

INVESTORS PITCH

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Why the need of Chargick?



Electric Vehicle is becoming a reality and is changing the habits of the users. It creates new requirements and issues as specific to any new industry.

The user of Electric Vehicle faces lot of doubts and barriers that is preventing the adoption of this type of vehicle.

We want to solve this problem and contribute to create a strong base that will allow the transition of the world towards Electro-Mobility.



Nobody focuses in an integral way to solve customer problem



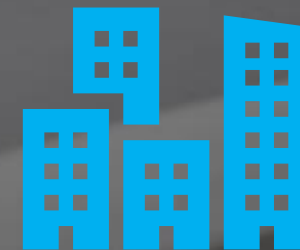
What Customer faces is:-

- Lot of doubts and very little filtered information.
- Very similar proposals in the market.
- Complex and very long Installation process.
- Lack of traceability of different steps in the process



Other Market Players:

- Disjointed Service Offers/Lack of Value Added Services.
- Business Models Traditional and Offline.
- Value Proposal with little differentiation

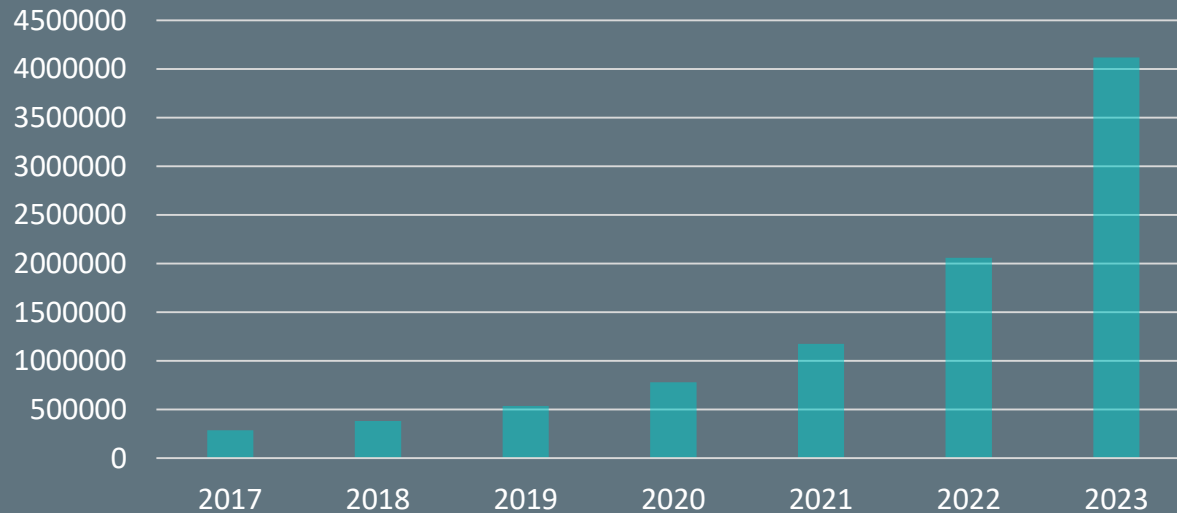




The EV Market, a great opportunity

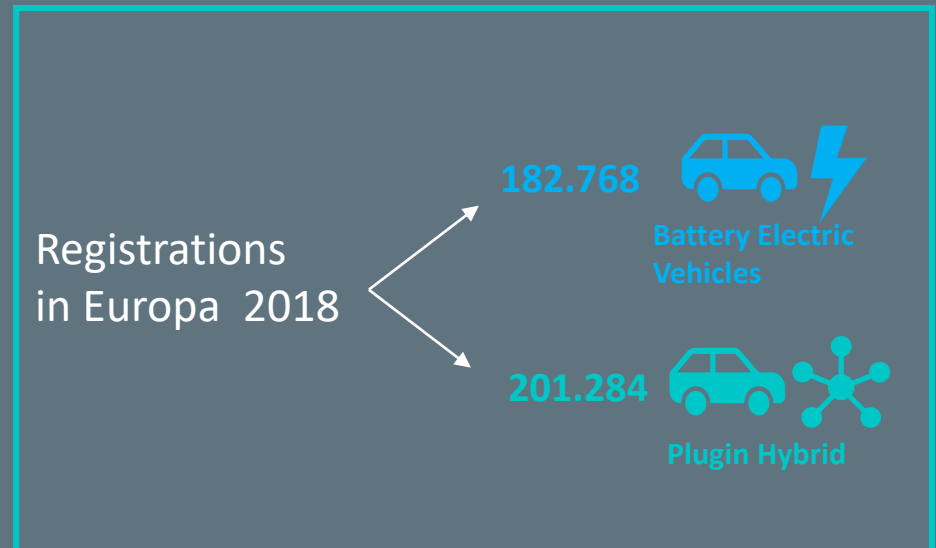


ECV Registration in Europe and Forecast



■ Electrically Chargeable Vehicle

Fuente: ACEA





Welcome to Chargick (Click and Charge)



