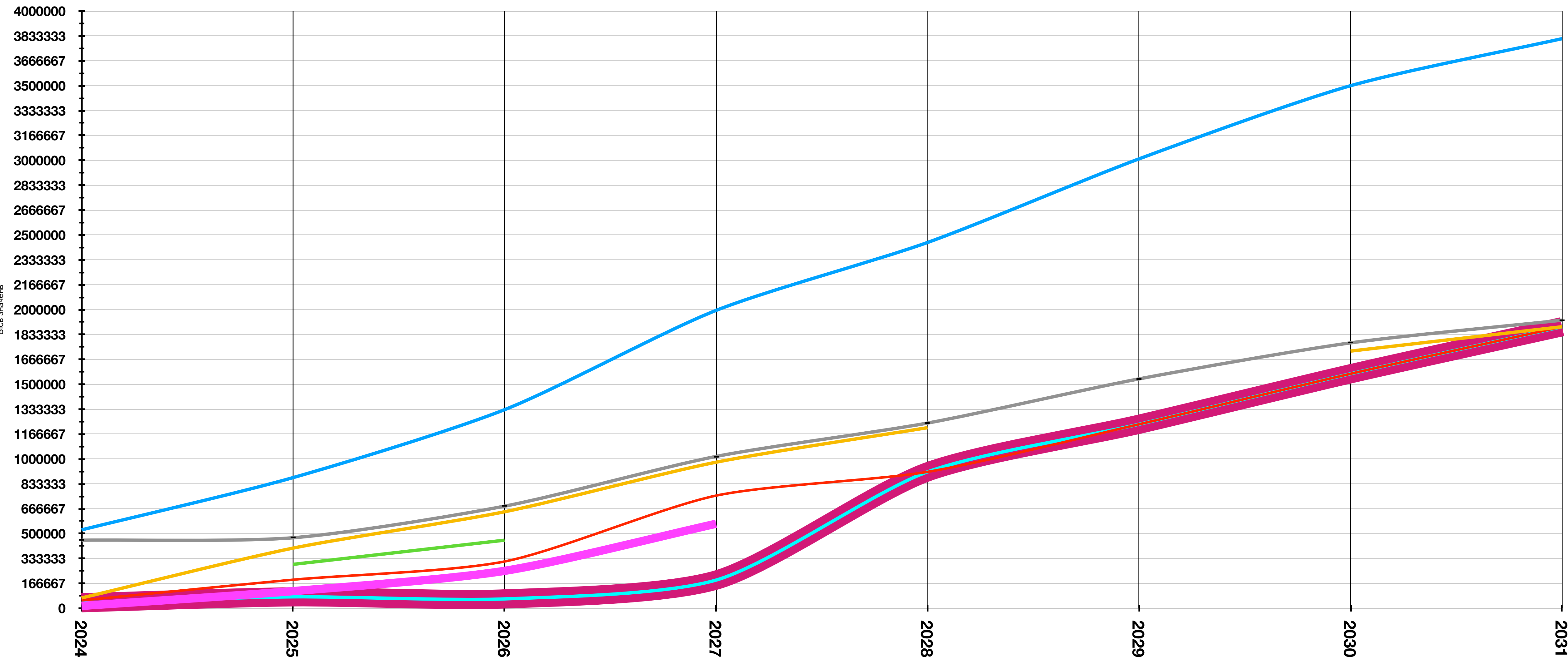


Financial Roadmap



- Number of Models Per Year
- Annual Revenue
- Company Profit Considering Reinvestment
- Investitionskapital
- Annual Sales
- Profit percentage considering production and marketing costs

- Sales per year
- Amount of contributions
- Revenue per year
- Residual annual profit
- The balance of revenue, taking into account the transfer of sales funds for the next year, is as follows:
- Payback period of the project investment
- Balance due to the company after repayment of the investor's share
- Net profit per year



But my heart has always been devoted to technology and innovative design. The discovery of 3D technology played a pivotal role, bringing a new level of quality to my projects and turning my ideas into reality. My work in digital processing helped me develop advanced innovative products that brought a new level of mastery to my life.

In 2019, I embarked on an ambitious project—the development of a new type of caravan, the VERO CARAVAN. It all began in my garage, from the initial idea to the creation of the first 3D models, which quickly transformed into a functional prototype. Every step of this process was carefully planned and executed by me, allowing me to fully understand and refine every contour and mechanism of the new caravan.

This initiative has the potential to radically transform the recreational vehicle market.

My VERO CARAVANS project is not just a means of transportation; it embodies freedom and comfort while incorporating cutting-edge technology. I strongly believe in the potential of this caravan and hope for your support to open up new horizons for travelers around the world.



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