

# ForEVer Driving Pitch



ForEverDriving

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Group 19

# About us

We are a team of entrepreneurs who are revolutionising the portable battery industry with our sustainable and eco-friendly manufacturing process.







# Problem

## Market gap

Significant market gap due to

1. Limited charging infrastructure
2. Lack of standardization of EV charging
3. Increase in demand for convenience and reduction of range anxiety
4. Inability to charge at home

## Customers

Customers using EV cars increasing year on year. In 2022, electric cars accounted for around 16.6% of all new cars sold and annual demand for used EVs hit a new record, increasing by 119.2%

# Solution



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## Multi-purpose

A portable bi-directional lithium-ion battery



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## Close the gap

Our product is better quality at an affordable price catering to wide range of customers



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## Target audience

Gen Z (18-29 years old)



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## Cost savings

Reduce expenses by adding products to third-party retail websites



# Market overview

\$62.3M

Expected market value for portable electric chargers in the UK by 2050

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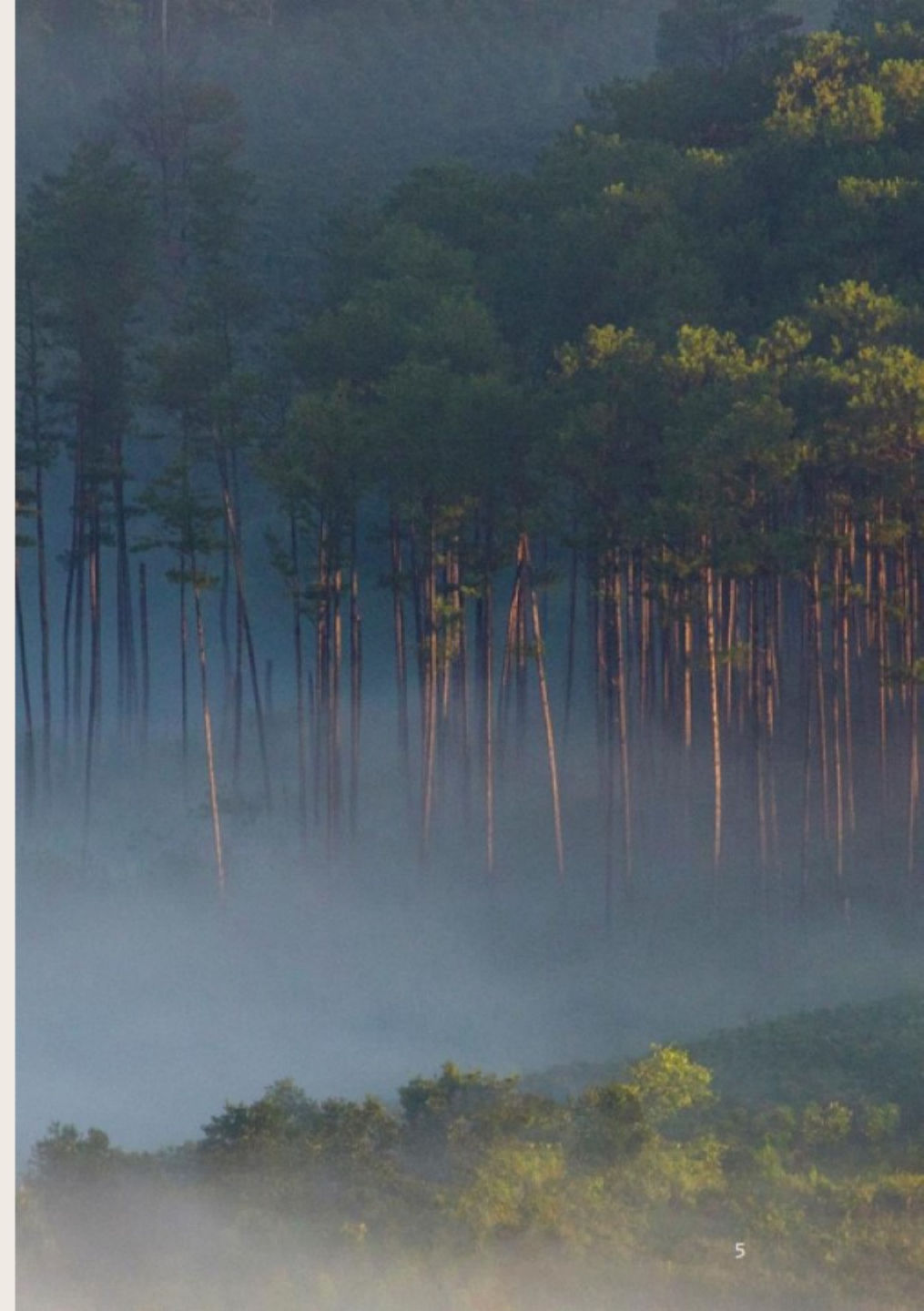
88 countries

