FIRST CHARGING

Free EV chargers for homeowners

THE PROBLEM

1. The Problem

EV sales are lagging and represent a very small fraction of the total vehicle sales for most automakers in the US.[1]

2. The Reason

Studies have shown that people without the ability to charge at home are less likely to purchase an electric vehicle.[2]

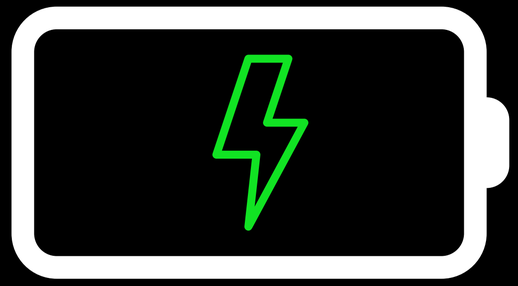
3. The Impact

Reduced sales revenue for dealerships and increased effects of climate change.

[1]*Statista.com*. [2]*Electric Vehicle Survey Findings and Methodology. (USCUSA.ORG)*

THE PROBLEM

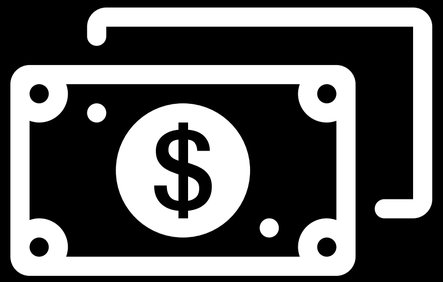
Biggest barrier for EVs has shifted



Lack of Charging

22% in 2018

29% in 2020



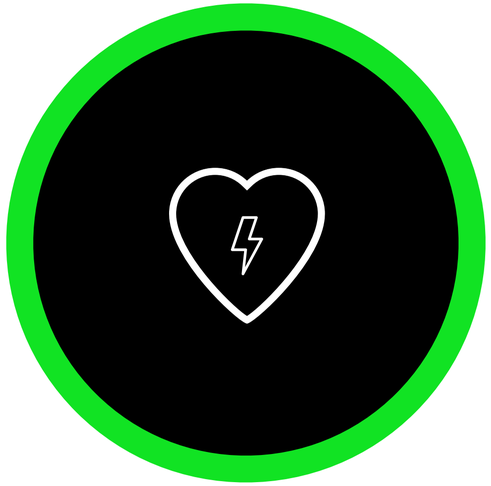
Too Expensive

26% in 2018

18% in 2020

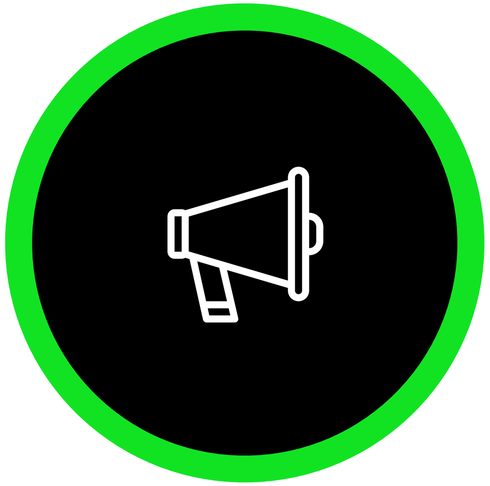
Source: Deloitte

THE SOLUTION



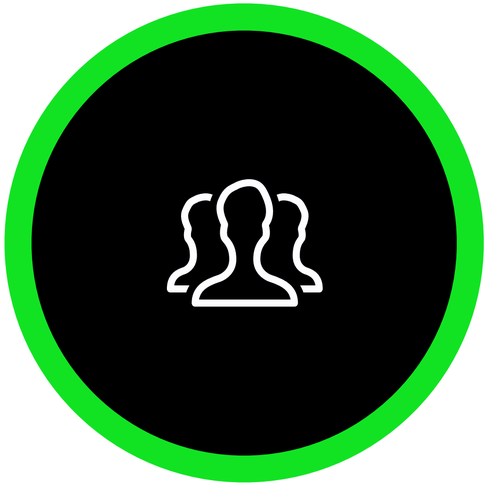
FREE

Give qualified homeowners a FREE EV charger.[1]



LEADS

Provide homeowner LEADS to automakers.[2]



SHARE

SHARE home chargers with nearby EV owners.[3]

[1]Homeowner qualification will be determined by location of property, ease of public access to property, electrical panel capacity at property and likelihood of the homeowner purchasing a new vehicle in the next 36 months.

[2]Qualified EV sales leads will be generated by collecting detailed information on each homeowner including income, family size, driving habits, current vehicle(s) owned, EV brand preference, charger access, etc.

[3]Homeowners will be able to list their chargers on our platform and make money renting it out to other EV owners nearby when available.

