



France

Export plan

Paris 2025-2026

By Arend-Jan OUD

What is JUICE ?

Powerbanks :

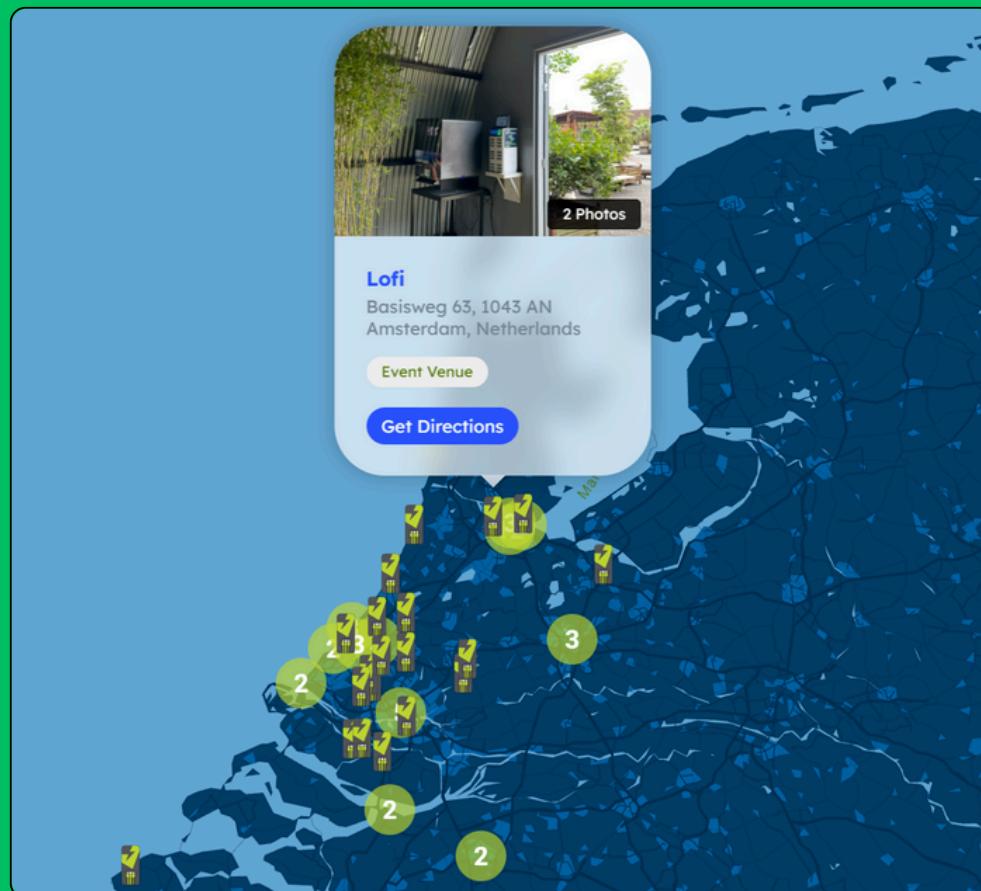
Stations :



How does it work ?

- 1) Tap the screen to get started. Click on "Rent a Power Bank".
- 2) Choose your payment method and swipe your card or phone over the pay icon.
- 3) Grab your power bank once it's unlocked, and start charging!
- 4) Return your power bank into any empty slot.

How to find them ?



Pricing :

With Juice, you only pay for the time you use our power banks; our price is set at 2€ per rented hour.

Our rental amount caps after a specific number of hours (depending on the location).

Don't return the power bank within the time frame ? Then you are charged €25...

Product information to customer :

Become a Juice Partner

€ Earn

You earn profit with every power bank that is rented at your location
 (0.21€ incl. BTW) + the charging station is free for you to use.

⚡ Energy

Our Juice Charging Stations are very energy efficient. The energy costs for standby mode are less than €0.02 per day. Each power bank that needs to be charged inside the charging station costs less than €0.01 per charge.

🌐 Traffic

Our Juice Charging Stations attract people to come to your location and charge their mobile devices. This allows you to increase your number of visitors.

👤 Responsibility

Your employee will not be bothered with questions such as "Can I charge my phone?" and therefore have to take responsibility for the mobile device.

⚡ Fast-charging

Customers enjoy a simple charging process, they do not have to carry their own cables or download an app. For only €2.00 per hour, your customers can quickly charge their devices with our fast-charging power banks.