Market pioneer Zipcharge's ZipCharge Go portable battery has been pre-ordered worldwide showing immense global interest

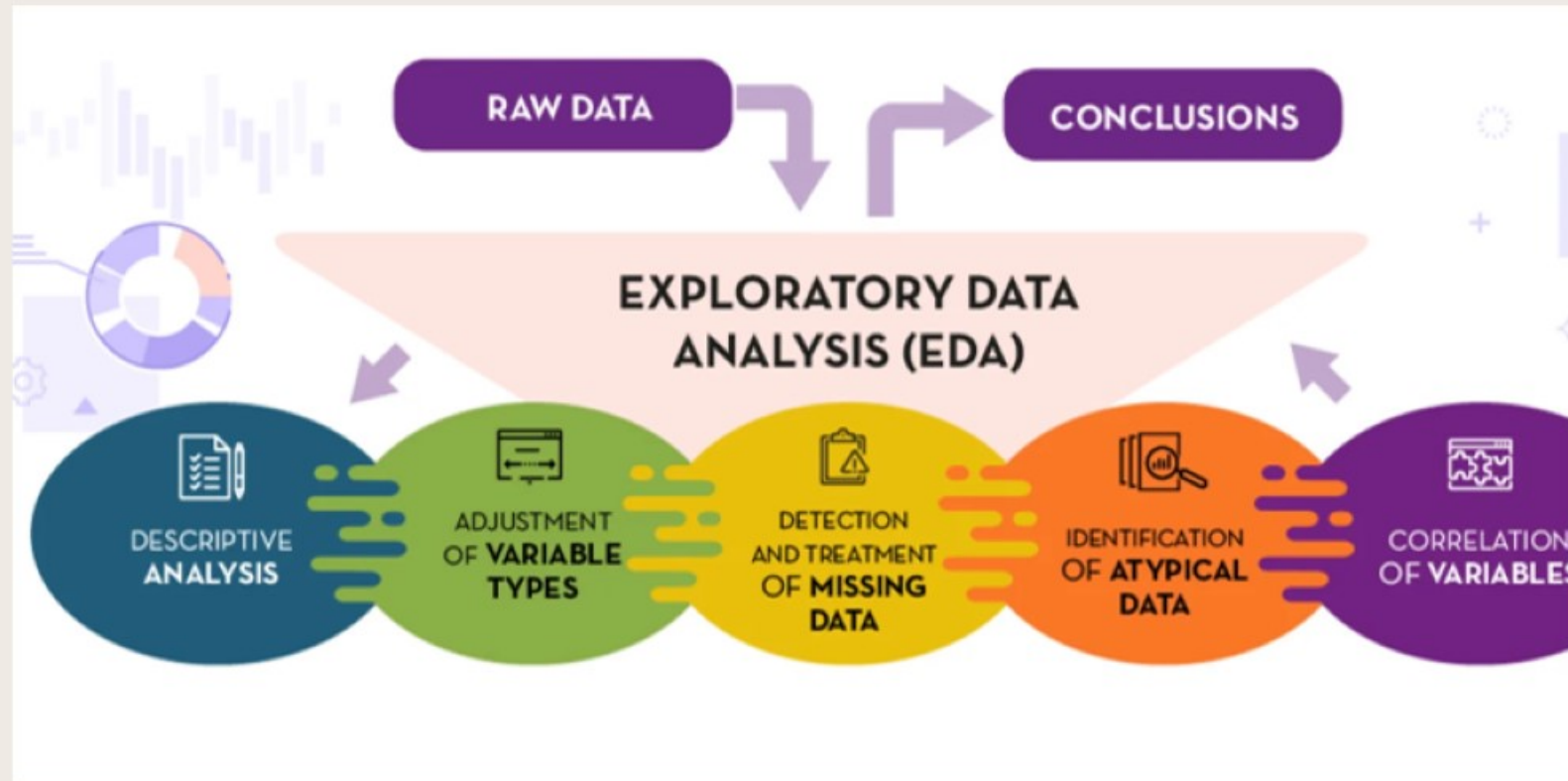
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20