THE SOLUTION

FirstCharging will help automakers sell more electric vehicles by increasing their ability to target homeowners who are more likely to make an EV purchase.

1. Solve the home charging problem by:

A. Providing free chargers to qualified homeowners and cover the installation cost.

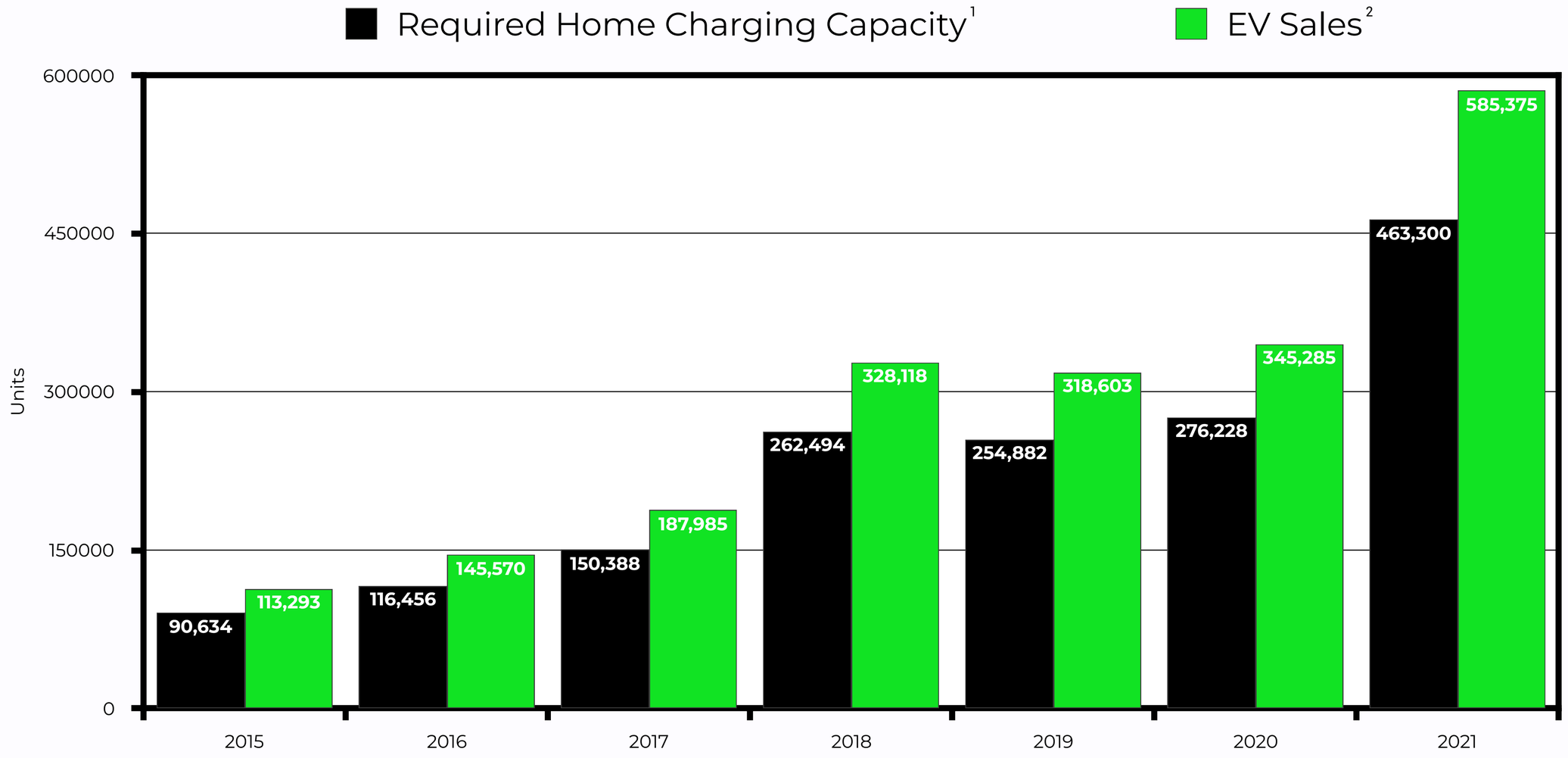
B. Allowing homeowners to monetize the charging stations by opening it up to the public for a fee.