❓ Help Desk

Customers can contact our live support to resolve any issues without the help of your staff.

Juice Charging Station 1

6 Slots



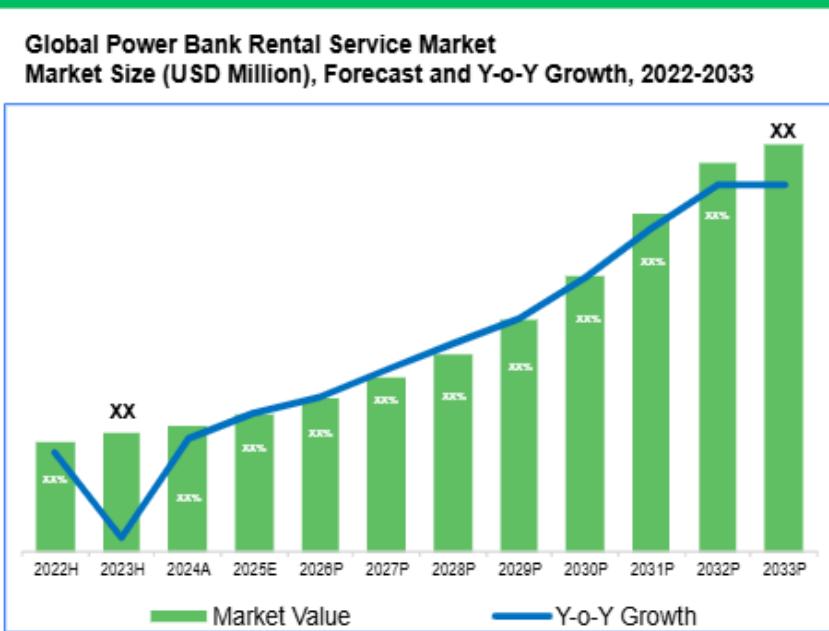
Juice Charging Station 2

12 Slots



What Happens in the market ?

Growth :

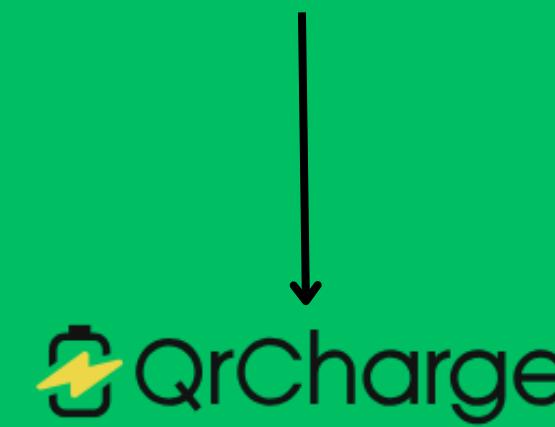


dataintelo.com, september 2025

The global power bank rental service market size was valued at approximately USD 1.2 billion in 2023, and it is anticipated to expand at a compound annual growth rate (CAGR) of 16.5% from 2024 to 2032, reaching a projected value of around USD 4 billion by 2032.

