prototype.club

Corrently-Charge

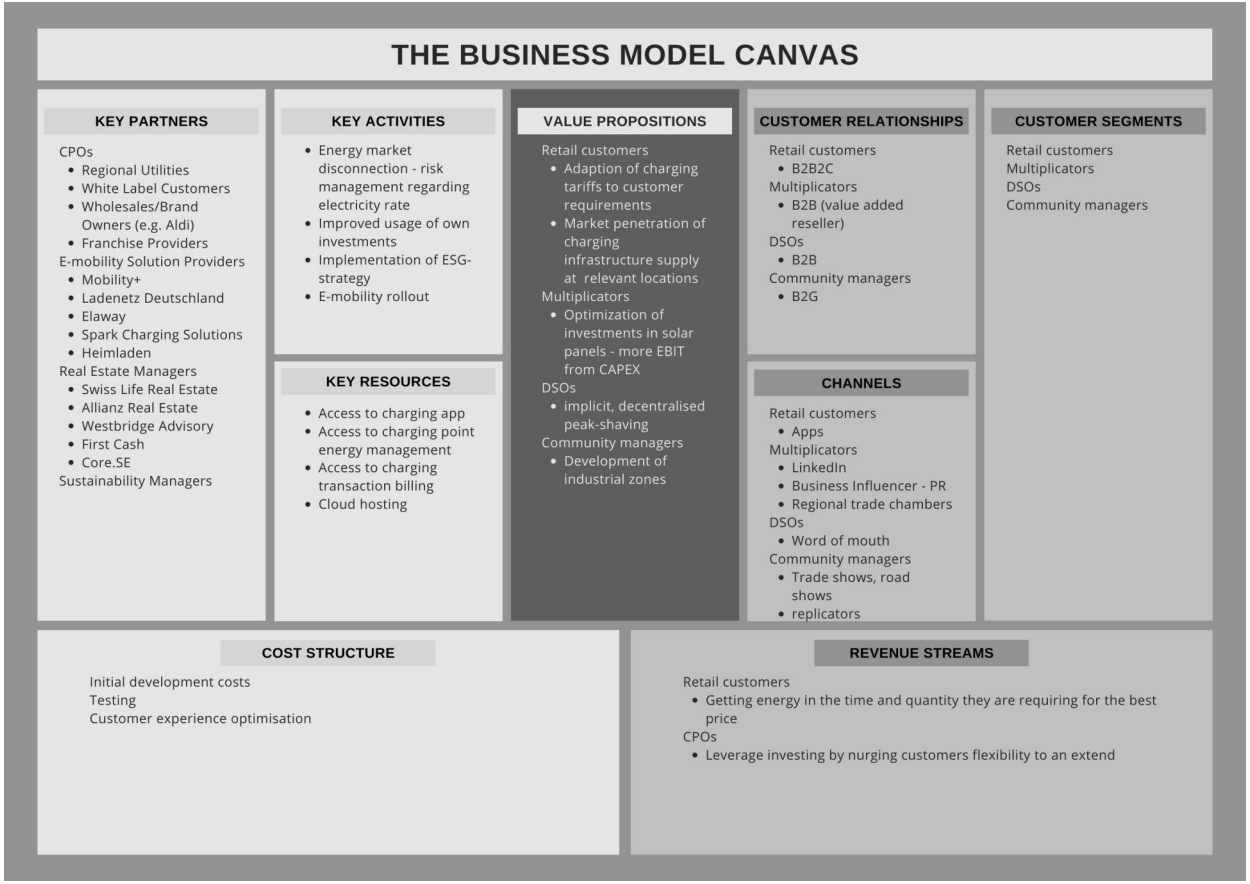
Business Canvas Team STROMDAO
IAA Mobilitython 2022

What is our idea about?

Corrently Charge allows ChargePointOperators to offer ad-hoc tariffs for drivers, taking drivers charging requirements into account while optimizing the usage of local power generation.

Corrently Charge is a tariff builder focused on using available information to the actors in a charging event to optimize overall marginal return.

The builder optimizes based on local forecast, time/duration of parking, GHG emission, and grid mains electricity costs.