Chargick is the **service platform** that offers the users of Electro-Mobility all they need in their day to day in a simple way and with one click.

The first service that we have developed is the **Installation of Charge Point**, knowing that this is the first service user demands and is **profitable today**.



Current Situation



CARGATUCOCHE

In November 2018 launched in the market Cargatucoche to validate our business model and to understand the problems in the sector:

- +500 leads
- +60 Charging Installations done
- +60.000 euros in revenue.
- Installations done across Spain.
- Installation Partner at national level.
- Vendor Agreement for Installation Material.



Identification of the
challenges in the
sector



Validation of the
new model



Lessons Learnt



Average Installation
time of 2-3 weeks.



The customer does not
know what they need
(consultancy).



Installers lack
knowledge about
Electric Vehicles.



Traditional Companies
with Offline Model.



Need of a visit to
provide budgetary
proposal.



Lack of Customer
Satisfaction with the
services.



In Cargatucoche we have developed



Digital Configurator of the Charging Solution step by step:

- Workflow based on Customer Response.
- Help at each stage.
- Scalable model to manage large number of customers.





And we validated the market



“The web configurator was the reason I contacted Cargatucoche”

Pilar Jofre ★★★★★

“I have the customer experience much better and much simpler than any other vendor”

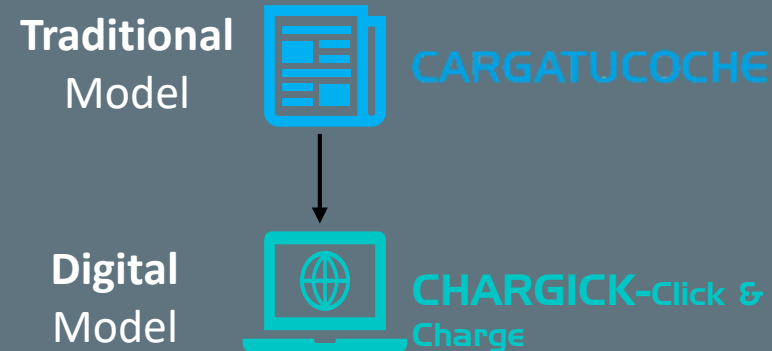
Fernando Picazo Feliú ★★★★★

“The Configurator is the best”

Tomás Pérez Ramos ★★★★★



New Concept of the Solution



CUSTOMER

- Rapid, efficient and on demand solution for Charging and reduced Installation time.
- Simple Digitized Customer Journey with real time traceability at each step of the process.

PARTNER (Installers)

- Extra source of income without compromising their other Jobs.
- Payment process per Installation optimized in function of the job difficulty.
- Credits for the high Customer evaluation as an incentive.

