Challenge Enpulse Proposal: Correntlly Charge

IAA Mobilitython 2022

STROMDAO

digital energy infrastructure for tomorrow.

Problem definition

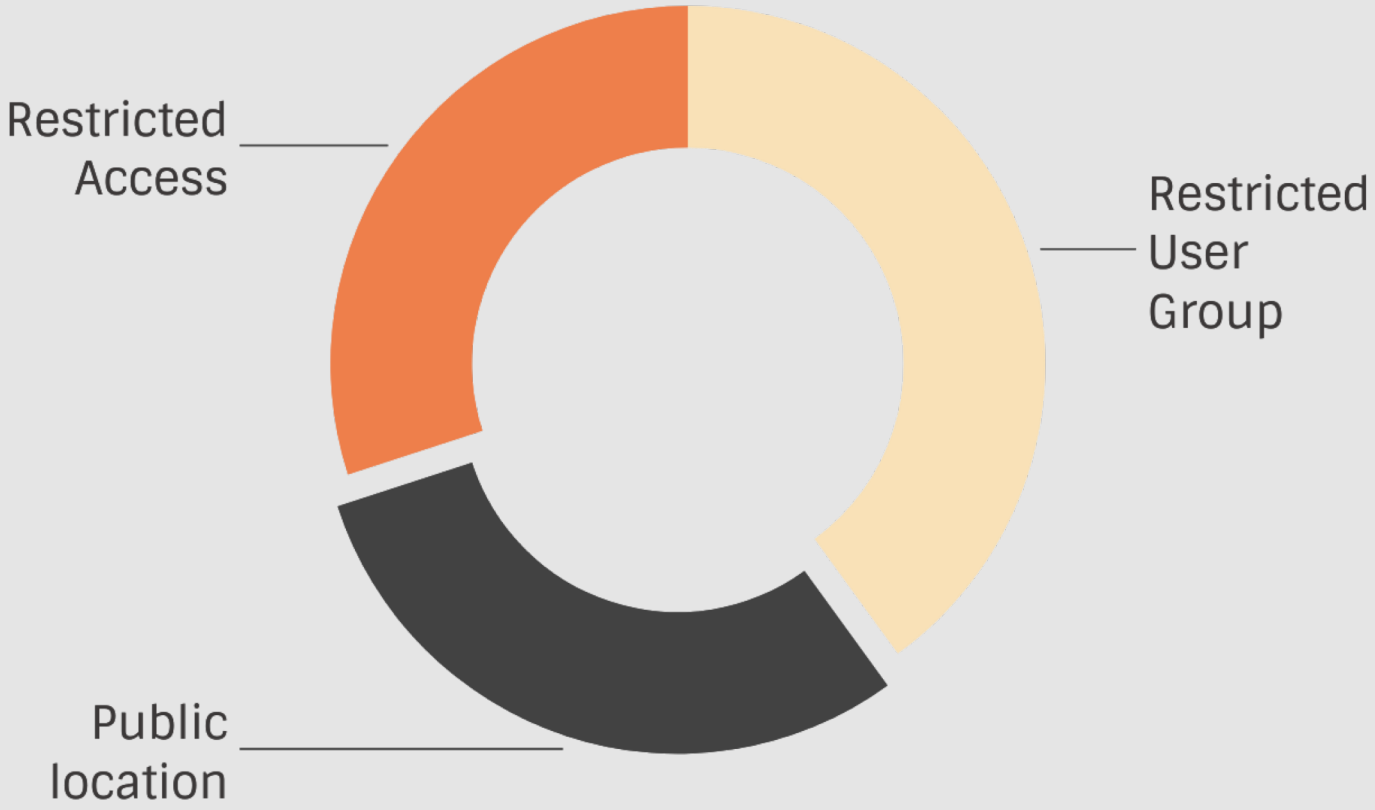
If we would know the goals the driver has by time of connecting to our charging point, we could optimize the charging session, for the driver, for us, for the environment.

