



UPGRID[©]

ENERGY

PITCH DECK



OUR BIG IDEA

UpGrid® Energy is a new company selling innovative, smart modular EV battery charging products, utilizing renewable energy as a source. The simplified charging through modularity uses Direct Current power as a main source instead of just relying on power from the grid. This leads to increased efficiency, lower electricity costs and constraints. The advanced charging technology (*patent pending*) is designed to maximize a car's range and optimize battery health.

PROBLEM

Market gap

The chargers on the market today are meant to simply replenish the EV battery without real consideration for customers' comprehensive needs. They are often reliable on nonrenewable energy sources, bulky, not user friendly, and serve only as an accessory to the electric vehicle.

Financials

Charging EV batteries is still not always cost effective, due to several reasons. The first being electricity bills. The second is recurrent costs in form of upgrades, service and additional functionalities.

Customers

Customers are faced with two choices for home EV charging, either choosing a cheap charger that relies on slow charging from the grid without any additional features or investing in costly chargers relying on battery storage.

Environmental

On average it requires 353.3 kWh/month to charge an EV car, and just in 2023 more than 1.4 million EV cars were sold leading to approx. 495×10^8 kWh/month. This equals nearly a quarter million tons CO2 emission if half of it comes from the traditional grid.

SOLUTION



Close the gap

We offer a modular smart EV battery charger that brings innovative technology using renewable energy as a source. Providing convenience in form of ease-of-use and excellence at the same time.

Target audience

Environmentally conscious consumers, those that prioritize sustainability and innovative technology. The main customers are of course those who have electric vehicles and are often early adopters of modern technology.

Environmental impact

UpGrid® Energy's innovative chargers utilize a technology that optimizes the use of renewable energy sources in a smart and optimized way leading to reduced carbon footprint.

Easy to use

UpGrid® Energy chargers will offer an entrance to a modern future. Customers are welcomed back home to a relaxing space with state-of-the-art technology. The sleek design, unique features and user-friendly interface will appeal to customers and spark a demand to own the systems even before owning an electric vehicle. We call it **The Home Charging Valet**.

TIMING

Now is the time for UpGrid® Energy to be introduced into the market. The infrastructure supporting the transition of sustainable living must evolve to meet the growing demand. Modern and state-of-the-art technology will have a faster transition away from fossil fuel dependency. Our smart chargers will **utilize modularity** to minimize time to market for **new features and hardware whenever customer needs change**.



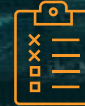
Unique

A modular smart EV battery charger that work seamlessly together with integrated and external systems.



First to market

First modular charger that adhere to customers' needs.



Patent

Patent pending for this novel invention.



Special Features

A smart charger that provides valuable information to be demonstrated in different platforms.

PRODUCT BENEFITS

LUMEN[®] - Smart charger [Patent Pending]

- *Use of Sustainable Energy Source*
- *Sleek design*
- *Flexibility by Modularity*
- *Smart mobile application with seamless communication*
- *Efficient and Optimized Charging*

** Detailed Description in the Business Plan*

BUSINESS MODEL

We profit on “upgrading” home infrastructure.



System Sales:

UpGrid[®] Energy will have different products both for home charging infrastructure and for controlling and monitoring home energy usage.



Upgrades and After-Sales:

The systems will be manufactured so that it can be upgraded and integrated with other units faster and with less downtime than other products on the market. Increased revenue from selling more modules that will work seamlessly with existing ones. Sales of parts and accessories to enhance and maintain product performance.



Digital Services:

Revenue from app subscriptions for advanced features and upgrades. Revenue from community-based platform through membership fees, premium content, sponsorships and partnerships.

MARKET OPPORTUNITY



\$163 billion

Market research predicts that the EV charging market will be worth \$163 billion in 2024 and \$652 billion in 2029, growing by 300% by that time.

15,4%

According to a study by Infinity Business Insights, the global renewable energy management software market size is forecasted to expand at a CAGR of 15,4% through 2032.

\$30 billion

Residential solar panels was estimated at \$30 billion in 2022 and is estimated to grow at CAGR of 13,7% by 2030.