THE BUSINESS MODEL CANVAS
KEY PARTNERS
CPOs
• Regional Utilities
• White Label Customers
• Wholesales/Brand Owners (e.g. Aldi)
• Franchise Providers
E-mobility Solution Providers
• Mobility+
• Ladenetz Deutschland
• Elaway
• Spark Charging Solutions
• Heimladen
Real Estate Managers
• Swiss Life Real Estate
• Allianz Real Estate
• Westbridge Advisory
• First Cash
• Core.SE
Sustainability Managers
KEY ACTIVITIES
• Energy market disconnection - risk management regarding electricity rate
• Improved usage of own investments
• Implementation of ESG-strategy
• E-mobility rollout
KEY RESOURCES
• Access to charging app
• Access to charging point energy management
• Access to charging transaction billing
• Cloud hosting
VALUE PROPOSITIONS
Retail customers
• Adaption of charging tariffs to customer requirements
• Market penetration of charging infrastructure supply at relevant locations
Multiplicators
• Optimization of investments in solar panels - more EBIT from CAPEX
DSOs
• implicit, decentralised peak-shaving
Community managers
• Development of industrial zones
CUSTOMER RELATIONSHIPS
Retail customers
• B2B2C
Multiplicators
• B2B (value added reseller)
DSOs
• B2B
Community managers
• B2G
CHANNELS
Retail customers
• Apps
Multiplicators
• LinkedIn
• Business Influencer - PR
• Regional trade chambers
DSOs
• Word of mouth
Community managers
• Trade shows, road shows
• replicators
CUSTOMER SEGMENTS
Retail customers
Multiplicators
DSOs
Community managers
COST STRUCTURE
Initial development costs
Testing
Customer experience optimisation
REVENUE STREAMS
Retail customers
• Getting energy in the time and quantity they are requiring for the best price
CPOs
• Leverage investing by nurging customers flexibility to an extend

Value propositions of corrently-charge

Prototype delivers value

- To Drivers: By allowing them to specify charging requirements
- To CPOs: By optimizing use of local green energy usage – increasing marginal return
- To DSOs: By implicitly peak shaving.

It solves the problem by creating a joined goal closing an information gap between driver and CPO.
Corrently-charge bundles a snap-in tariff selector for drivers and connects it to a tariff builder of the CPO via microservices and APIs.

If we bring drivers self-efficacy by giving them options, we create a Win-Win situation for themselfs, CPOs and DSOs – boosting marginal return for green energy investments.

Key partners for Minimum Viable Product

Key partners today

- STROMDAO (overall lead)
- OpenEMS (backend)
- Switchboard API (forecast/microservices)

Key suppliers for MVP

- All key partners of today
- Hotel Competency Center (Lighthouse installation)
- Heimladen, Elaway, Wirelane, Mobility+, Shell NewMotion, .. (EMT backend)
- UX Support via Core SE

Key resources acquired from MVP partners

- Access to existing install base
- Interoparability testing
- Existing CX knowledge
- Regulatory Compliance

Key activities performed by partners

- Access to existing Charging APPs
- Access to billing
- Access to Energy Management
- UX Development

Key Resources

Key resources required for value propositions for an **MVP within 100 days**

- Developer Backend (30 days)
- Developer Connectivity/Interoparability (15 days)
- Developer Frontend UI/UX (15 days)
- Legal/Compliance advisory (10 days)
- IT-Ops / Cloud-Ops (10 days)
- Key accounts / partners Interviews (5 days)
- Lighthouse project success management (10 days)
- Project Management / Sprint planning (12 days)

Missing Data

- None

Missing Experts

- UX design (possible via shareholder Core SE)

Resource protection

- Liquidity for exclusive assignments

Status of partner relationships

- Existing / Established

Revenue Streams at MVP

- See Revenue Streams (MVP)

Key Activities

Project Month	TRL	Activity
1	6-7	Implementation of Prototype, Connectivity to EM and CPO/EMT Backend
2	7-8	Testing and documentation, Establish Lighthouse installation, Stresstest legal compliance
3	9	Rollout MVP and acceptance tests
4	10	Product design and distribution.

Distribution

Retail Customers (Apps), Multiplicators (Social-Media/PR), DSOs (Word-Of-Mouth), Communtiy Managers (Trade shows, replicators)

Customer relationships

B2B, B2B2C

Revenue streams at MVP phase

Licensed usage – see revenue streams

Customer Relationships

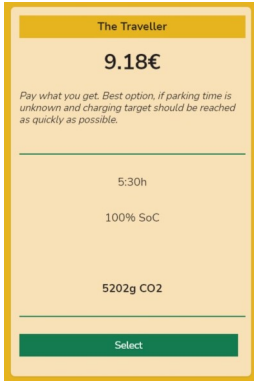
Segment	Type	Established?	BM Integration / Role	Costs
Drivers	B2B2C	No	Acceptance of solution proposed. Critical for success.	High (UX, CX)
CPOs	B2B	Yes (=> extend)	Decides about usage and pays for solution	Medium (communication)
DSOs	B2B	Yes	None	None
Local Community Managers	B2B	No	Replicators for areals	TBD

Customer Segments / Value Proposition

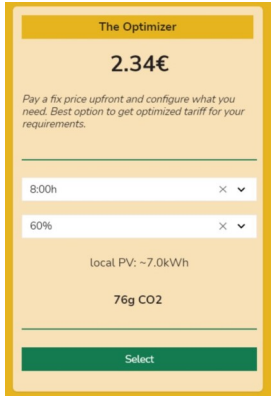
Given: 8 hours of parking and required 60% SoC target at the end.