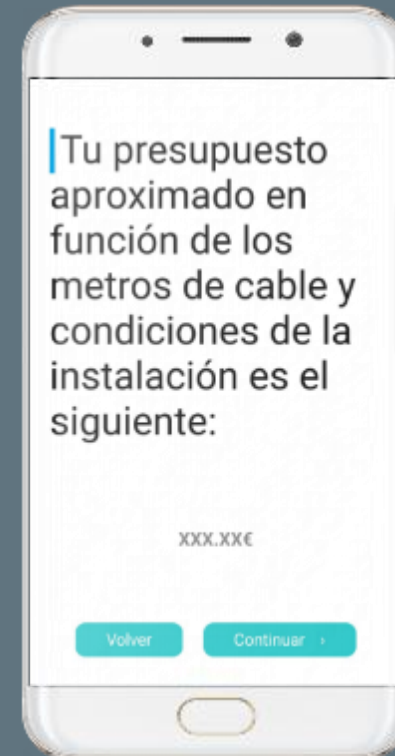


Charging Solution in a Click

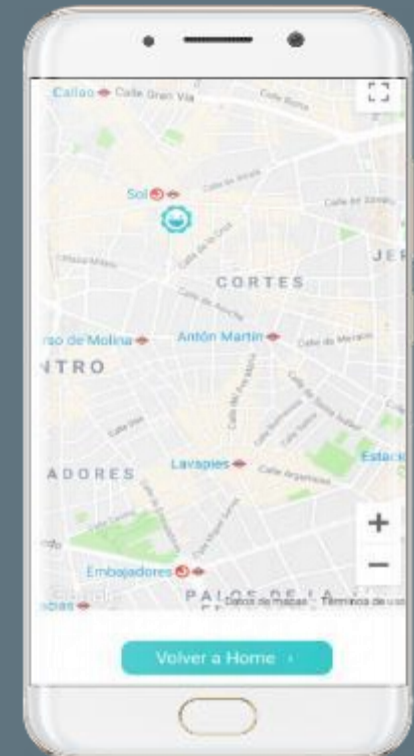
- Configure step by step the charging solution as per your needs from any device.
- Access to a digital assistant during the process.
- We connect you to a network of certified professionals that will realize your installation.
- Secure payment and full traceability of the process in real time.
- Assess and give a rating to our Installation Partner.



