

Flux Energy

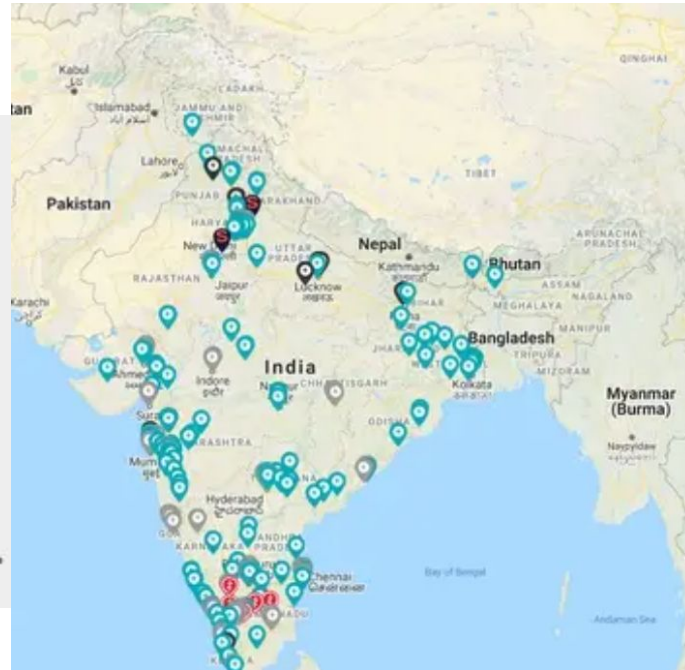
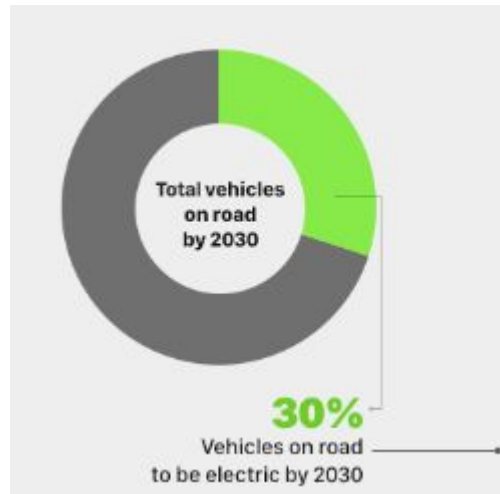
Pitch Presentation



Team - Flux Energy

***Thinking about buying EV- Range Anxiety -
Charger problems? — Get our Home
Charging Solutions***

The Problem

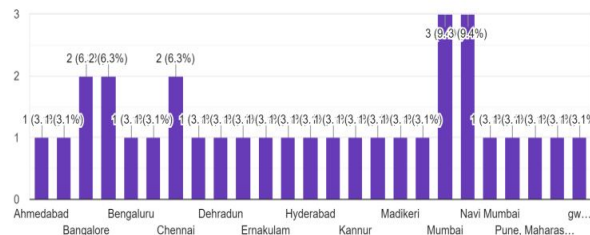


Customer Discovery

Customer Discovery Profile

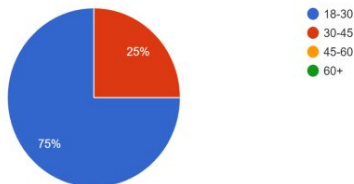
Which city do you live in?

32 responses



Which age group you belong to?