Driver

No Corrently-Charge



With Corrently-Charge



CPOs with local generation

Revenue	9.18€
Costs	9.05€
Marginal Return	**0.13€**

Revenue	2.34€
Costs	0.22€
Marginal Return	**2.12€**

Communication Channels – Strategy MVP/POC

- Reaching out to CPOs using Mock-Up UIs/toolkits in Appstores driving awareness of corrently-charge.
- Utilize word-of-mouth/influencers to create interesst to get CPOs providing corrently-charge.
- Use existing network (eq. OpenEMS, bwcon,...) to build reputation.
- Organized PR campaign to address all client segments.
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A complete marketing-mix is suggested to accelerate adoption of corrently-charge directly after the MVP/POC.

Communication Channels – GoToMarket

- Solution Launch Campaign:
    - 90s video
    - Advertorial
    - Press Releases / Media outreach
    - Development of branded media toolki

Potential partner: Proteco GmbH (~50.000€)

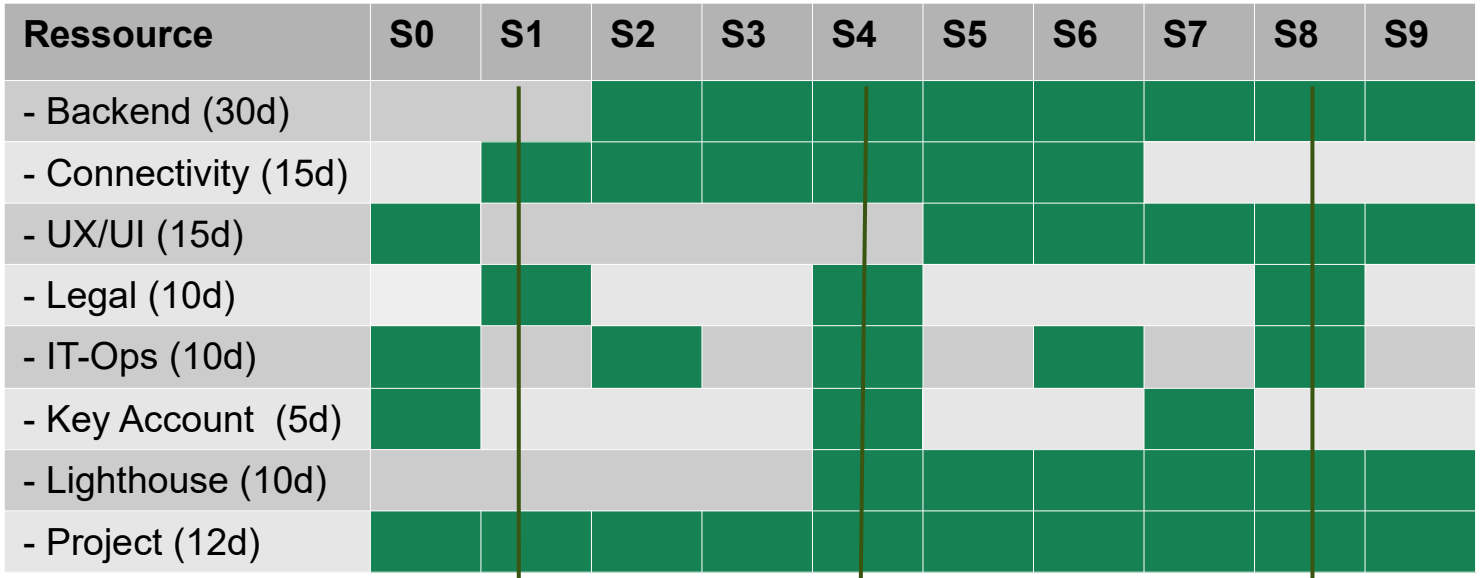
Cost structure MVP

If we get 128,300€, it is possible for team STROMDAO to bring corrently-charge to an MVP running at the lighthouse customers in production gaining first revenue.