Number of light-duty vehicles (ldv) per charging point in the UK in 2020



# Identifying target market with Exploratory Data Analysis



# EDA: Data cleansing

Table.TransformColumnTypes(Source, [{"RANDOMISER", type number}, {"Survey ID", Int64.Type}, {"Date of Survey", type date},

1.2 RANDOMISER	Survey ID	Date of Survey	Age	Education Level	Gender
0.806896202	1	01/03/2023	30-39	GCSE	Male
0.557581856	2	Error	30-39	Masters	Female
0.499546534	3	Error	60+	GCSE	Prefer not to answer
0.086205604	4	31/01/2023	30-39	GCSE	Female
0.490602243	5	Error	30-39	Masters	Female
0.422110804	6	Error	60+	No formal qualification	Prefer not to answer
0.168132071	7	31/01/2023	40-59	Masters	Non-Binary
0.287842282	8	22/03/2023	60+	University	Prefer not to answer
0.040734228	9	31/01/2023	25-29	GCSE	Female
0.715263652	10	28/02/2023	30-39	GCSE	Female
0.465715968	11	Error	30-39	No formal qualification	Female
0.469389834	12	Error	40-59	A-Level	Prefer not to answer
0.272248888	13	22/03/2023	18-24	Masters	Female
0.994467321	14	01/03/2023	60+	A-Level	Male
0.130407159	15	31/01/2023	18-24	GCSE	Female
0.806863417	16	01/03/2023	30-39	GCSE	Male
0.461480668	17	Error	30-39	A-Level	Female
0.515303037	18	Error	18-24	University	Female
0.908011142	19	01/03/2023	25-29	No formal qualification	Male
0.657503464	20	28/02/2023	40-59	GCSE	Prefer not to answer
0.27019711	21	22/03/2023	30-39	No formal qualification	Female
0.811017700	22				