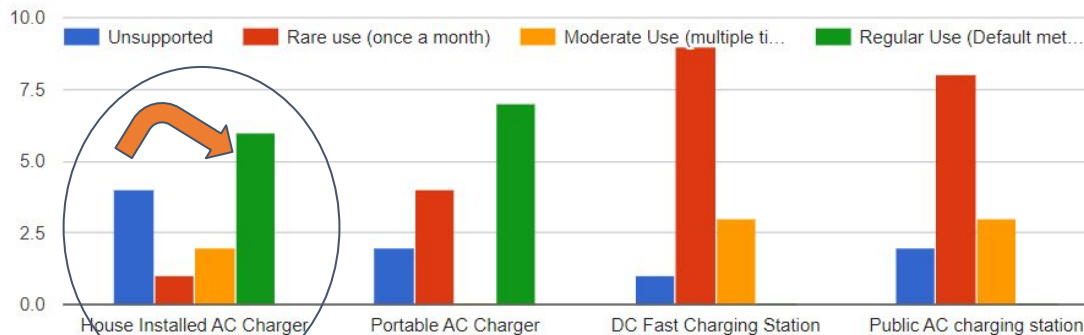
32 responses



Customer need

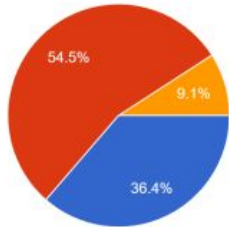
Which type of Charger you mostly use?

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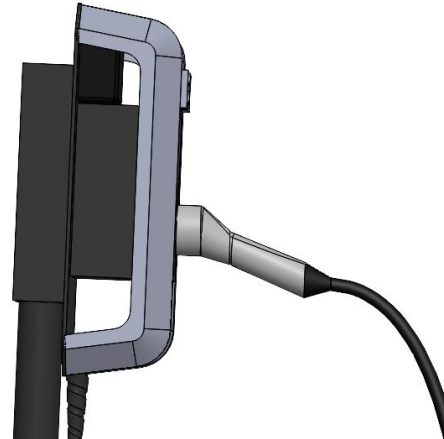
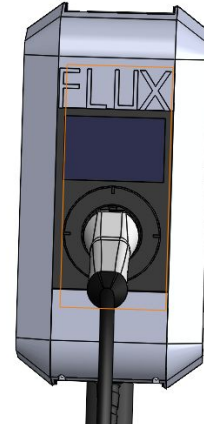


The Solution

Does your parking place have a charging station?
11 responses



- Yes
- No
- I only have my Portable charger given by Ather Energy.



Team
Name

Target Customers

Who are our customers?

Priority one:
Businesses



- Residential Societies and builders in tier I and II cities - **Building future ready housing**
- Cafes, restaurants, malls and outlet businesses - **Customer Experience and Comfort**

Secondary :
Direct Customers



- Homeowners throughout the country - **EV users and pioneers**







Value Proposition

What would be the benefits to the customer

- Businesses : Sought after Amenity : Future Ready Infrastructure : Customer Attraction
- World class safety and smooth functioning interface



Competition

	EV Manufacturers (Ex.- Ather, Ola, Tata)	Oil and Energy Companies (Ex. Total, Shell, Indian Oil)	Existing Startups (Charge Mod , Exponent Energy)	Flux Energy
Open to buy	Exclusive to Customers	Not for Sale	Not for Sale	
Cross Competent across vehicles	Limited cross competency	Limited Options		
Cloud Based Interface		Not Available		

Revenue Streams

- How will We make money ?
- Retail selling of EV Chargers with some profit margins
- Recurring revenue- **Commision on the Software As A Service (SAAS)** : Recurring revenue
 - For example- small amount during every charge (like 5Rupee per charge as service fee)
 - **Flux Hardware will be exclusively compatible to Flux Software Service**
- EV Infrastructure contract (design and implementation) for construction projects
And parking spaces.

Project Plan GANTT chart



	2023				2024		
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	1st Quarter	2nd Quarter	3rd Quarter
Product	Prototype	Beta Prototype	Certifications and Ratings	Refining and Mass production			
Market				Market Entry	Tier 1 cities		
Company			Begin Manufacturing				

Team



Harsh Meel
Battery, IIT Bombay Racing



Yash Patil
Structural, IIT Bombay Racing



Pranjal Jain
R&D Head, AUV IITB



Mriganka Mukherjee
PhD Student, Power Electronics



Sarthak Rao
Product Design, IDC



Harsh Baldawa
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