Problem definition

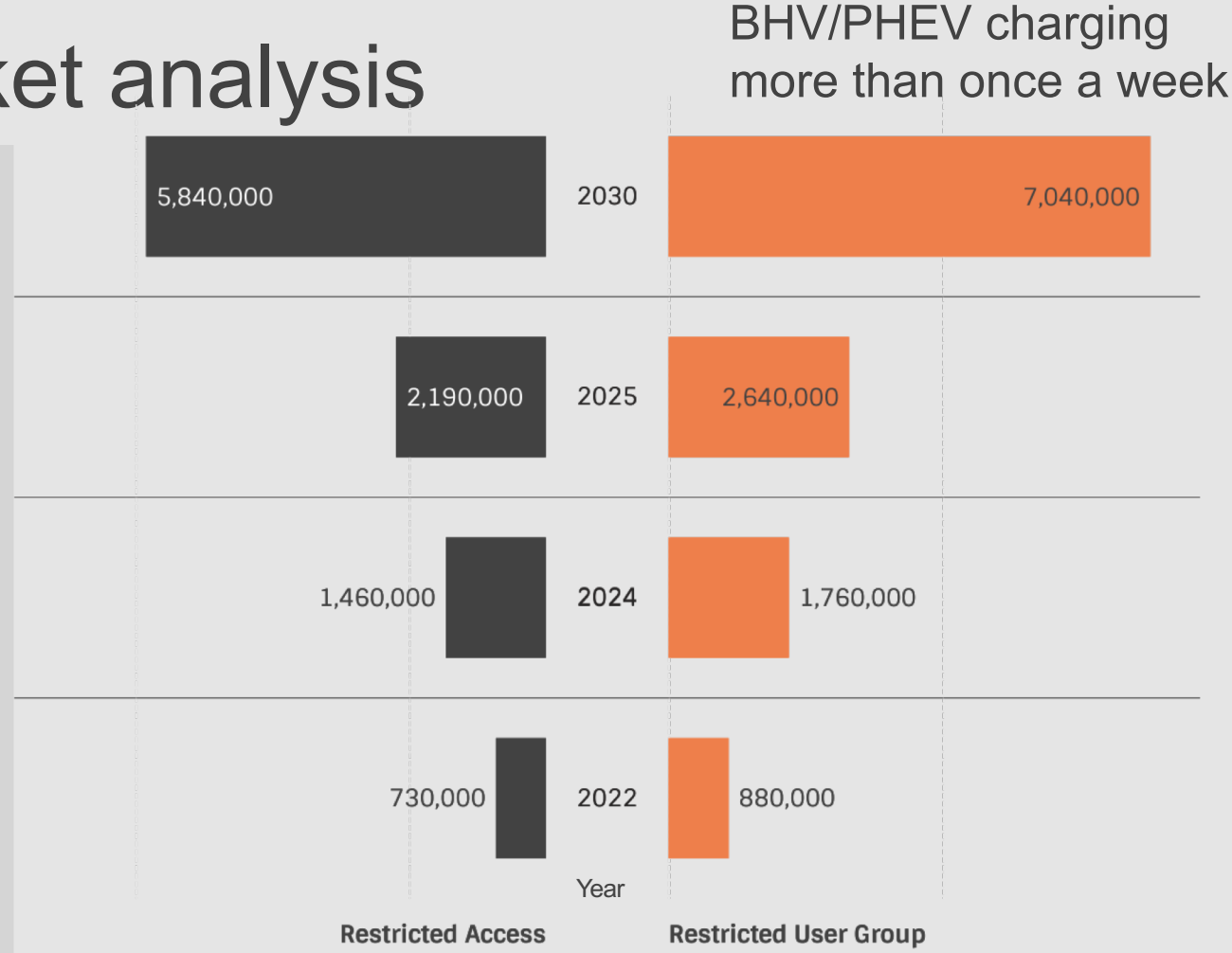
- Enterprises invest in solar panels with the desire to resell the electricity within their areal
- E-mobility clients want the best price for every individual charging requirement
- No possibility on the market allowing to link both problems to a valuable solution