BMNS, 375 ROWS Column profiling based on top 1000 rows

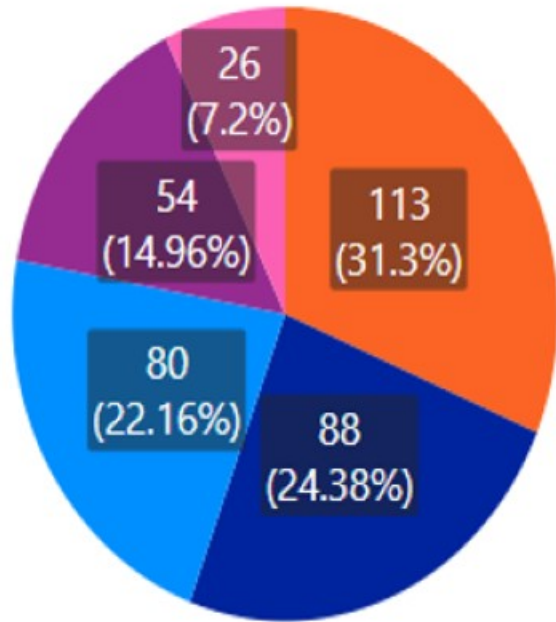
Incorrect data

Spelling errors

Formatting



# EDA: Conclusions

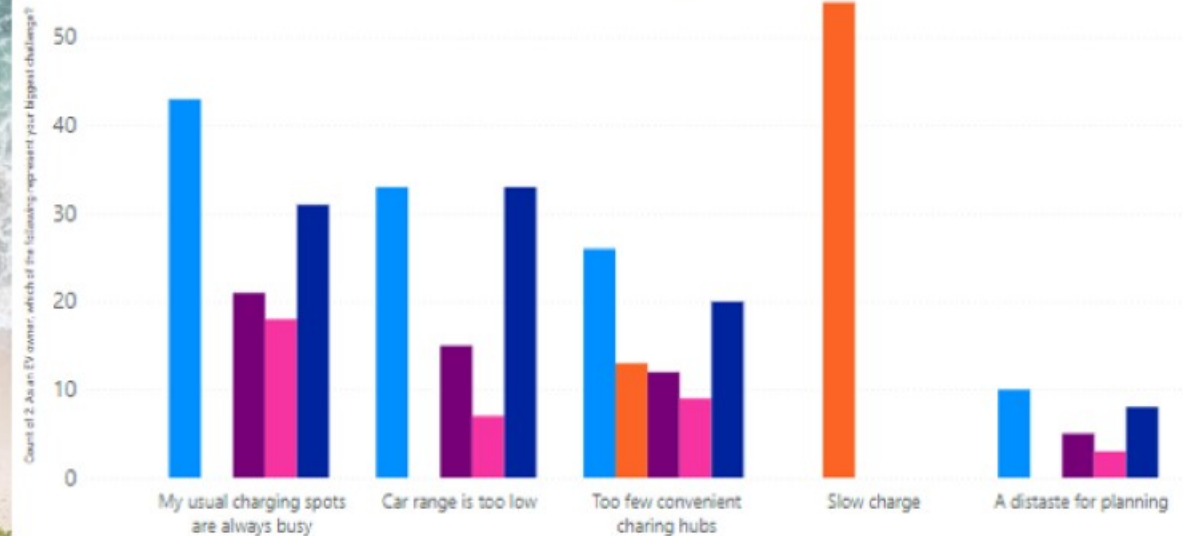


## Challenges

- My usual charging spots are always busy
- Car range is too low
- Too few convenient charging hubs
- Slow charge
- A distaste for planning

