



# PHOENIXBLUESKOOLIES.COM

Phoenix Blue Skoolies builds dual-use skoolies that provide dignified transitional housing and later operate as premium experiential rentals. We're raising a \$500K seed round to deploy our first five units and launch rental operations.



# **PHOENIX BLUE SKOOLIES**

**MISSION-DRIVEN SKOOLIE BUILDS DELIVERING DIGNIFIED  
TRANSITIONAL HOUSING AND PREMIUM EXPERIENTIAL RENTALS.**

**IMPACT-FIRST. ASSET-BACKED. SCALABLE.**

# THE PROBLEM

- Families and individuals displaced by abuse, court action, or crisis lack immediate access to dignified housing.
- Existing systems are slow, bureaucratic, and fail people when they need help most.



# OUR SOLUTION

- Purpose-built 25-ft skoolies that serve two lives:
  - Phase 1: Safe, private transitional housing
  - Phase 2: High-demand experiential rentals
- Each asset creates both social impact and recurring revenue.





# MARKET OPPORTUNITY

- The experiential travel, vanlife, and alternative lodging market exceeds \$30B and continues to grow.
- Burning Man, festival travel, eco-tourism, and off-grid stays drive premium nightly demand.





# BUSINESS MODEL

- Seed-funded builds → Impact deployment → Rental operations → Cash flow → Fleet expansion
- Each skoolie remains a tangible, revenue-producing asset.



# UNIT ECONOMICS (PER SKOOLIE)

- Build cost: ~\$55,000 (25-ft Freightliner platform)
- Average nightly rate: \$225–\$300
- Conservative utilization: 120 nights/year
- Estimated gross revenue: \$27,000–\$36,000/year

**ASSETS RETAIN RESALE VALUE  
WHILE GENERATING INCOME.**



# YEAR 1 PLAN

- Build 5 skoolies
- Total build cost: ~\$275,000
- Launch rental operations
- Establish brand, content, and booking pipeline
- Deploy select units for community impact placements



# RAISING CAPITAL

## Use of funds:

- \$275k – Five skoolie builds
- \$125k – Operations, insurance, logistics
- \$75k – Marketing, platform, bookings
- \$25k – Contingency reserve

**RAISING \$500,000 IN SEED FUNDING**



# COMPETITIVE ADVANTAGE

- Dual-use assets (impact + revenue)
- Founder-led with lived experience
- Strong emotional brand loyalty
- Scalable fleet model, not one-off builds



# IMPACT

- Immediate housing stability
- Trauma-informed design
- Family preservation and recovery
- Long-term reinvestment into new builds





# VISION

**A national fleet of Phoenix Blue Skoolies operating at the intersection of freedom, healing, culture, and sustainable income.**



**WE DON'T JUST BUILD BUSES — WE BUILD PATHWAYS FORWARD.**



**THANK YOU  
SEEKING ALIGNED ANGEL PARTNERS  
FOR SEED-STAGE GROWTH.**

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