HEYCHARGE

Investor Deck

January 2021

Charging an EV in an apartment is hard.

EV drivers live here…

… but park here!

… or here!

1. **Wallboxes are expensive.** €2,000 per parking space.
2. **Installation is prohibitive.** Up to €4,000 per space.
3. **Needs an internet connection** Multiple planning & installation steps, plus operating cost.
4. **Competitive products are complex and require training.** Property managers don't want more work.

Value Propositions

Demand Driver	Customer and Decision-Maker

Tenants

I can charge at home at a price competitive with on-street charging.

- **Just works**. SecureCharge is a better UX than the competitors.
- **Available**. Competing solutions are too expensive and complicated for my property manager to accept.
- **One app for charging.** HeyCharge offers charging on public chargers with same app.

Property Managers

Make my tenants happy, but with minimum effort and training, and with lowest costs.

- Property admin app - manage tenants.
- Choice of commercial model:
  - **Managed** - HeyCharge sells energy to end-customer directly.
  - **Lightweight** - HeyCharge provides consumption statements for billing integrated with rental costs.

Our Secret Sauce...

1 - SecureCharge

Eliminates internet connection at installation site, yielding **plug and play** installation that **works underground**, and **costs less**.

PATENT PENDING

2 - Wallboxes

Ultra-low-cost wallboxes, with cost savings enabled by **SecureCharge** as well as an innovative, **mode 2 charging architecture**.

3 - HOME Platform

Platform to manager chargers on multi-tenant properties with apps for property manager and driver. Requires no training and supports **SecureCharge** along with third-party wallboxes**.**

The **lowest-cost**, **easiest-to-scale** EV charging solution for private, multi-user properties (**apartments**, **office buildings**).

Technology Detail 1: SecureCharge

HeyCharge's **patent-pending** technology for securely authenticating and billing **completely-disconnected** chargers **lowers cost** while **improving UX.**

Low Cost
Eliminates communication set-up and operating costs.

Works Offline
Mobile app works seamlessly in underground parking garages.

Secure
Access control and billing data cryptographically guaranteed.

Plug and Play
Installable by any electrician. Instantly connects to HeyCharge.

Licenseable IP
Can be embedded in any 3P charger.

Technology Detail 2: Low-Cost Wallboxes

*SecureCharge-enabled, plug and play chargers from 3.7 - 11kW*

- Price leader:
  - Ultra-low-cost: 3.7 kW for €200-300.
  - Low-cost: 11 kW for €700-800.
- Plug-and-play installation
- No internet connection costs
- Load management via wireless mesh network.
- Eichrechts (German calibration law) and MID certified

Technology Detail 3: HeyCharge HOME
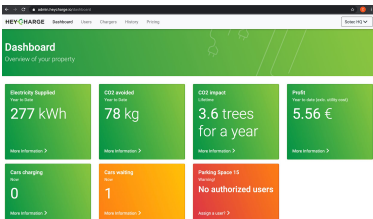
HeyCharge HOME

Charging for apartment buildings.
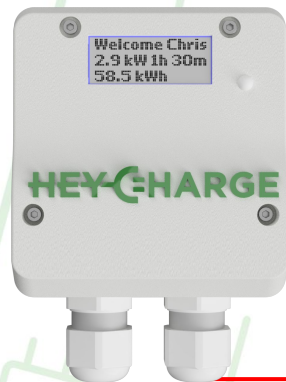*Includes: App, back end, invoice, billing, customer service, sales.*
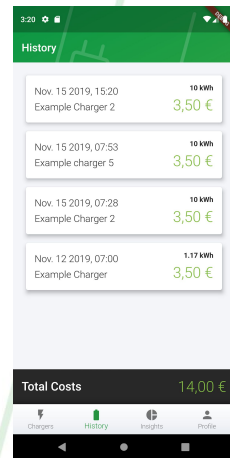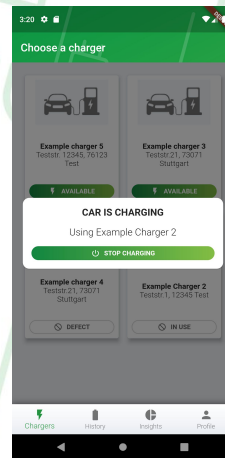
SecureCharge