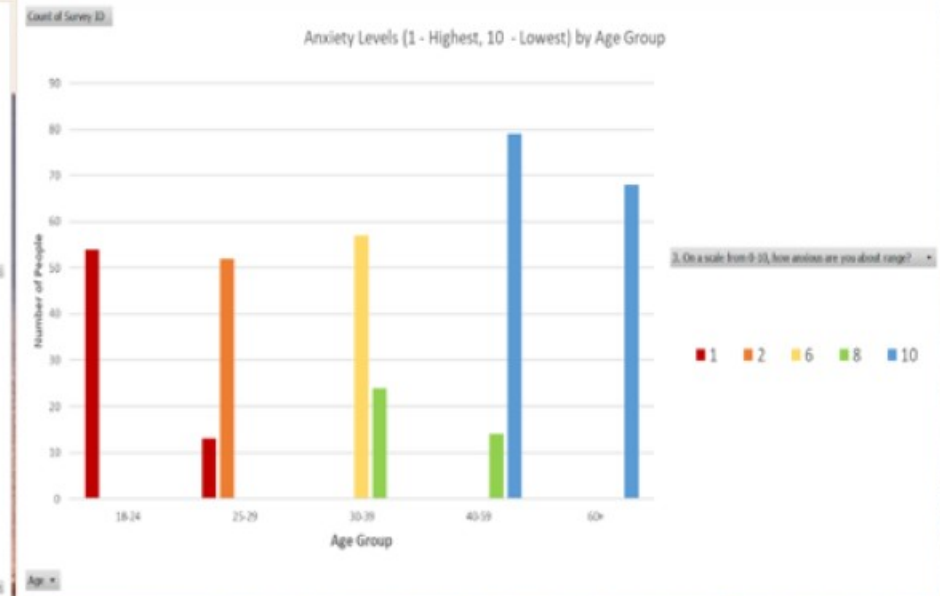
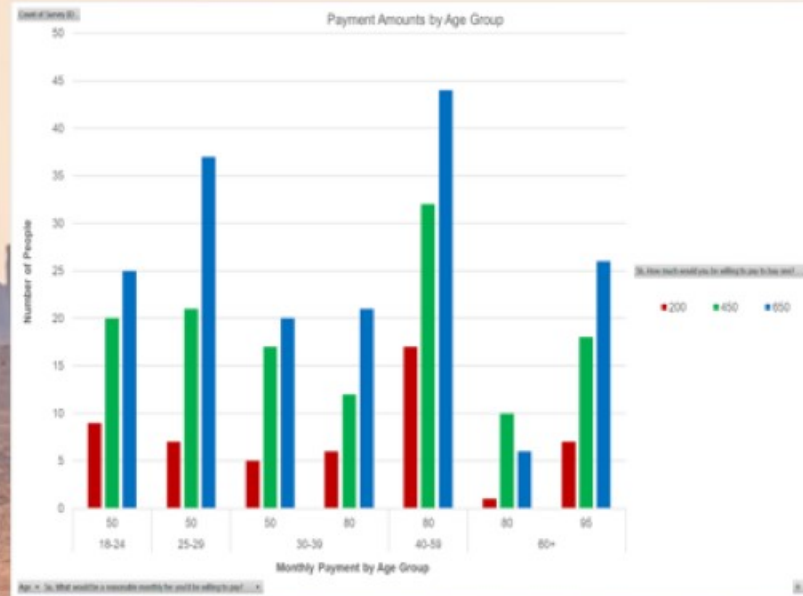
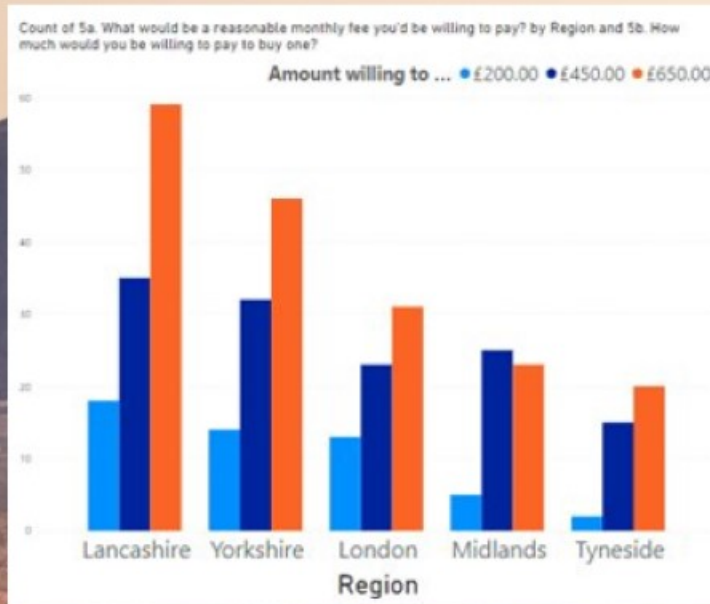
Count of 2. As an EV owner, which of the following represent your biggest challenge? by 2. As an EV owner, which of the following represent your biggest challenge? and Region