Market analysis

Charging infrastructure



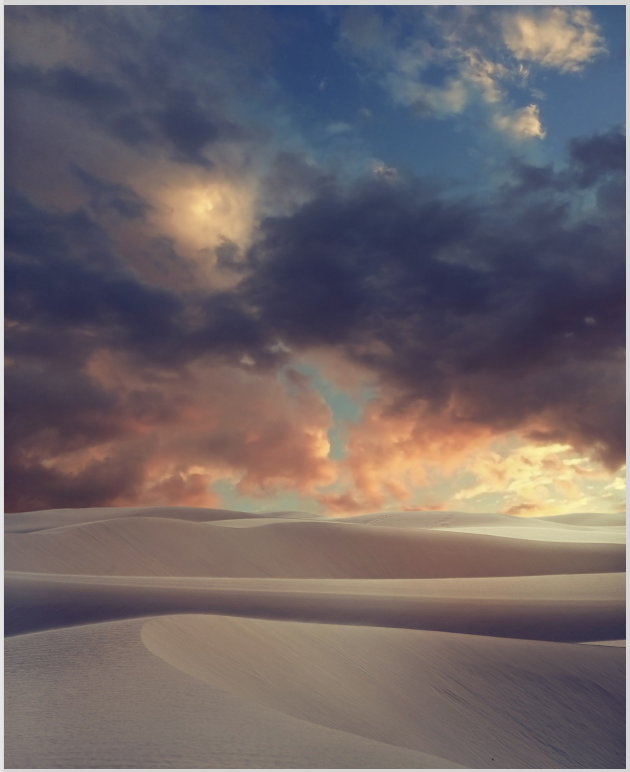
Market analysis



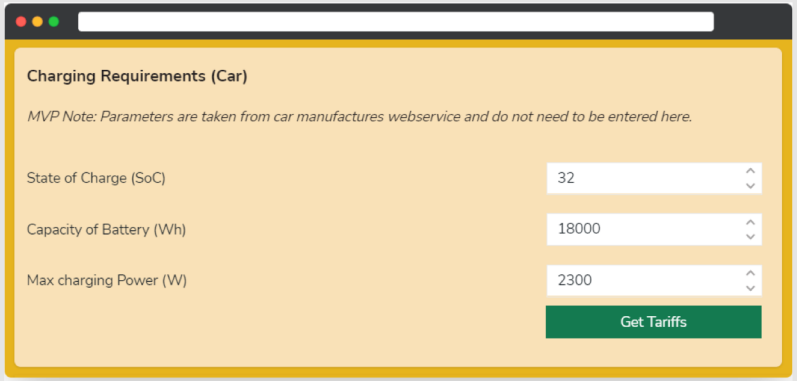
Proposed solution

Automated tariff evaluation as soon as charging session starts. Tariffs take local generation and green power index into account giving different tariffs to the client as options of required energy (final state of charge), available time, energy mix.

Selected tariff requirements are automatically fulfilled via a scheduler connection to CPO's backend (via OCPP protocol). The solution Correntlly Charge acts as an intermediate between a given energy management system and the charge point.



Corrently Charge Tariff Builder



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

Needed resources to implement the solution

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

Resource	Costs
People (120 PD)	93,300€
Organization / Technology	35,000€
Total MVP	128,300€