dataintelo.com, september 2025

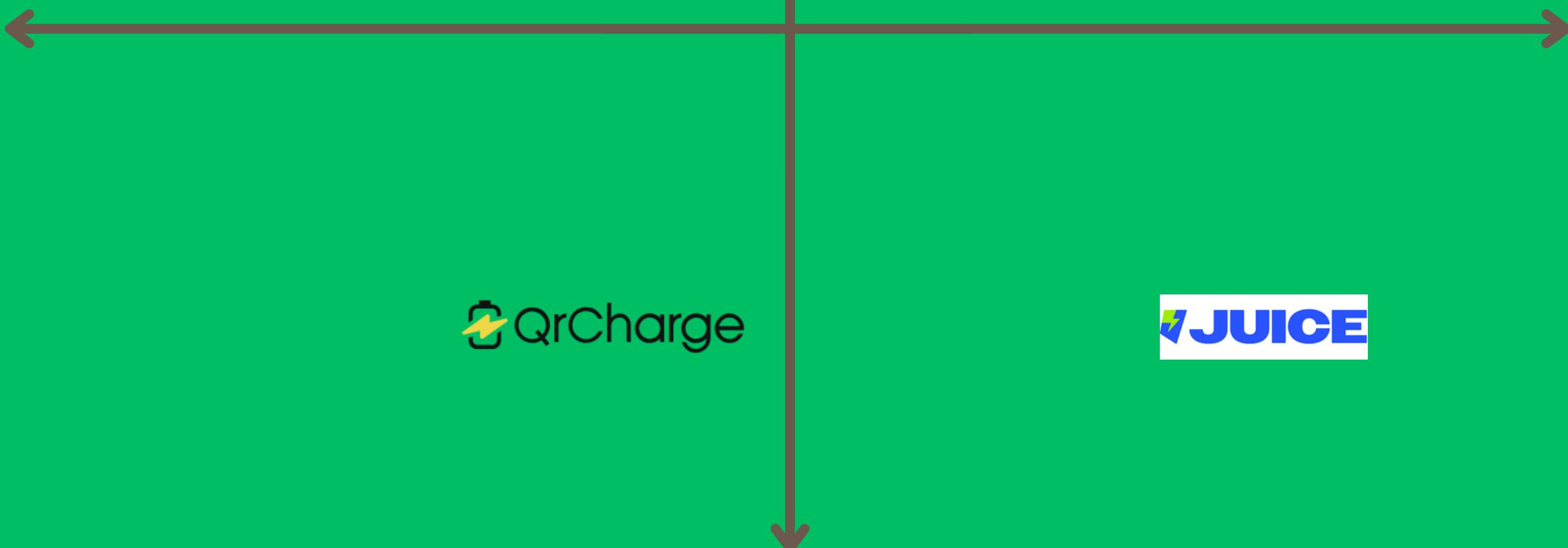
Competition :



Companies	Based in	Prices (€)	Position in market	Competitive strategy	Products	Positioning USP	Customer segments	Pricing strategy
	Den Haag (NL)	€2 (per hour)	Market challenger	Differentiation	Shared powerbanks	Tap to pay without App	B2B	Value based pricing
	Zurich (CH)	€3 (per week)	Market challenger	Cost focus	Shared powerbanks	Brand image	B2B	Competitive pricing
	Elsene (BE)	€6 (per two days)	Market leader	Differentiation	Shared powerbanks	Multiple payment methods	B2B	Cost-plus pricing
	Bern (CH)	€2 (per hour)	Market follower	Cost leadership	Shared powerbanks	Simplicity	B2B	Value-based pricing

High price

Low quality



Low price

High quality

What will be the shares ?

2€ (100%) incl VAT

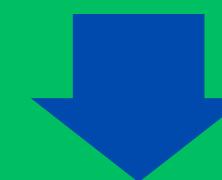
1.60€ (80%) excl VAT



0.13€ (6.5%) Stripe fee*

0.21€ (10.5%) Venue fee**

0.71€ (35.5%) Juice take



0.55€ (27.5%) Local team in Paris
(including Arend-Jan)

*Stripe Fee Payment transaction processing fee (Credit Card, Debit Card, Apple Pay & Google Pay).

**Venue Fee For every rented power bank, the location that is hosting the station receives a fixed fee.

What will be the shares ?

Earnings per month example

Rentals/day	Management	Local Ops	Juice BV	Venue	Tax+Stripe	Total
1	€10.50	€6.00	€21.30	€6.30	€15.90	€60.00
3	€31.50	€18.00	€63.90	€18.90	€47.70	€180.00
5	€52.50	€30.00	€106.50	€31.50	€79.50	€300.00
10	€105.00	€60.00	€213.00	€63.00	€159.00	€600.00
20	€210.00	€120.00	€426.00	€126.00	€318.00	€1,200.00
50	€525.00	€300.00	€1,065.00	€315.00	€795.00	€3,000.00

What will transportation look like ?

In case of minor technical malfunction of the stations



The team in Paris will take a deep look at the station; if not able to repair the issue, we send the station back via Mondial relais. The average shipping time for this will be 3-5 business days.

In case of major technical malfunction of the stations



The station for which its issue cannot be resolved in France, will be ressent to Juice B.V in the Netherlands. In the meantime, we will send a new station to our team in France with mondial relais, or Arend-Jan will go which can take up to 5 days.

In case of technical malfunction of the powerbanks



The powerbanks that get taken without being returned, or that have a technical malfunction; will be replaced by new ones we send the team in France via DHL, Mondial Relais or other fast delivery services.

How is the company in France looking ?



How is the company registered ?

The company is registered as a micro-company; a micro-company is a company having less than 10 employees, and has a lower annual income than 2 million euros. The micro-companies are considered as small et average companies (PME). Its SIREN number is 933 568 495.