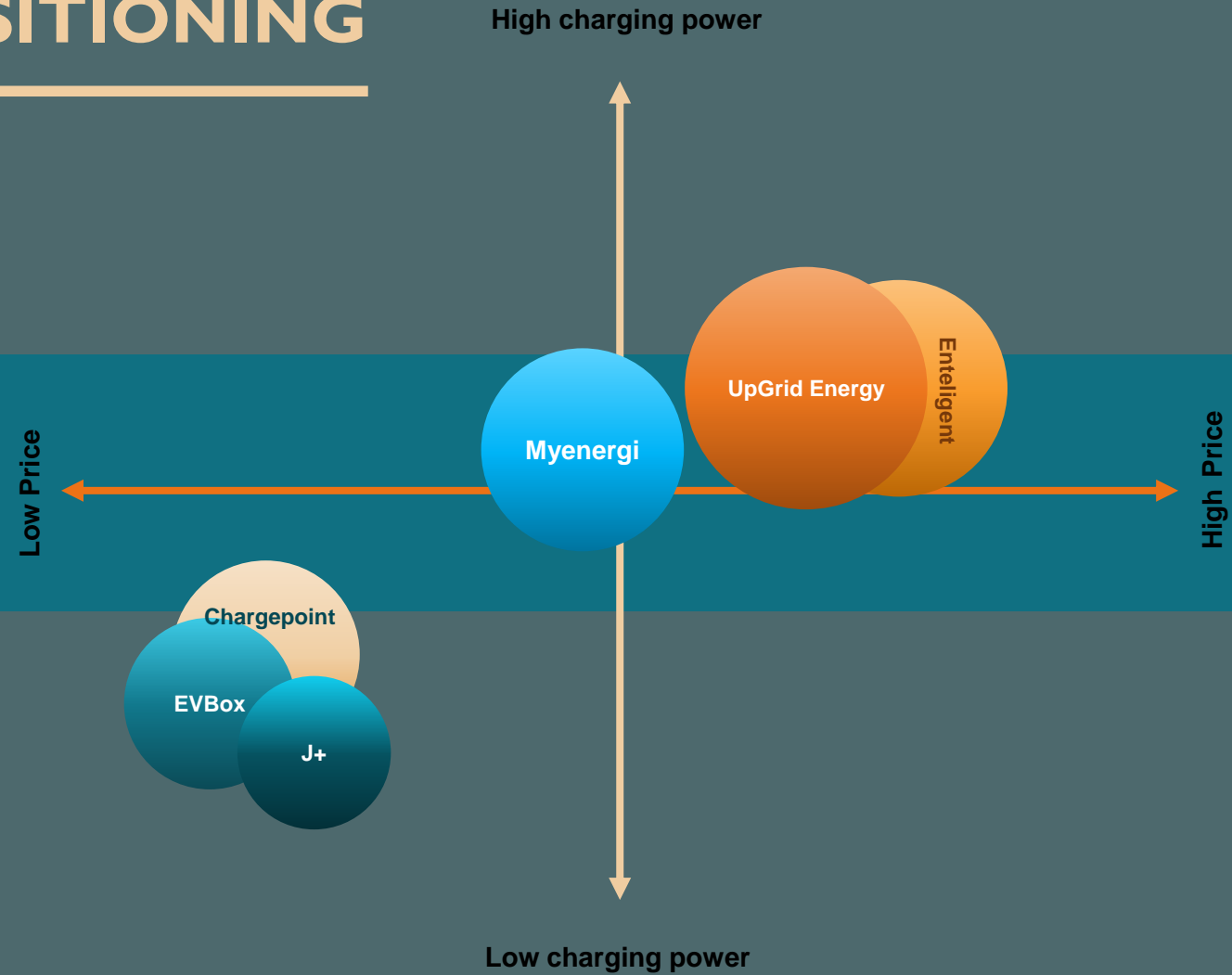
COMPETITORS

Enteligent: a technology company specializing in advanced battery charging solutions. They focus on developing sustainable energy management systems, particularly for electric vehicles and renewable energy applications. Enteligent's products aim to optimize charging processes and reduce energy costs.

Myenergi: is a company that specializes in smart energy solutions, particularly in the field of electric vehicle charging and renewable energy management. Their products are designed to optimize energy usage and promote sustainability. They empower to harness renewable energy and reduce carbon footprint to contribute to a greener future.

Other brands – Chargepoint, EVBox and J+: EV battery chargers where the technology is mainly dependent on the grid.

BRAND POSITIONING



* Bubble size represents features and benefit

TARGET AUDIENCE



Home Based

The main customers are those who have electric vehicles, are environmentally conscious and prioritizes sustainability. Customers that can have a charging solution at home.



Premium EV Owners

The detailed and high-quality craftsmanship that will be put into UpGrid® Energy products is a commitment to luxury and premium design and align perfectly well with premium EV owners.



Gen X and Millennials

This is the broader audience; they are prosumers who are often Tech-Savvy individuals and are comfortable with technology. Understanding the importance of integrating charging capabilities into their daily routines.

MARKETING AND GROWTH STRATEGY



Marketing through advertisement and social media presence.



Exclusive partnership with an EV manufacturer



Creating a strong brand that will become synonymous with forward-thinking and modern technology.

THE TEAM



Simon Jani
Founder and CTO



Suzanne Jani
Founder and CEO



Arnau Vidal
Tech Lead

Simon Jani

MSc in Engineering

Founder and CTO



Simon is a scientist with a MSc in Engineering, he began his journey in the renewable energy sector by conducting research and development on solar cells and fuel cells, which resulted in scientific publications.