2. Deliver customers likely to purchase an EV by:

A. Providing valuable information about our homeowners to automakers as leads.

B. Exposing our homeowners to a vibrant community of EV drivers who will be sharing their charger.

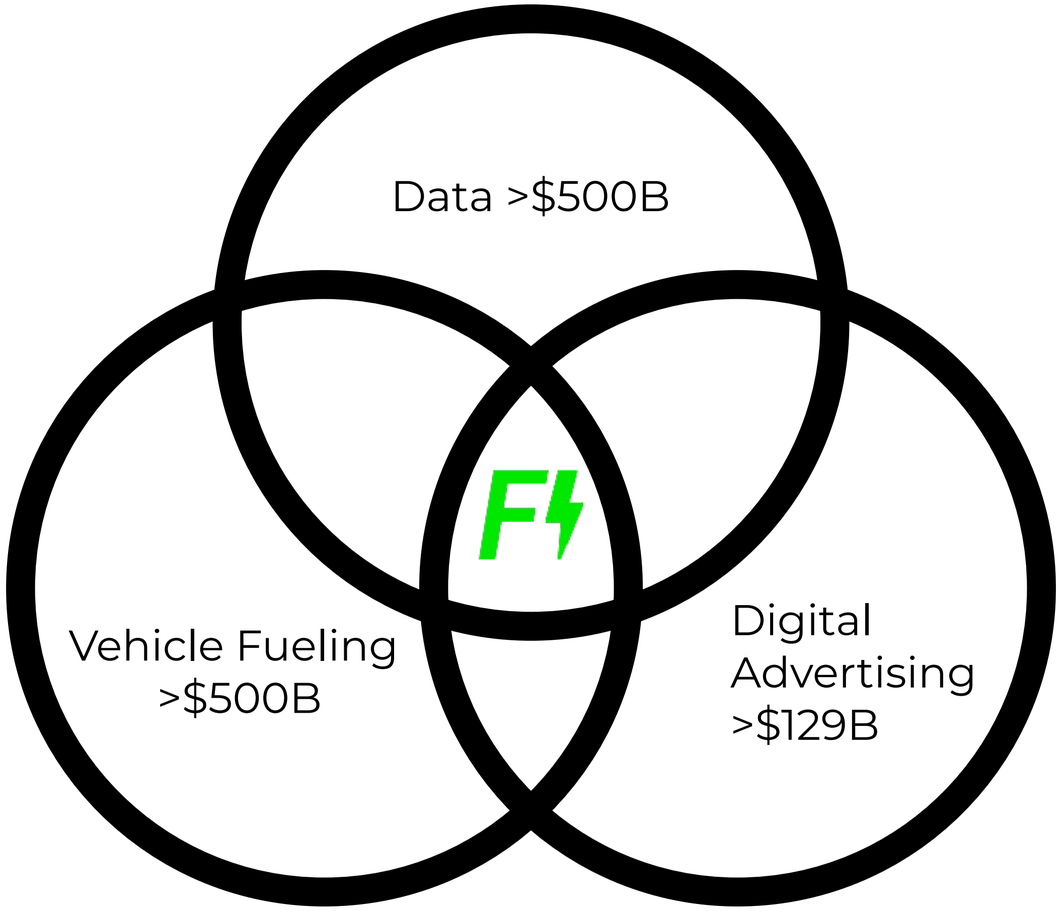
MARKET VALIDATION



[1]80% of EV charging is done at home which means 80% of needed charging capacity should be home charging. (Energy.gov) [2]2021 US EV sales to increase 70% over 2020. (Cleantechnica.com)

THE MARKET

Three-Sided Trillion Dollar Market

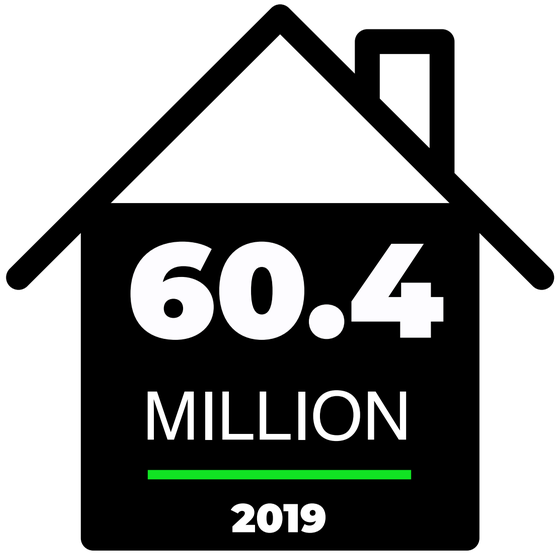


Source: Publicly available data.