Region ● Lancashire ● London ● Midlands ● Tyneside ● Yorkshire



2. As an EV owner, which of the following represent your biggest challenge?





# EDA: Conclusions

Target region

Lancaster  
Yorkshire  
London

Target age range

18-29

Future target region

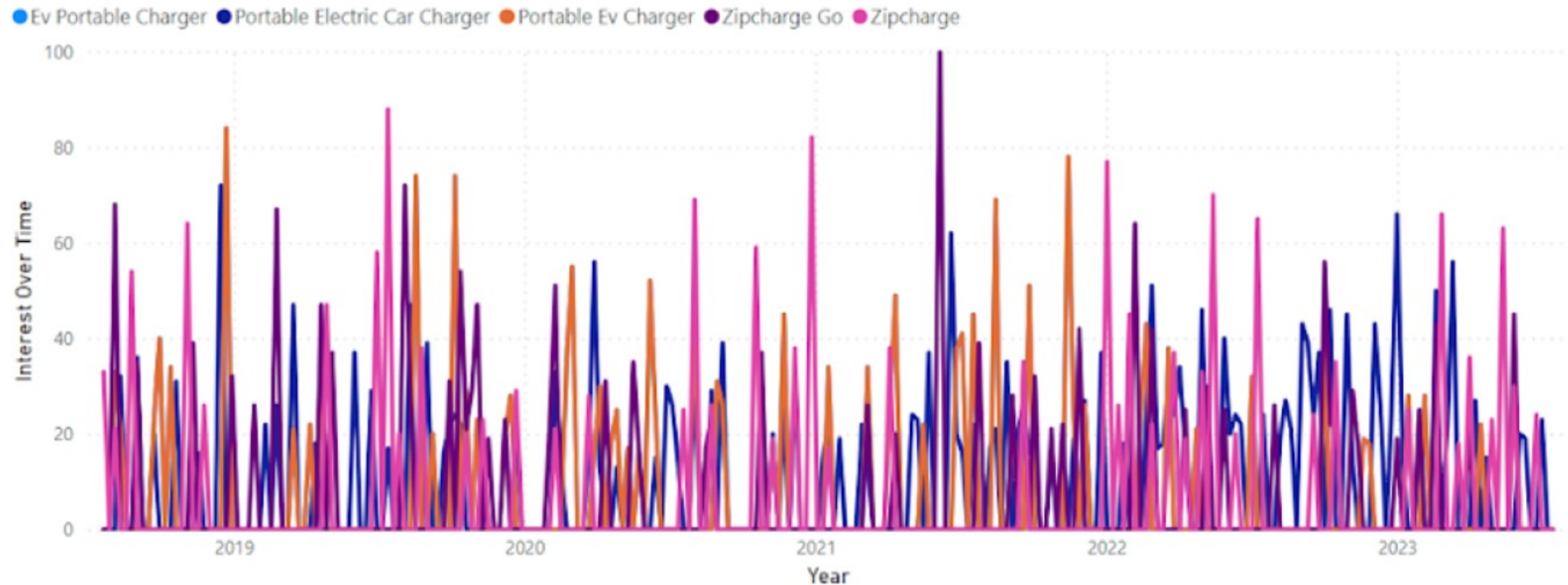
Lancaster  
Yorkshire

Future target age range

40-59

# Google Trends Analysis

Google Trends: Search Interest For Portable Ev Chargers And Related In The UK (2018-2023)