Customer
Screen

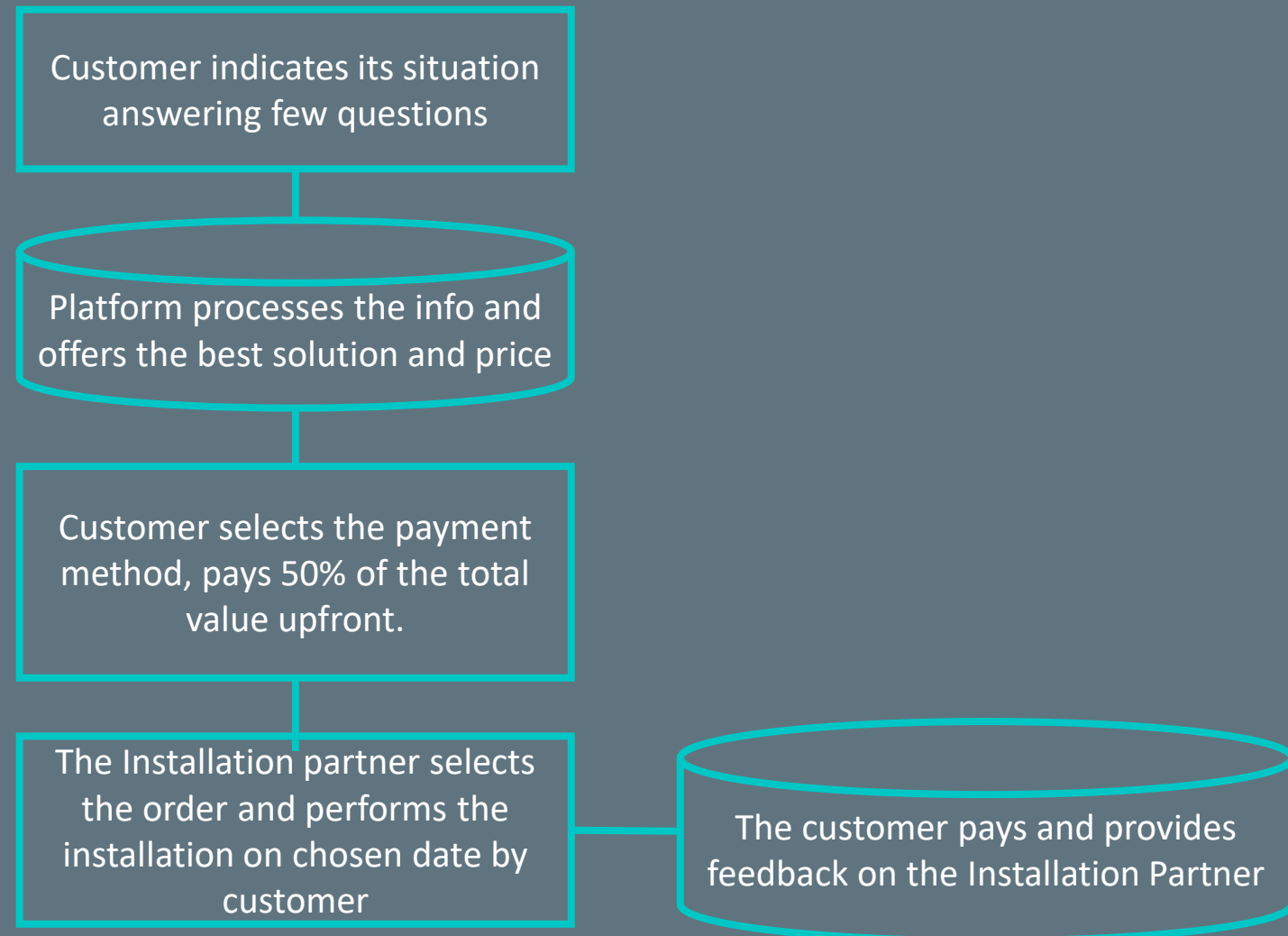


Partner
Screen





Order WorkFlow





Comparison

	Chargick	Others
Solution Assessment	Digital	Manual
Proposal	Instantaneous	Field Visit
Installers	Trained in sector EV	Without training
Total Installation Time	5 days	2-3 weeks
Value Proposal	Oriented towards customer	Opportunist
Business Model	Online	Offline



New Solution Concept



Average time of
installation of 5 days.



Digital Consultancy in
simple questions.



Autonomous Installers
trained in EV.



Online contracting of
the installation



Online Proposal without
the need of field visit.



Creation of value for our
customers.



How we choose our partners ?





Acquisition Channels



CLIENTS



1. Web
2. SEO & SEM
3. Car Dealers
4. Enterprises

PARTNERS



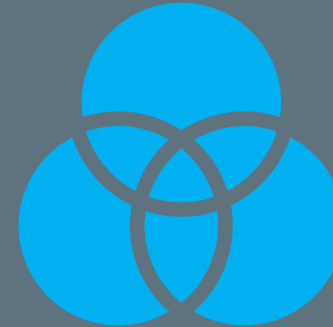
1. Web “Partner Web”
2. Training Schools
3. Employment web portals
4. Electric Material Storage Specialist



¿And after Installation?



Installation



Community Chargick

We use the installation service to capture customers on our platform, as it generates trust. We introduce new recurring services between users and allow third parties to integrate their services. We created the first service platform for the VE user.