THE MARKET

Home Charging Sites & EV Market Size

Homeowners



HOMEOWNER OCCUPIED SINGLE FAMILY HOMES

Automakers

ELECTRIC VEHICLE SALES

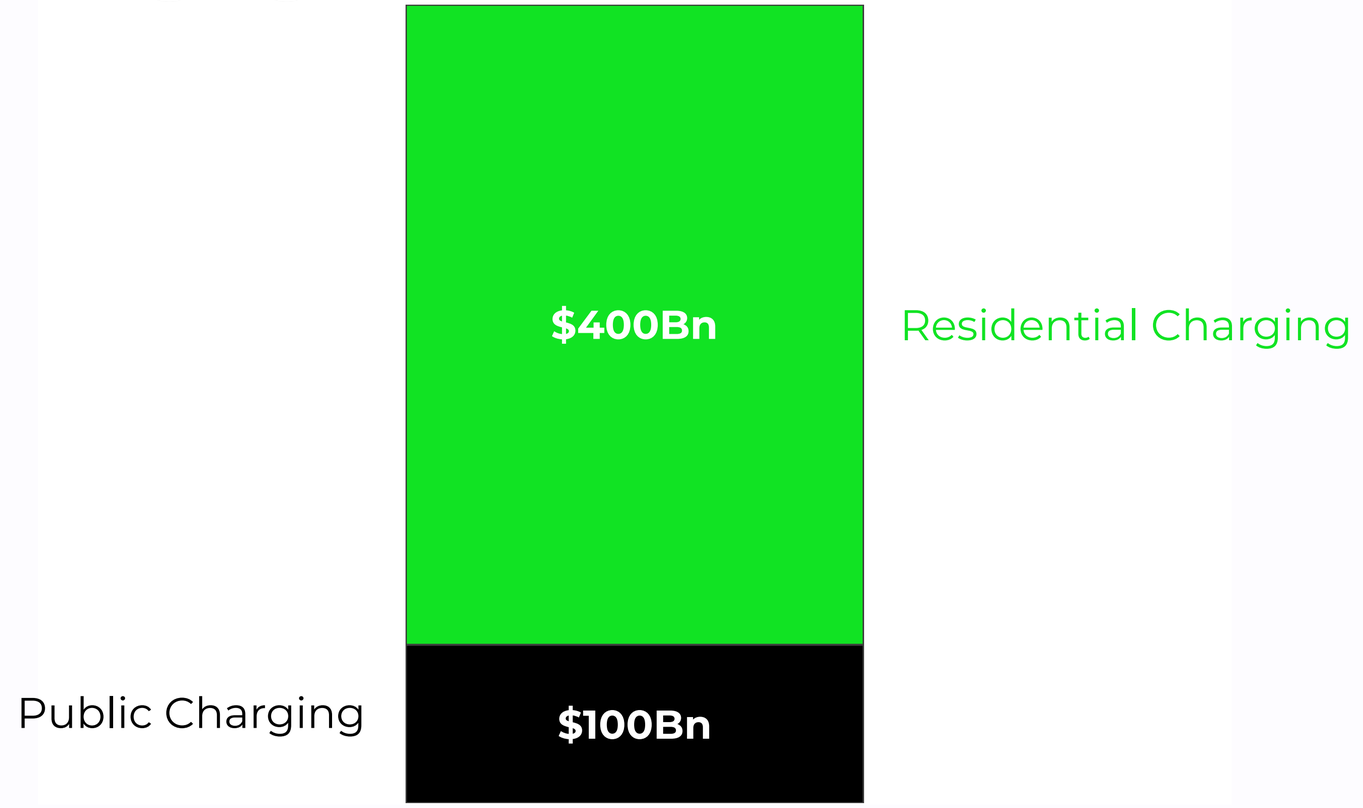
[1]In 2019, there were 74.9 million detached single-family homes in the US, and 14.5 million were occupied by renters. (Statista.com)

[2]US Automakers sold 17 million light vehicles in 2020 of which 345 thousand were electric. (Statista.com)

THE MARKET

$500Bn of revenue will shift from gas stations to EV charging

[2]



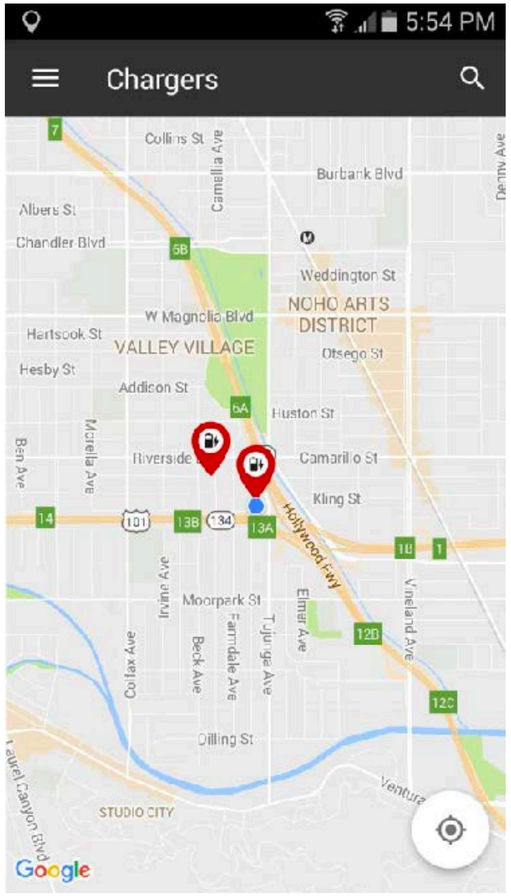
[1]80% of EV charging is done at home which means 80% of needed charging capacity will be home charging. (Energy.gov)