OCPP

Third Party Wallbox (available today)

- 3rd-party hardware (Keba, etc.)
- Cost €1500 - 2000
- No SecureCharge

HeyCharge Wallboxes (starting 1H 2021)

- Hardware MSRP ~ €300 - 800
- SecureCharge
    - Simple, fast installation
    - Works underground
    - No communication cost

Revenue Streams

Per-user, or per-device, per month fees for each device connected to our platform.

SaaS
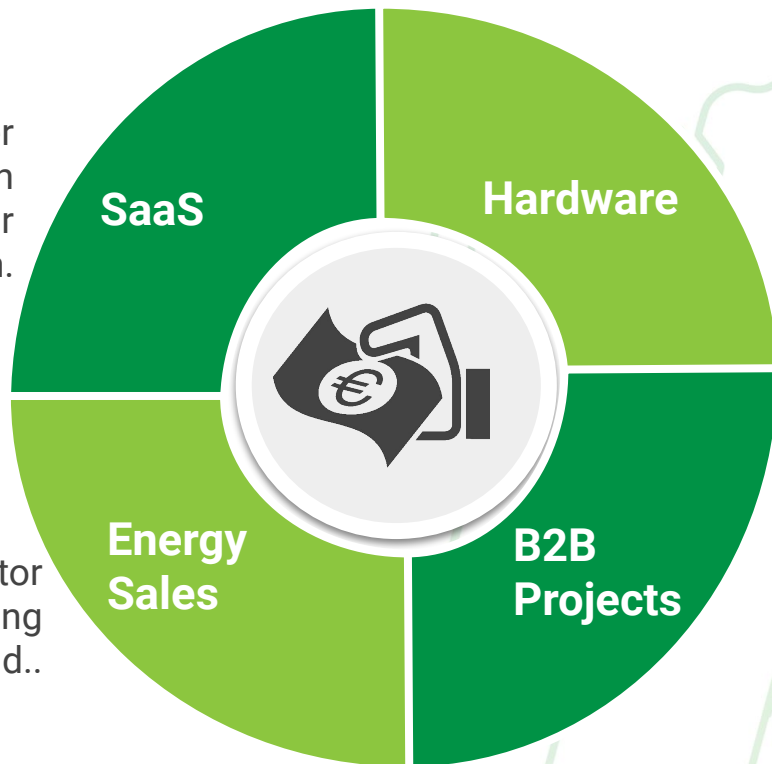
Wallbox sales at prices between €300 - 800.

Hardware

Energy Sales

B2B Projects

Charge point operator (CPO) model of marking up energy sold..

One time and recurring project fees for white label and technology embeds to our B2B customers.