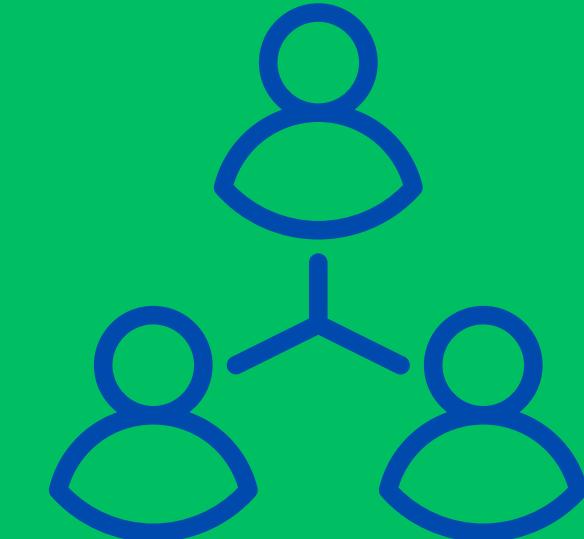
(More information via www.lecoindesentrepreneurs.fr, 2024)



Where is it located ?

The Juice France company is officially based in Paris, on 27 RUE Alcide Vellard 93000, Bobigny in France. A professional housing contract has been filled between Arend-Jan (representing Juice France) and the landlord of the given address. This service will be free since we know the landlord.

(For exact location follow this link : maps.app.goo.gl, 2024)



What does the team look like ?

The Juice France company will be represented by Arend-Jan Oud and Jacob Vaandrager; whilst the local team will consist out of Rayane Amokrane, Rayan Benatallah and Ashref Said, three young and enthusiastic entrepreneurs seeking to expand our market share in Paris.

30-60 day pilot plan

Plan of action :

Visit the first venues by learning what their needs are, what they think of the product, what feedback they give, how they act, etc... The local operators will focus on understanding how **EVERYTHING** works in order to be well prepared.



First 2 stations placed at two different venues, market analysis is made by looking for venues that have interests in our products. Venues that offer no powerbank rental services should be targeted first.

4 New stations have been sent from Juice BV to the 3 local operators. The stations should start to be placed more frequently, with more confidence and experience from the local operators. The minimum station placement quota must be met at 2 stations a week.

6 stations have successfully been placed at different venues. New stations will be sent directly after batch is out of stock. The new Juice stations will get a fresh look with new french writing and payment methods. These stations will be made under license of Juice and will be manufactured specifically for the French market.

At this point, the local operators should see big improvement in their skills in communication, marketing, and promoting the product as it should. From this point on, local operators will try and approach big restaurant, cafe or bar chains. These will lead to a larger customer segment and could lead to big deals such as with RATP, McDonalds, gyms, Festivals etc...

Pilot plan sucess KPIs

Average Rentals per Station per Day (RPD)

What it measures: Usage & demand.

Target:

- Week 1–2 (soft launch) : 5–7 RPD
- Week 3–4 : 10 RPD average in cafés
- Week 5–8 : ≥ 15 RPD in tourist spots, ≥ 8 RPD cafés

Why: If Juice France does not reach at least 8–10 rentals/day on average, the economics will struggle.

Venue Conversion Rate (%)

What it measures: How effective Rayane, Rayan and Ashref are at pitching & signing new partners.

Target :

- Weeks 1–2: 10 venues pitched → 3 sign (30% CR)
- By Week 4: 30 venues pitched → 10 signed (33% CR)
- By Week 8: $\geq 40\%$ CR (referrals + social proof make it easier)

Why: If conversion rate stays low (<25%), you'll burn time on pitches instead of scaling.

Active User Repeat Rate (%)

What it measures: How many customers come back and rent again within the pilot period.

Target:

- By Week 4: $\geq 15\%$ of users rent again within 2 weeks.
- By Week 8: $\geq 25\%$ of users have rented at least twice.

Why it matters:

- Shows stickiness of the service, not just one-time tourist rentals.
- Repeat users are cheaper to keep (no acquisition cost).
- Venues see this as proof Juice makes their customers stay longer and return more often

Revenue per Station per Month (€)

What it measures : Direct cashflow per unit.

Target (net of Stripe & VAT) :

- By Week 4: €150–€200 / month / station
- By Week 8: €250+ for tourist/event stations, €180+ for cafés.

Why : This shows stations are paying back CAPEX within 4–6 months (break-even zone).