Ressource	Costs
People	**93,300€**
- Backend (30d)	21,000€
- Connectivity (15d)	10,500€
- UX/UI (15d)	10,500€
- Legal (10d)	10,000€
- IT-Ops (20d)	14,000€
- Key Account (5d)	5,000€
- Lighthouse (12d)	12,000€
- Project (12d)	10,300€
Organization / Technology	**35,000€**
- Cloud / Infrastructure	10,000€
- Marketing / PR / Communication	10,000€
- Other (travel, rental, capex, license ...)	15,000€
Total MVP	**128.300€**

Timeline (for the next 100 days to MVP)

Organized in 10 sprints with 10 days.



Milestone 0
Fine-Tunes Prototype. Sign LOIs

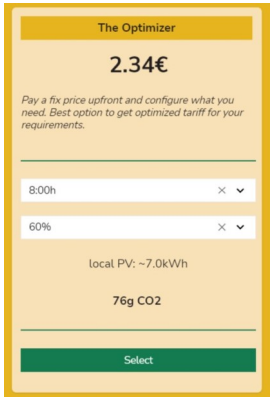
Milestone 1 (POC)
First Charging at one lighthouse project.

Milestone 2 (MVP)
Transition to Go-To-Market phase

Revenue Stream / Pricing

- One-Time: Setup/Integration costs (not for Lighthouse/MVP projects)
- Recuring: 20% of marginal return
- Pure sucessbased pricing

Driver



CPO

Revenue	2.34€
Costs	0.22€
Marginal Return	**2.12€**

20%

Revenue

0.42€

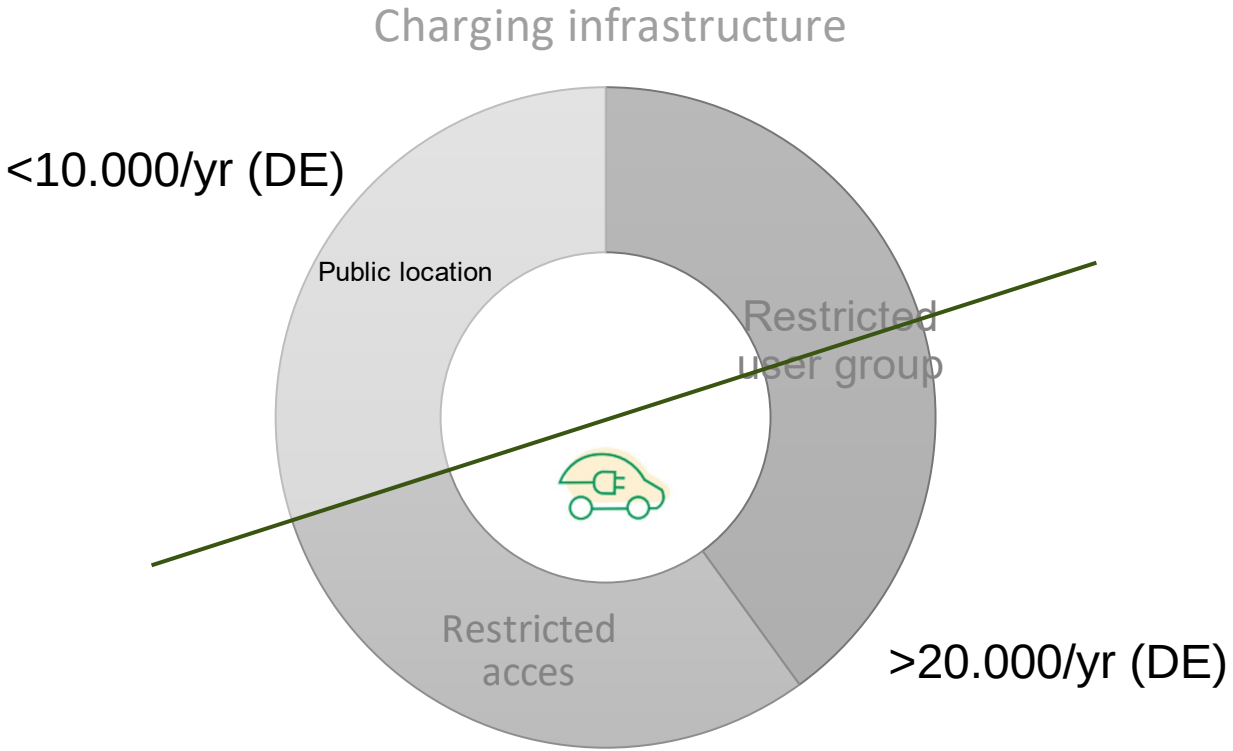
- Might replace exising subsription costs of EMT/Networks
- Might disrupt existing payment/billing fees

What is missing?

