



## KIWI CHARGE

### COMPANY

**Website:** <https://www.kiwicharge.ca/>

**Year Established:** 2023

**Patents/Trademarks:** 1 Patent Filed 2 Pending

**Stage:** Working prototype

**Industry:** Robotics, CleanTech, Electric Vehicle Charging

### TEAM

E-mail Address: [abdel@kiwichearge.ca](mailto:abdel@kiwichearge.ca)

**Founders and Management Team:**

**Abdel Ali, MBA, CFA - CEO**

- Venture Builder, Venture Capitals, & Investment Consulting

**Harshit Madaan, M.Eng - CTO**

- M. Eng. Electrical and Computer Engineering, Ex. Entrepreneur

**Saksham Malik, M.A.Sc - CPO**

- M.A.Sc. Mechanical and Mechatronics Engineering

**Aamir Abubakkar, MBA - COO**

- Manager, Licensees and Strategic Partnerships

**Jumana Fathima, - CAIO (Chief AI. Officer)**

- BS, Bioengineering and Biomedical Engineering (Data Science Focus)

### FINANCIAL INFO

**Revenue:** \$200K (Non-core Revenues)

**Monthly Burn:** \$30K

**Funding to Date:** \$600K Grants + \$900K in investment

**Capital Seeking:** \$2M Seed by Dec. 2025

### USE OF FUNDS

<b>Product Development</b>	\$800,000
<b>Operating Costs</b>	\$700,000
<b>Marketing</b>	\$400,000
<b>IP</b>	\$100,000
<b>Total (USD)</b>	\$2,000,000

### COMPANY OVERVIEW

**Kiwi Charge** is a Robotics and AI startup that is redefining EV charging in buildings, by delivering next-gen infrastructure at 40% of the cost. Each robot replaces 30 Level 2 chargers at 40% of the cost.

**Problem:** One in three North Americans live in multi-tenant buildings, yet most lack access to EV charging because installing fixed chargers requires expensive electrical upgrades, trenching, and long permitting timelines (6 to 18 months) and deliver poor ROI due to low utilization.

**Value Proposition Statement:** We offer a mobile, AI-driven charging unit that can navigate to EVs in a parking area and charge multiple cars without a person being present and with minimal costly fixed installations. This solution offers property owners, EV drivers, dealerships, and fleet operators a turnkey charging service at a fraction of the cost and complexity of traditional charging station. Each robot replaces 30 Level 2 chargers at 40% of the cost.

**Technology:** Our proprietary autonomous charging robots and modular Kiwi Dock systems eliminate the need for fixed infrastructure, conduit trenching, or panel upgrades. Unlike traditional Level 2 chargers, our units dynamically allocate charging capacity using AI-based load management and require no rewiring per additional EV owner. This results in 3x utilization compared to fixed chargers, a 60% lower installation cost, and immediate deployment scalability. The solution is vertically integrated with smart software for building dashboards and energy optimization.

**Current State of Development:** Kiwi Charge has completed R&D, prototyping, and completed live deployments of a trailer version of our solution in partnership with the Cities of Markham and Vaughan through the Ontario Vehicle Innovation Network (OVIN). We are now preparing for full commercial pilot of our autonomous units with Tridel, Mattamy, GM, and Pfaff group.

### MARKET

**Target Market / Addressable Market:** Kiwi Charge's target customer base is EV Owners who live in new or existing buildings (renters, or homeowners) who don't have access to EV charging options at home.

**Market Size:** The Charging-as-a-Service market is projected to reach a TAM of \$54B by 2030 and is growing at a CAGR of 30%. We estimate a SOM of \$420M. In Toronto alone, our target customer base is estimated to be 563,556 potential customers. Assuming we capture 1% of this base with a conservative \$149/month subscription fee, that translates to \$10M/year in Toronto alone. Our model can be implemented in major cities in NA and globally.