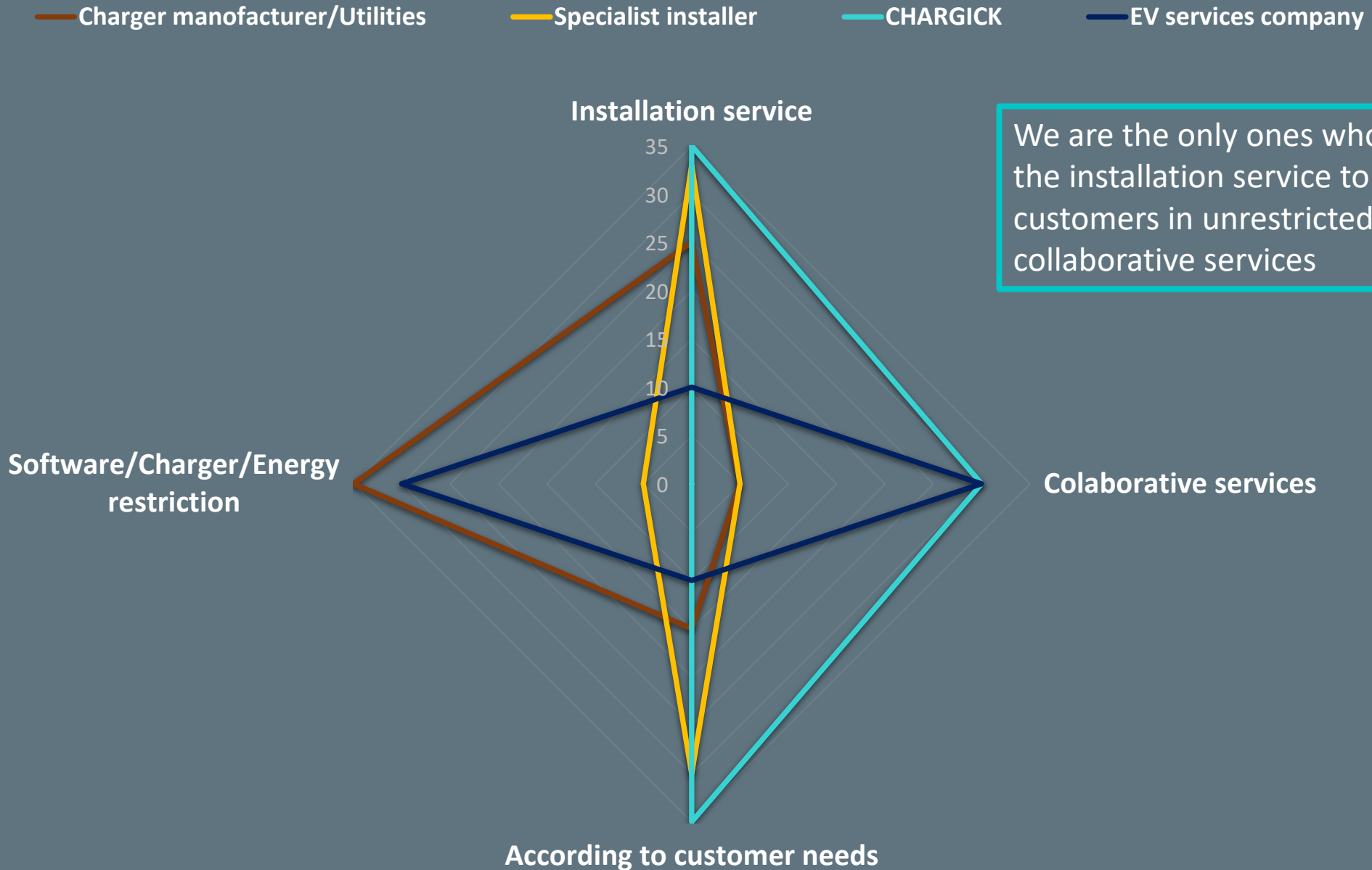
Colaborative Service Example



CHARGICK
TRYEV

The users that acquire an Electric Vehicle knows more of the vehicle than any other comercial automotive agent.

With TryEv the users can offer to show their vehicle, perform test drives and respond to the questions of other users who want to purchase an Electric Vehicle and earn money for it.



We are the only ones who can use the installation service to engage customers in unrestricted collaborative services

Business Model



Installation Service of Charge Points
(30% Gross Margin)



Collaborative services among
users (in the roadmap)



Fee for services offered by 3rd party in
our platform (in the roadmap)

Our income





Roadmap and Possible Exits



Mar 2020

Launching Other Services:

- Rent a charge.
- Solar energy.
- Compare Energy Tariffs

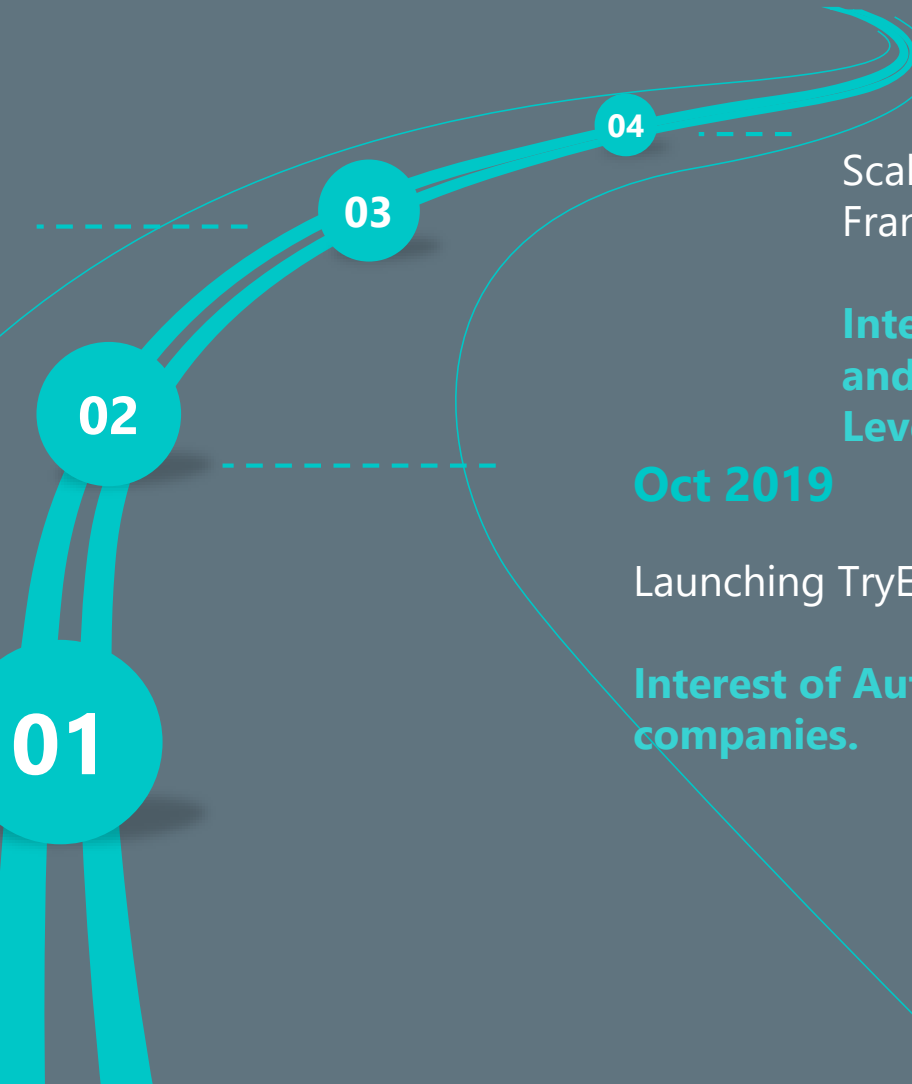
Interest in critical user mass and big data at National Level.