THE PRODUCT (CHARGER)

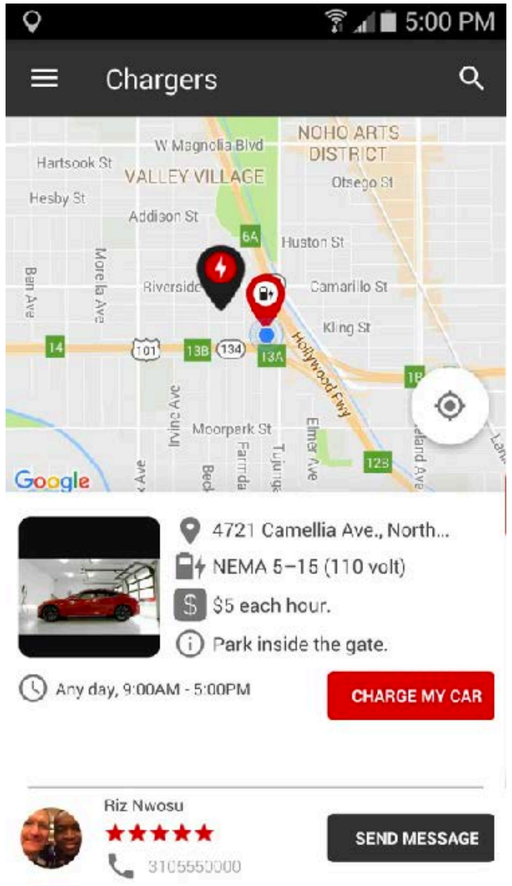
Power Specification			
AC Power Input Rating	IEC standard		
	1-phase		
	220V±15%		
AC Power Output Rating	3.5kW / 16A		
	7kW / 32A		
Rated Frequency	50/60Hz		
Required Service Panel Breaker	Dedicated Dual Pole		
	20A (16A station)		
	40A (32A station)		
Power Wiring	3 Wire - Live, Neutral plus PE		
Connector Type	IEC 62196-2 (Type 2)		
Connector Mechanical Operating Life	⩾10000 times		
User Interface & Control			
Charging Control	Plug and Play or RFID Card		
Indicators	4 LED indicators-Power/Connect/Charging/Fault		
External Communication	LAN (RJ-45) and Wi-Fi		
OCPP Protocol (Optional)	1.6 or 2.0.1		
Environmental			
Storage Temperature	-40 to 75°C ambient		
Operating Temperature	-30 to 55°C ambient		
Operating Humidity	Up to 95% non-condensing		
Altitude	⩽2000m		
Cooling Method	Natural Cooling		
Protection			
Protection Ratings	IP 65	RCD	Type B
Over Voltage Protection	Yes	Under Voltage Protection	Yes
Over Load Protection	Yes	Short Circuit Protection	Yes
Earth Leakage Protection	Yes	Ground Protection	Yes
Over-temp Protection	Yes	Surge Protection	Yes
Wallbox Mechanical			
Dimension (H×W×D, mm)	310×220×95		
Weight	<7kg		
Charging Cable Length	5m or Customize Length		
Enclosure Material	PC+ASA		
Mounting Pole Mechanical (Optional)			
Dimension (H×W×D, mm)	1400×200×100		
Weight	<8kg		
Enclosure Material	Metal		

THE PRODUCT (APP)