**Additional Markets:** the Energy Storage as a Service market is projected to reach a TAM of \$135B by 2030.

### REVENUE MODEL AND TRACTION

**Revenue Model:** 1) **Hardware Sales:** Kiwi Dock: \$90,000/unit and Kiwi Charge Robot: \$45,000/unit 2) **SaaS Sub:** \$100–\$150/month/EV user

**G2M Strategy:** Partner with developers & property managers to promote us.

**Current Traction:**

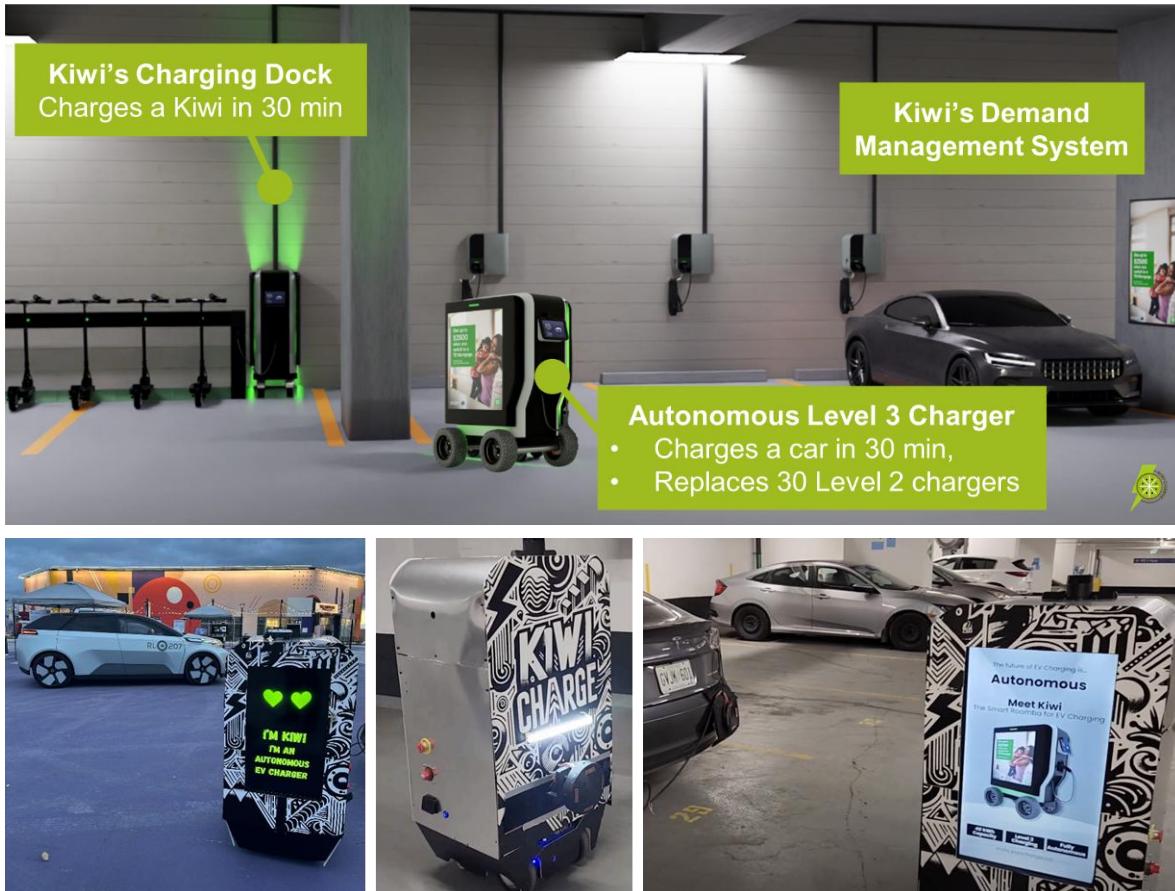
- \$1.7M pilot with General Motors, and Pfaff group + \$500K Grant secured
- 140 buildings in our waitlist + Paid pilots with Tridel & Mattamy
- Filed Patent + Access to \$300K in IP funding grants

### MILESTONE PLAN

**Milestones:** launch pilots with Tridel and Mattamy Homes Q1 2026, Certify and Commercialize product by Q2/Q3 2026 and generate \$500K in ARR in 2026



## AUTONOMOUS EV CHARGER



## TRAILER EV CHARGER