Contact

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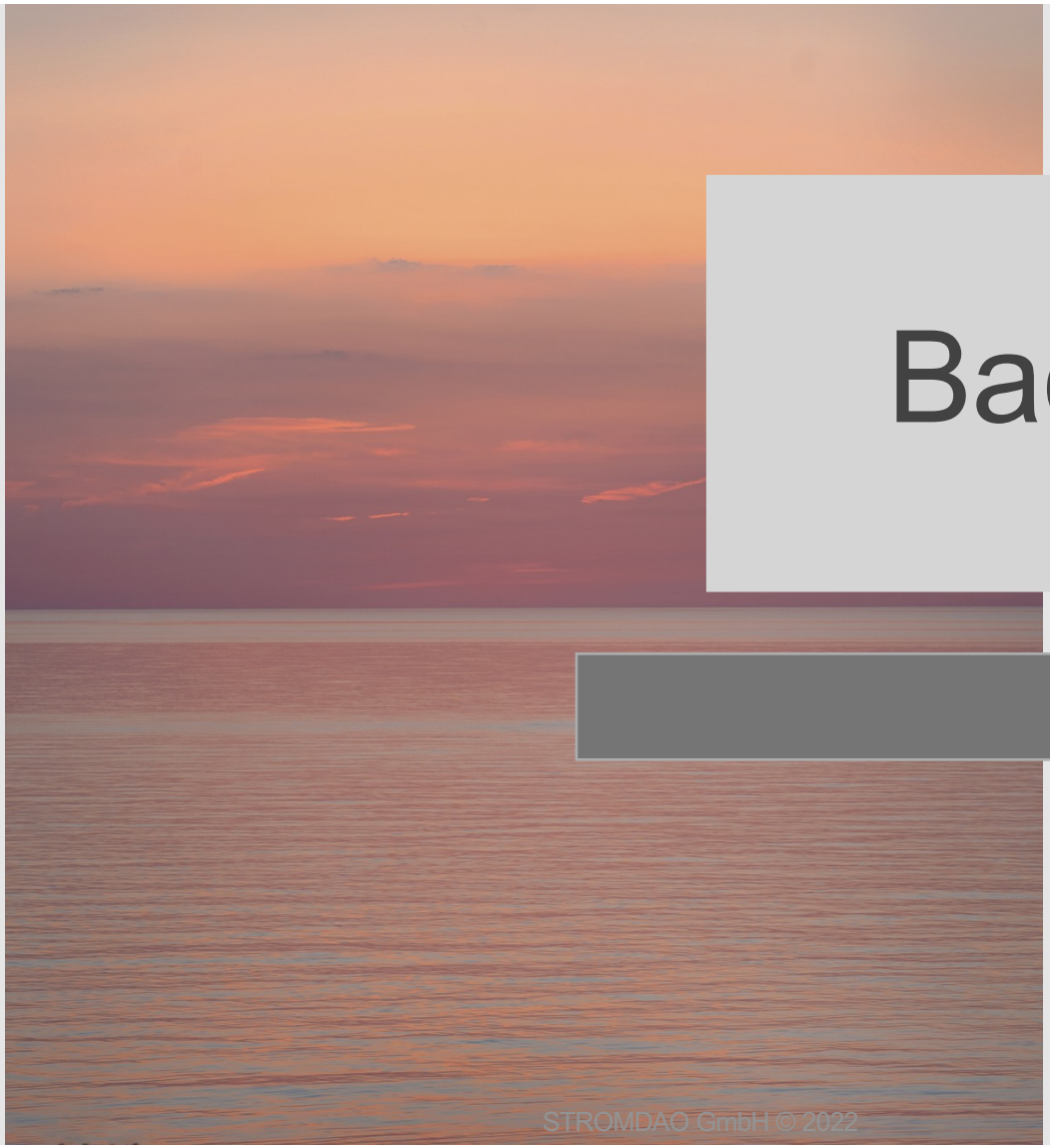


Backup

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

Implementation plan

10 2022

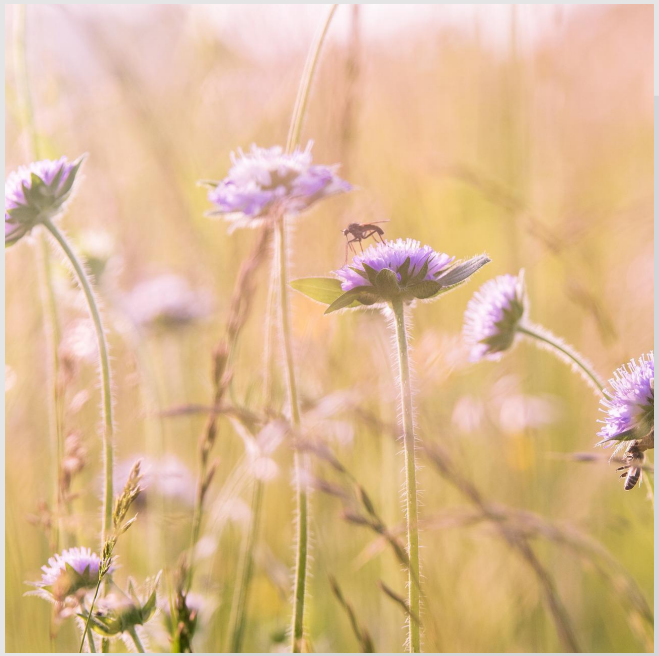
Final implementation of prototype

11 2022

Testing phase

12 2022

Rollout



Potential impact

- Worldwide scalable
- Decentralised peak-shaving supports energy revolution, stabilization of the electricity grid and boost of renewable energies