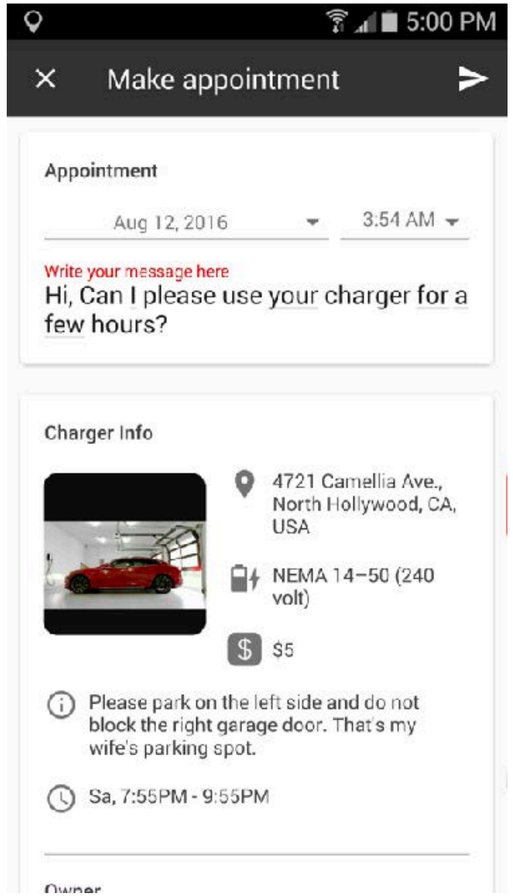
SEARCH NERBY

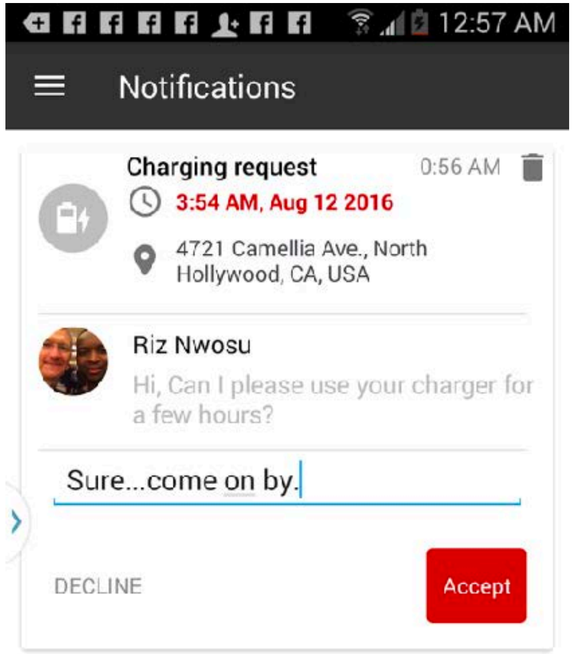


SELECT CHARGER



RESERVE CHARGER

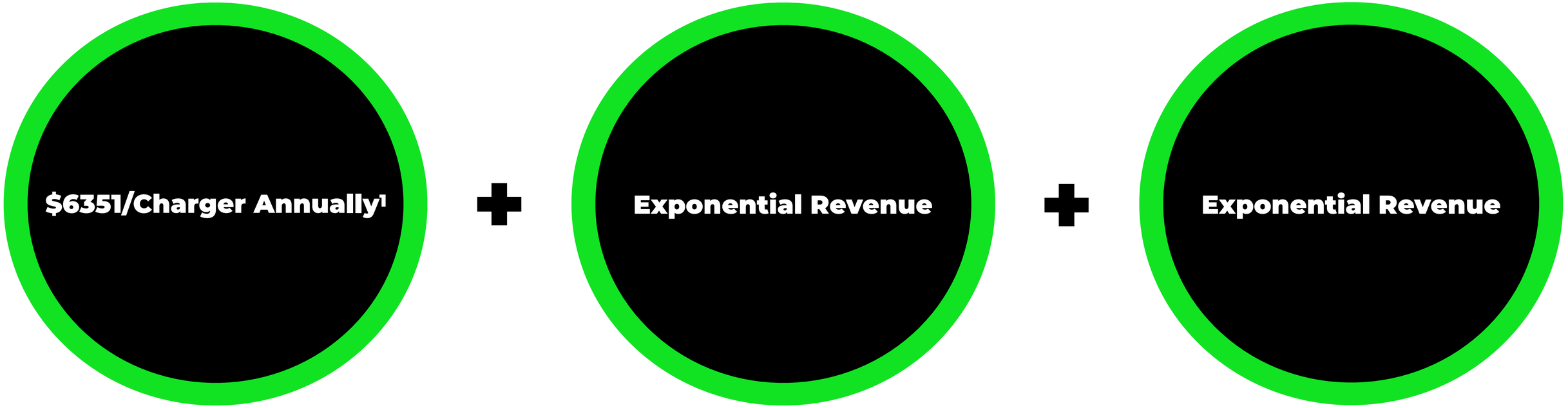




THE BUSINESS MODEL

We plan to fully capitalize on the $1000 home charger federal tax credit and carbon credits which will help drastically reduce our operating costs.

Recurring Revenue Streams:



Charger Sharing

$5/hr fee with a 1hr minimum.

365days*24hrs*14.5%*$5=$6351

Advertising

In-app location targeted ads delivered while charging.

Data

Collect and license data from each charging station.