Go to Market and Sales Strategy
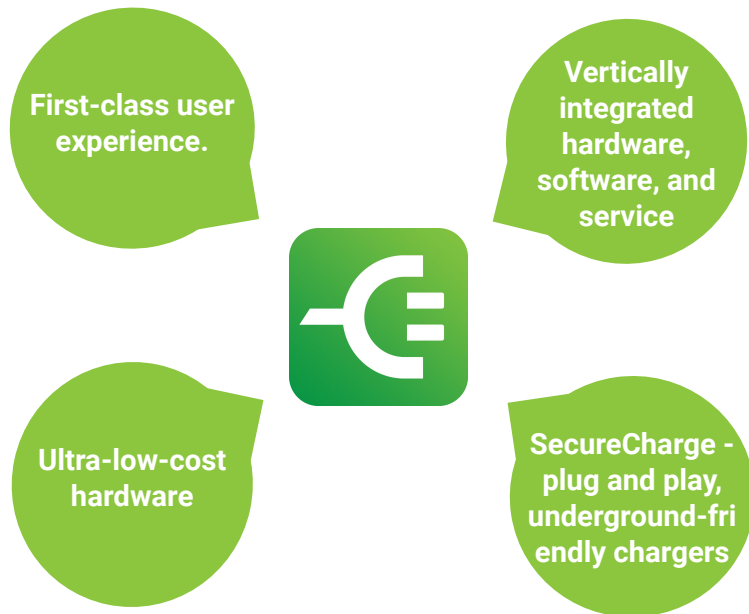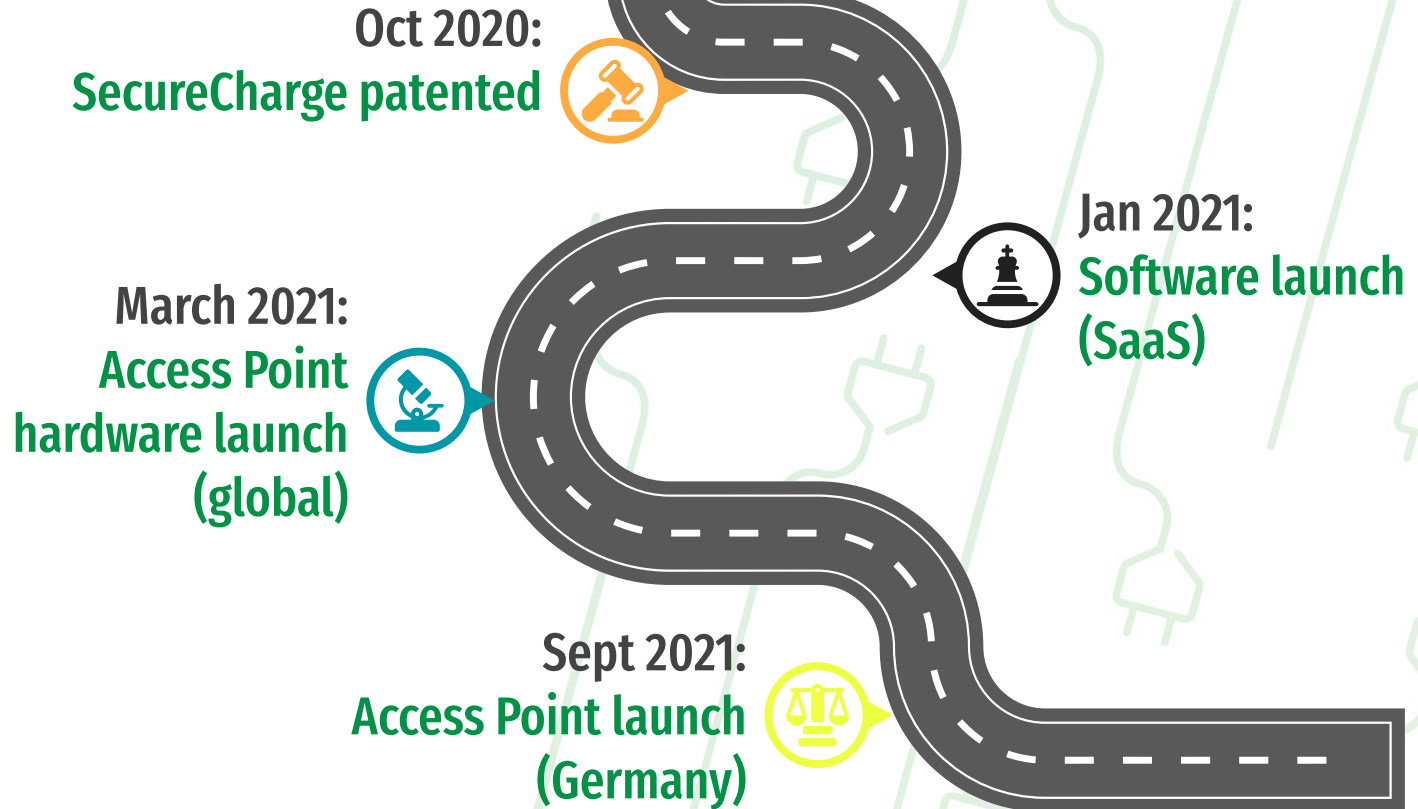
Immediate Focus