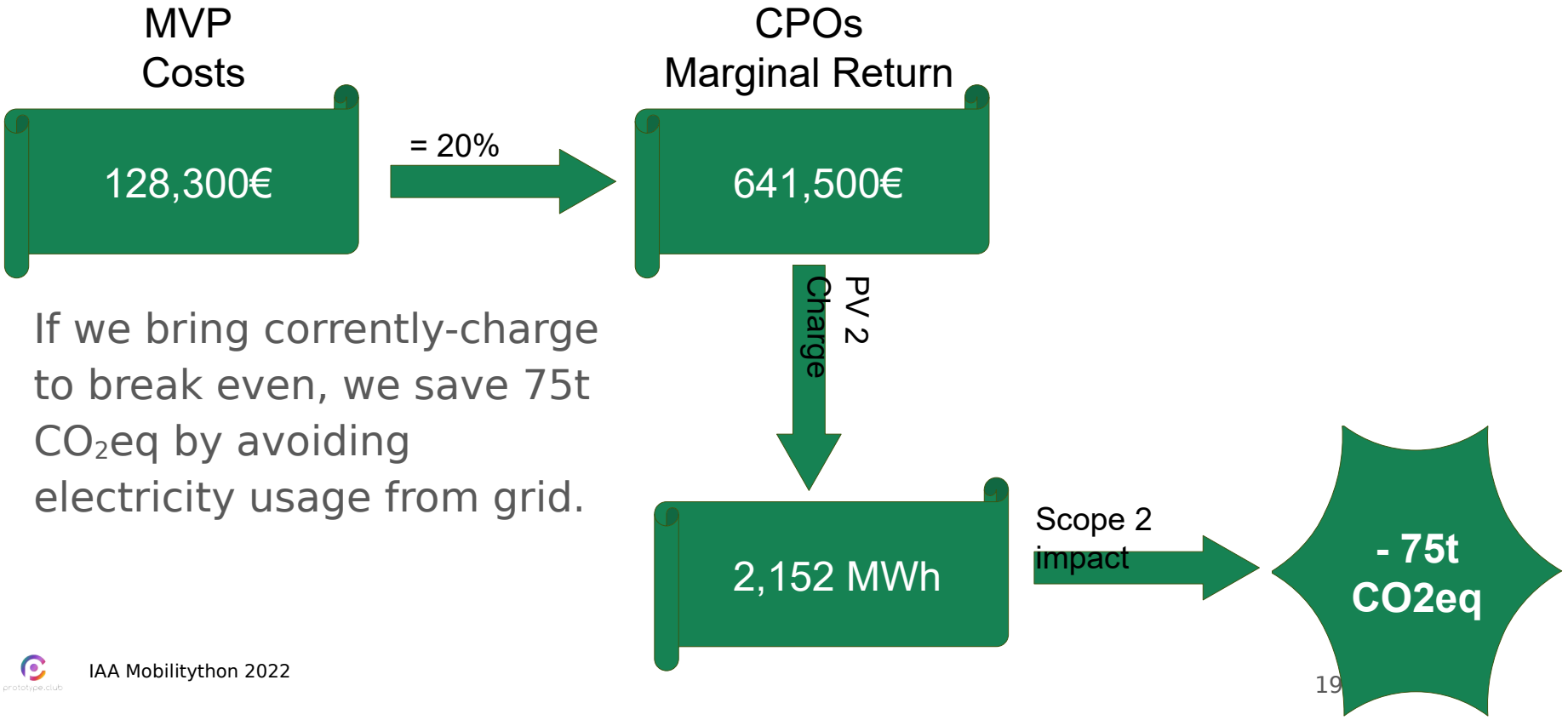
- Liquidity Plan / Cash-Flow for 3years
- Stresstest of partners required for fulfillment
- API integration to existing/established charging apps
- LOIs of 2-3 lighthouse projects
- Indepth legal due diligence of joined venture / development
- Evaluation of ISMS/ISO 27001 impact
- I18N concept
- Check of possible public funding/grants.
- Sustainability audit of project/MVP

Backup Slides

Market Analysis



MVP Sustainability



If we bring corrently-charge to break even, we save 75t CO_2eq by avoiding electricity usage from grid.

Personas

- Works at a medium-sized company who offers their employees EV charging on-site
- Goal that at the end of the working day (8 hrs) EV is at least 80% charged
- Benefits from most phyically available green energy in the grid → good conscience
- Benefits from low charging price as this price is lower than the average electricity tariff

- Company has solar panels installed on company site
- Becomes a more attractive employer in times of skill shortage with offering reasonable EV charging tariffs
- Higher revenue through directly selling EV electricity to employees instead of feed-in compensation

Most optimised load profile and least outputted carbon emissions EV charging possible