[1]*Average public charger utilization rate is 14.5% (PluginAmerica.org)*

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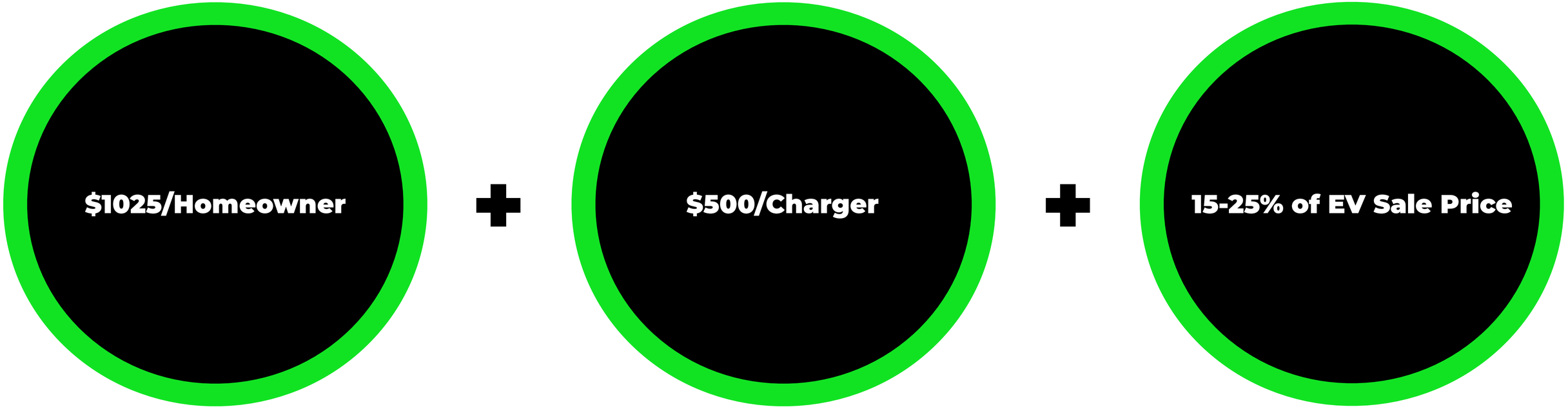
One-Time Revenue Streams:



Lead Sales[1]

Homeowner Leads sold to 5 automakers. $205*5=$1025

Charger Sponsorship

Wrap charger with ads for now. Electronic displays in the future.

Sales Commission

If an EV is sold to our homeowner within 3 years.

[1]Average cost per automotive lead is $205. (Dialogtech.com).

GO TO MARKET

PRESS RELEASE

We will issue a press release announcing our free home charger giveaway and require homeowners to visit our website to reserve their charger.