	B2C: Charge Point Operator model	B2C: SaaS model	B2B: SaaS model
Customer	Professional property managers	Owners' associations Informal property managers	Utility company
Sales Strategy	Pilot/early sales: EV early adopters drive contacts to property managers. Scale: direct sales approach to property management firms, targeted marketing in industry publications and newsletters.		Inbound contacts via innovation platforms; Direct approach to innovation teams, e-mobility teams, and labs.
One-time revenue	Hardware sales - €300 for Low-Cost (3 kW) - €800 for Type 2 / 11 kW	Hardware sales - €300 for Low-Cost (3 kW) - €800 for Type 2 / 11 kW	Hardware sales - €300 for Low-Cost (3 kW) - €800 for Type 2 / 11 kW Project setup fee (NRE)
Recurring revenue	€0.32 - €0.34 / kWh energy sold	€4/wallbox/month	€4/wallbox/month Project maintenance fee
Channel	Online sales driven by online and conventional sales and marketing	Online sales driven by online and conventional sales and marketing	Utility company's own customers.

Competitive Analysis and USPs

First-class user experience.

Vertically integrated hardware, software, and service

Ultra-low-cost hardware

SecureCharge - plug and play, underground-friendly chargers

- **Ecosystem breaks down into:**
  - Wallbox manufacturers
  - Back end operators
  - Sales and installation services
  - System operators
- **HeyCharge differentiators**:
  - Vertical integration -- we do all of the above, and make them work well together.
  - SecureCharge -- enables low cost and industry-leading user experience.

Status and Timeline

Oct 2020:
SecureCharge patented

Jan 2021:
Software launch
(SaaS)

March 2021:
Access Point
hardware launch
(global)

Sept 2021:
Access Point launch
(Germany)

An All-Star Team

Founder

Chris Cardé

CEO

Google

Mercedes-Benz

e·on

UCDAVIS

Team

Elisabeth Weichert
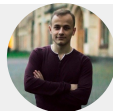Customer Success Manager

Dima Khort
Tech Lead, Architect,
Backend Developer

Ira Sharai
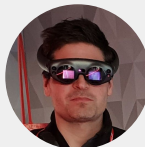Frontend Developer

Sergey Sokolov
Firmware Engineer

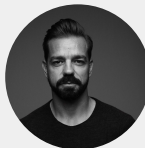**Andrew Vitrichenko**
Mobile Developer

Advisors

Andy Baynes
Former Apple, Nest, and Google
Executive

Philipp Karmires
Chief Digital Officer,
Linde plc

Philipp Kraft
Former SVP Product, E.ON, Deutsche
Telekom

Florian Holz
Managing Director of IoT, Cloud and
Mobile Dev Firm

Traction and Key Accomplishments

B2B Customers:

LOI Signed	1
Pipeline / Leads	7

B2C Customers:

Several pilots live (with revenue). Leads include major German property management firms.

Accelerators and Accolades:

Climate-KIC is supported by the EIT, a body of the European Union

SEAL OF EXCELLENCE

European Commission

PLUGANDPLAY

Raise:

Quantity	€1 - 1.5M seed round
When	2-3Q 2021
Why	Scale sales and operations, develop and certify hardware for additional markets, and hire/retain engineering.

Thanks!

✉ chris@heycharge.io

🌐 heycharge.io

HeyCharge GmbH
Klenzestr. 43
80469 München
Germany