Sep 2019

Launching Chargick Spain:

- Installation Service.

Interest for Utilities.



01

02

03

04

2020

Scale to UK, Germany and France.

Interest in critical user mass and big data at International Level.

Oct 2019

Launching TryEv Spain

Interest of Automotive companies.



Internationally Scalable Model



The model can be replicated in any market:

- Similar structure and dynamics.

It is all about being **First**:

- Strong networking effect in the market.
- Relationship between Autonomous Installers and Customers.

Exhaustive analysis of the market has been done for international expansion.

Variables Analysed:

- Alternatives available and their quality.
- Size of the market.
- EV Evolution.
- Subsidies for purchase and installation of Charging Point.
- Electricity Regulations.



Team Evolution



SEP 2019



NOV 2019



APR 2019



AGO 2019



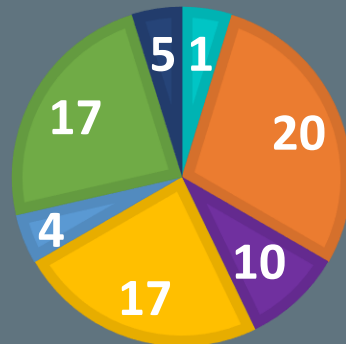
DIC 2019



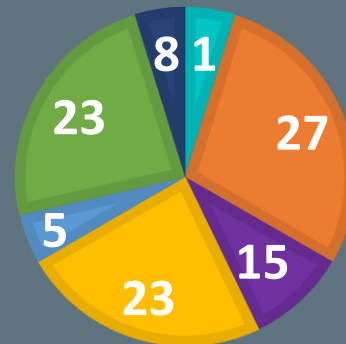
2021



2022



2023





Why Chargick?



For our Customers



Value Proposition as per
the customer needs



Services on User
Demand



Digital and Simple
Customer Journey

For our Investors



Cargatucoche as a
MVP



Hypothesis
validated in the
market



Team expert in the
sector



El mejor equipo posible



Javier Maldonado
Director Comercial

- Co-Founder of “Cargatucoche” and “Chargick”
- 10+ years of experience in Automotive Sector as Sales Director.



Enrique Alía
CEO

- CEO and Co-Founder of “Cargatucoche” and “Chargick”
- Marketing Expert in Automotive Sector and Entrepreneur.



Jose María Estévez
CTO

- 12 + years of experience in Software Development.
- Expertise in development of Apps in the Electro-mobility sector.



Akhil Gupta
Partner/Advisor

- 20 + years of experience in Telecom, IT & EV Sector.
- Worked at Executive Positions in International Sales and Software Development.



Investment Needed



SEED MONEY: 250,000 € in two rounds:

Current Round : 100.000 €

Valuation premoney: 1.300.000 €

Investment for Development of Installation Service (Click and Charge) and TryEV, Marketing of services and building the team.

iSee you soon!



CHARGICK
CLICK AND CHARGE