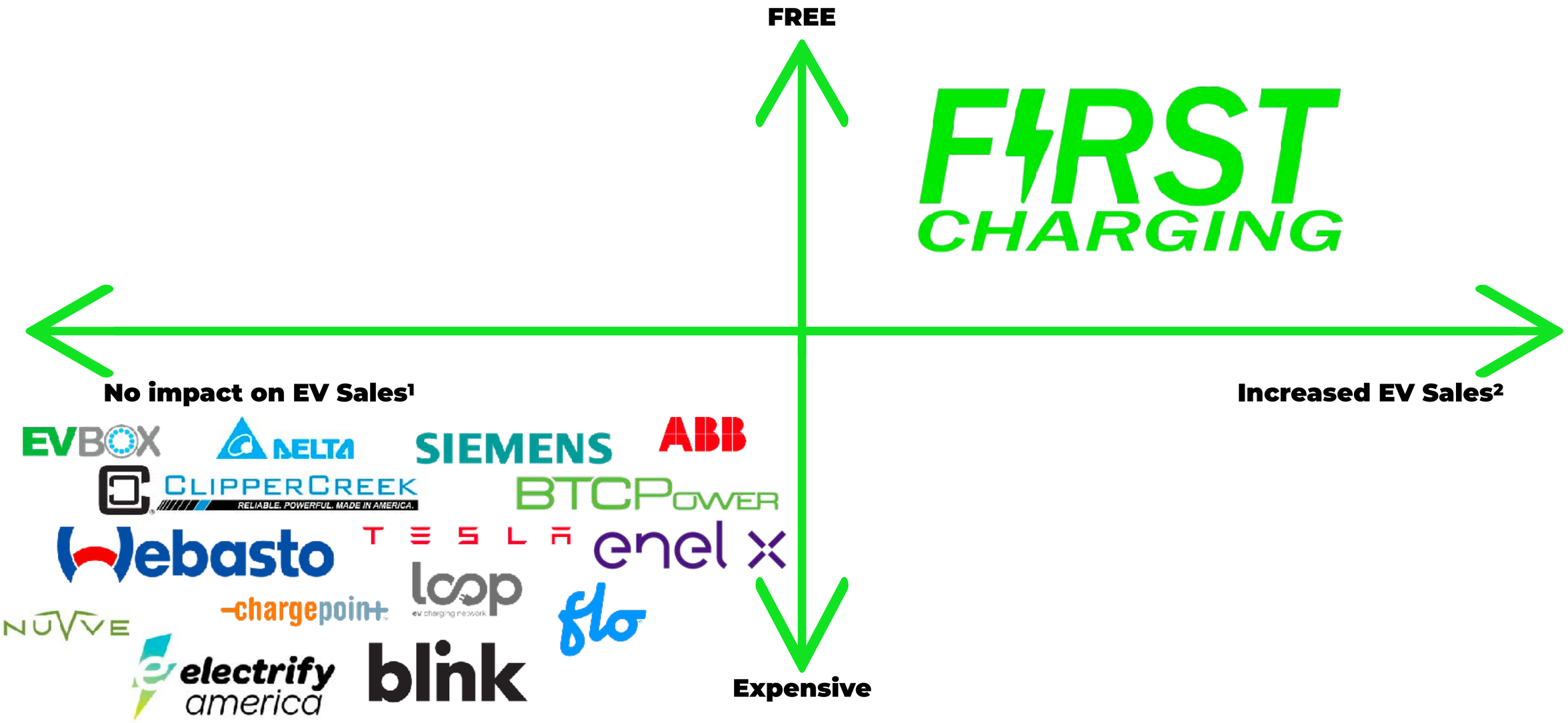
TARGETED ADVERTISING

We will use Facebook and Instagram to promote our free charger offering to qualified homeowners.

PARTNERSHIPS

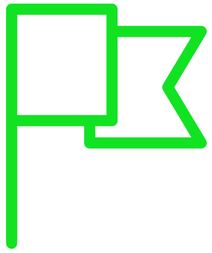
We will partner with EV industry stake holders including EV manufacturers, utility companies and EV advocacy groups to offer free chargers to their qualified customers.

COMPETITION



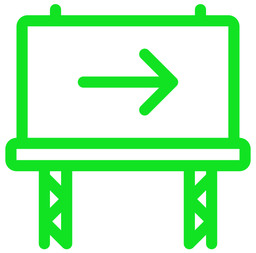
[1]No impact on EV sales due to the fact that most current home chargers were purchased as a result of purchasing an EV. [2]By first providing homeowners with a FREE charger, they'll be more likely to purchase an EV.

COMPETITIVE ADVANTAGE



First to Market

with free EV chargers for homeowners



Captive Audience

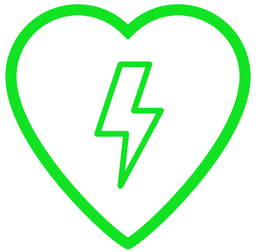
with multiple opportunities to deliver static and dynamic ads

Homeowner Incentive

to make money sharing the charger when not in use

Finite Tax & Carbon Credits

will help reduce our costs compared to later entrants



FREE Charger

installed at no cost to homeowner

Data Collection

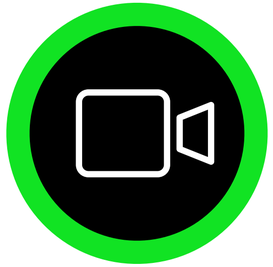
from homeowner, charger and charger sharers

WHY FIRSTCHARGING

1. Market opportunity that capitalizes on transformation industry trends
2. Differentiated and unique EV charging model
3. Compelling revenue and unit economics
4. Minimal product market fit risk due to no cost for homeowners
5. Highly visible site pipeline creates predictable growth

Supporting details provided throughout presentation.

FUTURE PLANS



Camera: We plan to add a camera module to the design of our EV charger. The camera will have the dual function of security/ monitoring and a data collection. This new feature will open up two new sources of revenue A) Realtime video monitoring and storage subscription for homeowners, B) Image and video analysis using machine learning to identify patterns and actionable insights.

Sales Commissions: As we prove out our leads business model and establish it as a viable driver of EV sales, we intend to start requiring a commission from all EV purchases made by our homeowners within 3 years of receiving our free charger. Our required commission rate will be 15-25% of the sticker price depending on when the purchase was made within the 3 year window.

Electronic Display: We plan to add an electronic display module to the design of our EV charger. The electronic display will serve two main functions A) Present charger and charging session information, B) Deliver ads and marketing information. The addition of an electronic display will help transform the one-time revenue of Charger Sponsorship into a recurring revenue driven by display ads.

TEAM

Riz Nwosu
Business Development & Brand

Holds a patent for aerial electric vehicle technology. Founder of Volty - The EV Channel. Has a BA in electronic media management from CSUN.

FINANCIAL

We are looking for 12 months financing to reach 200 home EV chargers installed and accessible throughout our sharing platform.

$300K
Seed Capital

initial investment opportunity

200
FREE Chargers

up to $7876 income per charger[1]

$1.6M
Revenue

in over 12 months

[1]*Income estimate per charger calculated using Lead Sales + Charger Sharing + Charger Sponsorship.*

THANK YOU

FIRST CHARGING

(310)873-8883 riz@FirstCharging.com