# Product overview

## Solar power fast-charging

Alternative charging methods to  
save money and energy

## Stylish & Compact

beautifully designed product that  
can fit boot of your car



## Tested

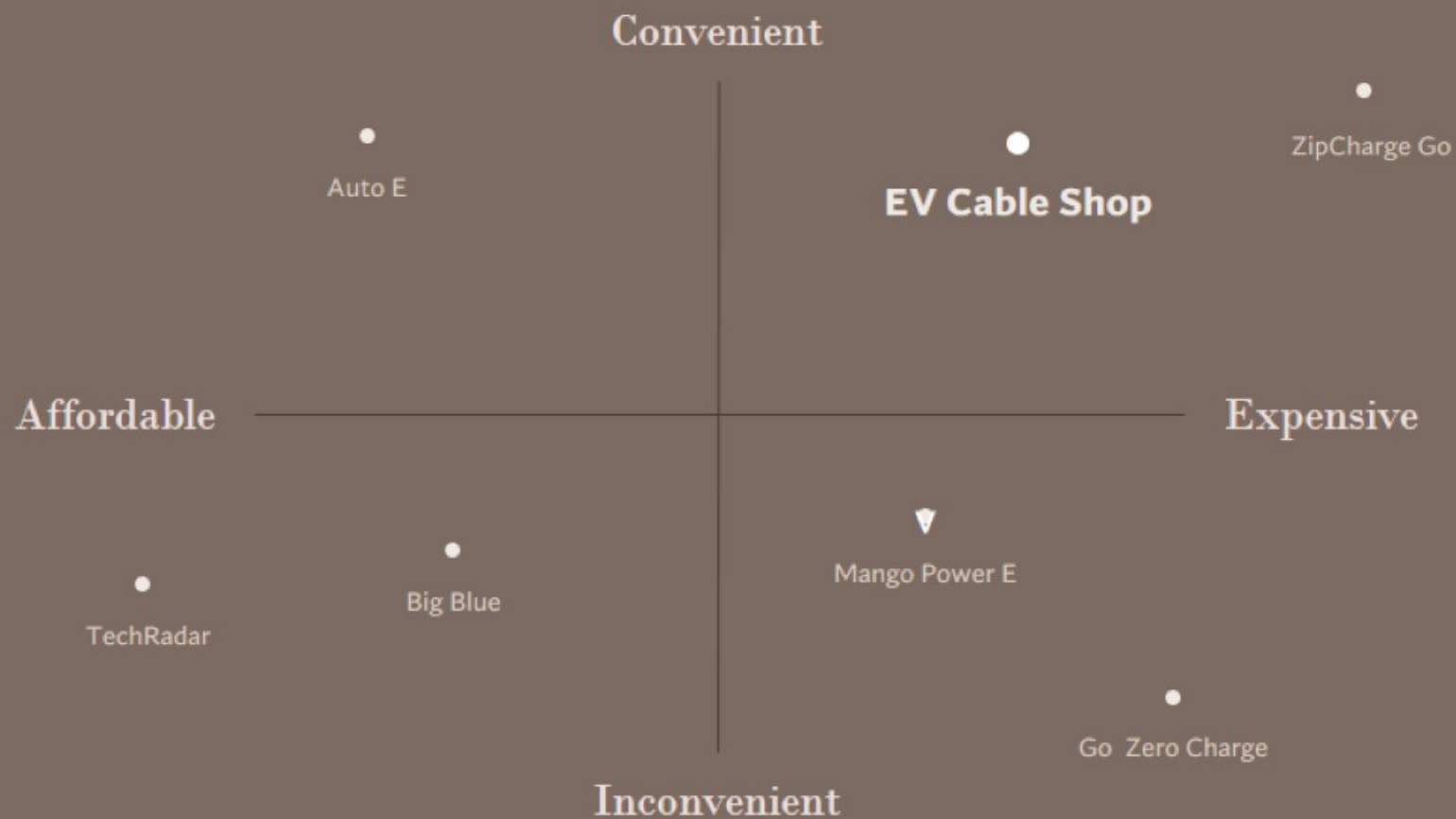
Conducted rigorous testing with  
young entrepreneurs and engineers  
in the field

## Long-lasting

Charger lasts for 40miles



# Our competition



# Financial projection



Estimated costs

# Financials

## Cost



- Battery pricing at £500 one-off cost
- Monthly subscription at £50 for a year
- Early bird discounted at £400

## Growth




- Possible daily output 54 units
- Breakeven to attain 500K –  
1250 units @£400  
Or 900 units @£500  
Or 800 units @£600

## 2-YR Action Plan



- Sales at retail charging points
- Sales through company website
- Sales through third party websites
- Discounted offers





Growing EV battery market  
in the UK and worldwide

Research shows potential  
markets in Lancaster,  
Yorkshire and London for  
young people

# Summary

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Projected profit of £2.5mil  
in next three years

£500,000 investment for  
25% equity of business



ForEverDriving

# Thank you

## Meet The Team

ANDREI VLADUTU

ARIF ABDUL

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ADIZA KALLON

UMMAR AHMED

VICTORIA PATRICKS

VIKTOR NGUEEN

WAIL GASHIER



## Any questions?