The potential to transform energy systems to reduce greenhouse gas emissions was a strong driving force behind his career choices, leading him to eventually work in the automotive industry. Within this field, he was leading intricate programs within battery-equipped vehicles and electric architecture.

Witnessing the pressing challenges of climate change and the need for clean and sustainable energy sources, he was motivated to leverage his nearly 2 decades of scientific expertise in the development of this novel invention. With a deep understanding of both renewable energy and electric vehicles, he possesses a comprehensive knowledge of technology from all angles. This enables him to envision how vehicle batteries can deliver optimal performance in terms of longevity and range, while also considering the energy source for maximum efficiency.

Suzanne Jani

MSc in Chemistry

Founder and CEO



Early on, my greatest passion was to lead a group of people in creating a new game that we could play. This was the essence of my childhood. I would gather my cousins, sit them down and share my ideas and the strategies behind them.

After working in the Biotech industry for several years I decided to start my first venture in 2016, Belle Dame. It was a cosmetics brand with a then-new material technology that combined healthy ingredients with durability.

With over a decade of sales and marketing experience from the technology industry, I have now arrived at my next destination. Together with my husband Simon, I co-founded UpGrid Energy driven by our shared passion for technology and innovation. Our goal is not only to make a difference but to bring a groundbreaking revolution to the table. The business plan we've created is just the beginning, as we aim to leverage Simon's expertise in renewable energy and my creative ideas to guide this company towards becoming a leading enterprise. Our vision includes developing a diverse pipeline of products and expanding into various markets.

Arnau Vidal

MSc in Architecture

Tech Lead



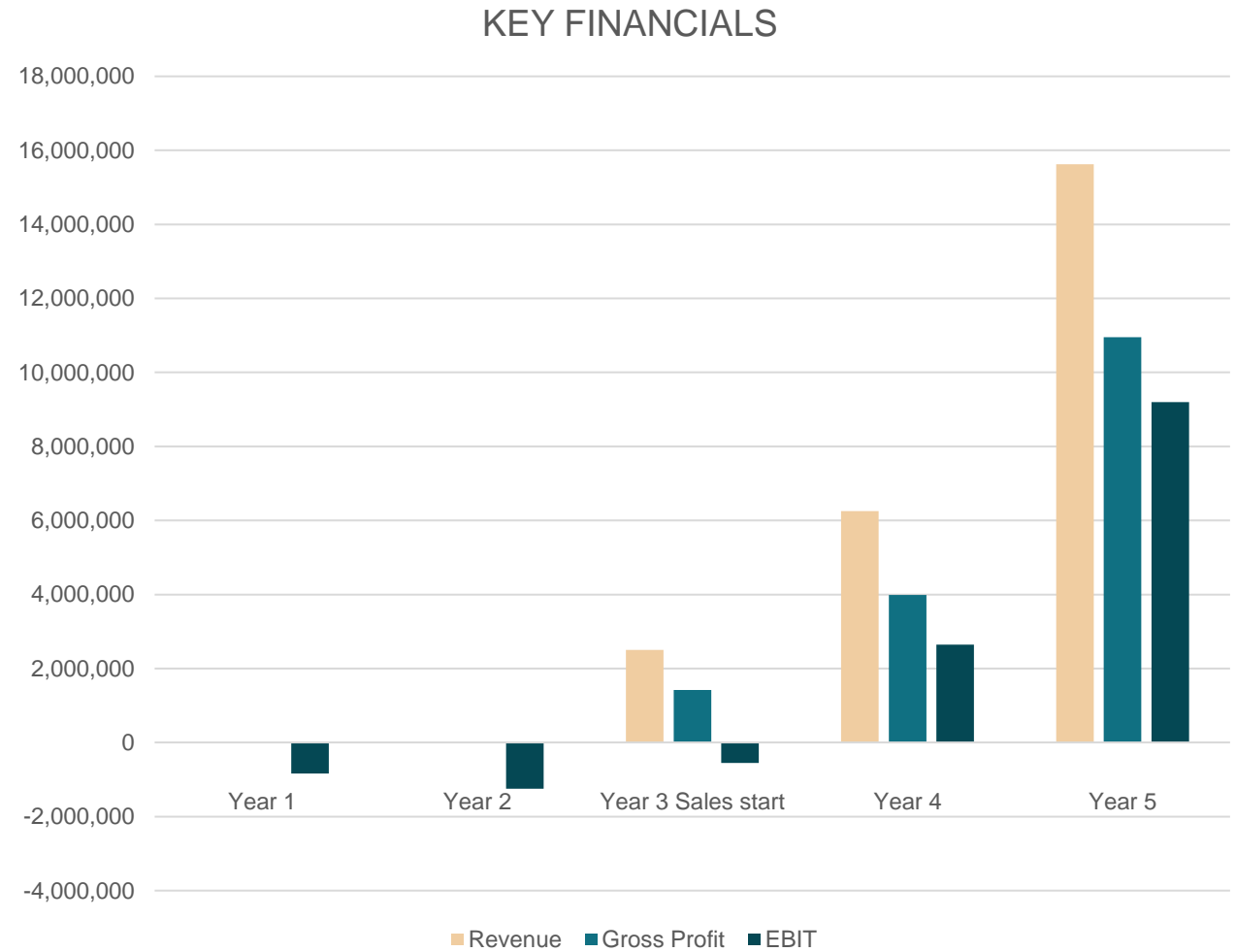
Meet Arnau, a visionary architect who has always been driven by the pursuit of innovation and pushing boundaries. With a knack for design and a passion for creating sustainable solutions, Arnau made a significant impact in the architecture industry. However, a pivotal moment led to a life-changing decision - to transition into the dynamic world of coding and app development.

Arnau brings a unique perspective to the table, combining functionality, aesthetics, and user experience to create a truly exceptional mobile application. By simplifying the charging process and enhancing the overall user experience, Arnau's mobile application aims to accelerate the widespread adoption of electric vehicles by providing a seamless and enjoyable experience.

Driven by a passion for sustainability and a relentless pursuit of excellence, Arnau is committed to challenging the status quo and shaping the future of the vehicle battery charging industry. With a keen eye for detail and an innate ability to think outside the box, Arnau is poised to deliver a mobile application that will truly revolutionize the way we charge our electric vehicles.

FINANCIAL PLAN

We target \$15M revenue by 2030



REQUIRED FUNDING



Venture Capital
Firm Investors



Amount sought
through grant
funding



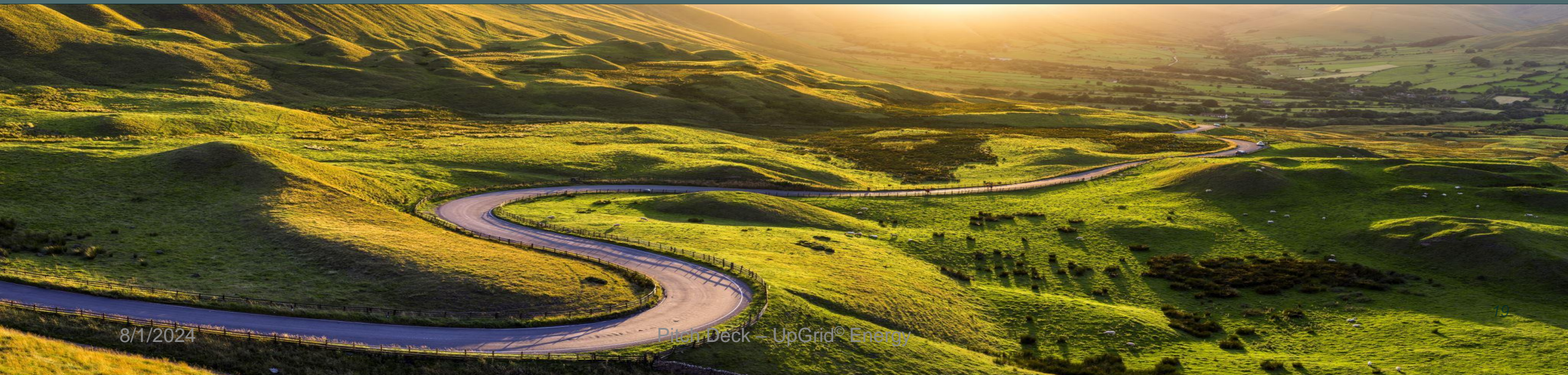
Liquid cash we
have on hand

This business plan outlines the funding requirements and financial projections for this high-potential startup. The total funding needed for the first two years is \$2.5 million.

The management team is committed to executing the business plan effectively, ensuring a successful and rewarding investment opportunity for our valued investors.

Vision

Our vision for the future is that UpGrid[®] Energy becomes a powerhouse of innovation and growth, with a robust pipeline of cutting-edge products. We provide **solutions for the entire charging infrastructure**, from high-efficiency concentrator solar cells to smart home energy monitoring systems, and all the way to fully integrated automated chargers that communicate with vehicles. Our logo is a familiar sight in households across America, symbolizing trust, quality, and technological excellence. We are committed to pushing the boundaries of what's possible, consistently delivering solutions that make a meaningful impact on society and drive sustainable growth.



THANK YOU!

- 👤 *Suzanne Jani, Simon Jani*
- ✉ *suzanne.jani@upgridenergy.com*,
simon.jani@upgridenergy.com
- 📞 *(312)468-2697*