



See the future of EV charging

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Founder & CEO

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Product

Software development currently at MVP stage

£250k of grant funding secured including from Innovate UK, DfT, APCUK.

Competitive Advantage

Proprietary public EV infrastructure software solutions based on years of development.

Technology became finalist at the Shell.ai 2022 hackathon

Market Ambition

Expected revenue of over £100 million annually by 2028.

Shell Energy is our beachhead customer.

Founding Team

Founder with PhD and 10+ years in energy system infrastructure planning, founding engineer with 12+ years in cloud integrated multi-platform software solutions

Team

Growing engineering team with the right expertise in energy, mobility, artificial intelligence and B2B software development.

Exit

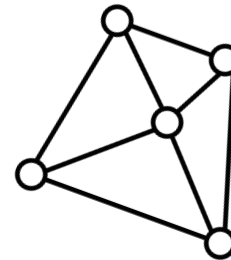
Strong potential for trade sale in 3 - 5 years but instead aiming to be dominant market-lead in 5 - 8 years

Building a public charging infrastructure is extremely capital and material intensive.

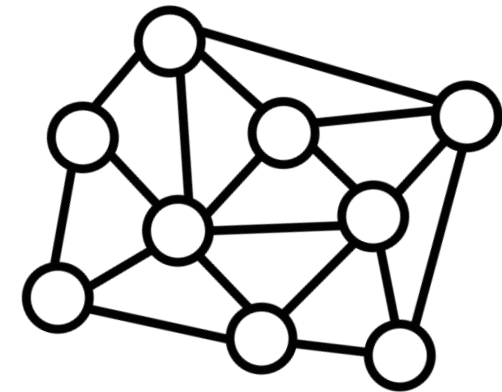
Currently, there are **no commercially available intelligent & predictive software products** that help businesses to make cost effective investment decisions for public charging points.



New networks face significant technical barriers to enter market and lack of know-how reduces their capability to secure capital.

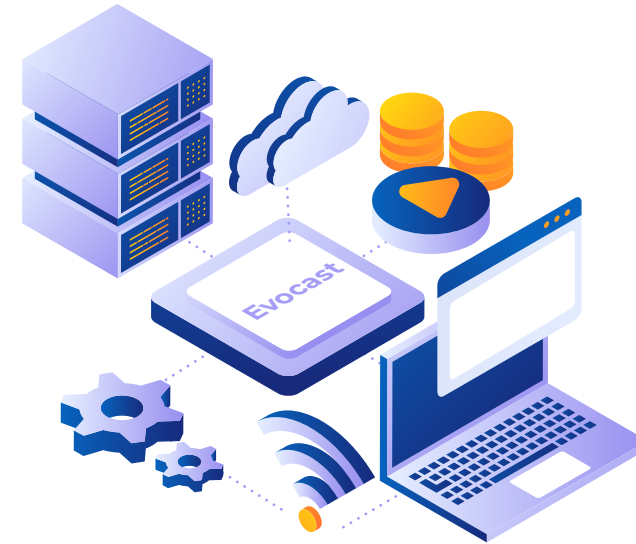


Small networks depend on consulting companies, which means high upfront costs but slow design delivery.



Large networks usually have in-house teams but no way to independently confirm their design choices.

Cloud-based B2B software product
for public charging point operators and
energy companies



A specialised software technology that guides planners how they should **expand** or **manage** their public charging networks.

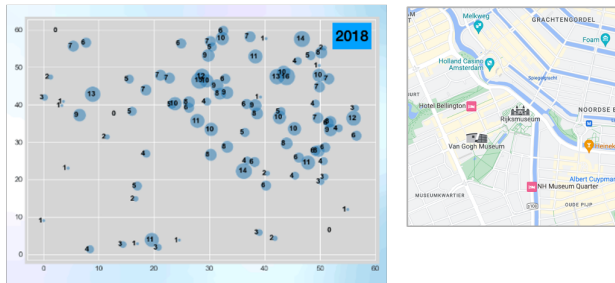
EVOSPOT

Infrastructure planning based on long-term demand forecasting

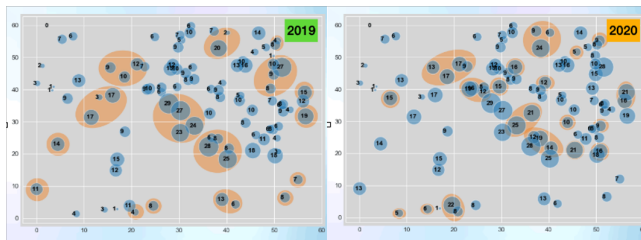
- Identifies high return on investment locations for charging
- Supports future proof expansion of public EV infrastructure.

MVP demonstration: Optimal expansion plan of public EV infrastructure in NL

a. Existing infrastructure in an Amsterdam neighbourhood (2018)



b. Infrastructure expansion to serve project charging demand (later validated with real demand growth)



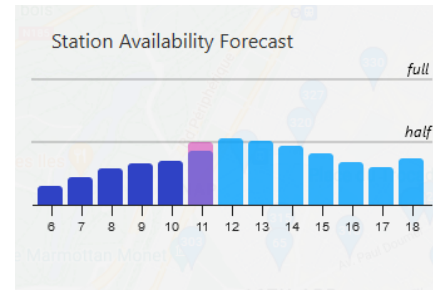
Data and locations anonymised for confidentiality.

EVOCAST

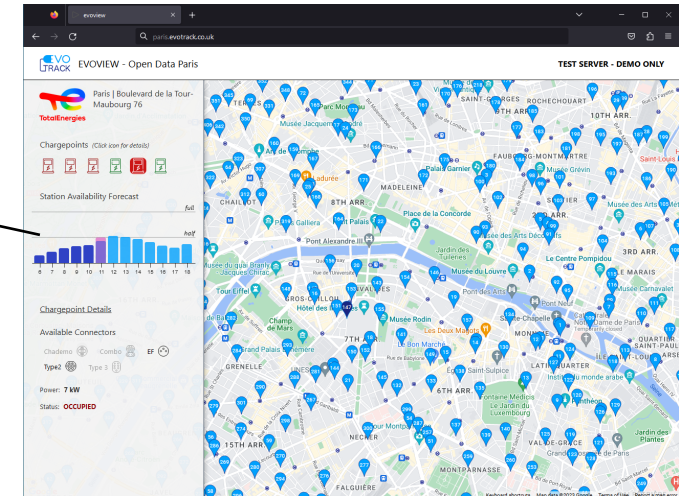
Operation and power provision based on short-term demand forecasting

- Enables dynamic pricing strategies to mitigate charging hotspots.
- Helps better fleet management and forecast energy demand fluctuations.

MVP demonstration: Open-source demonstration on Paris/France infrastructure



Station availability forecast indicates the likely charging demand in upcoming hour(s).



State-of-the-art technology

In-house algorithms using machine learning techniques

- Identifies patterns affecting charging demand considering key urban infrastructure and external elements.
- Generates automated ideal placement decisions for any city around the world.

The technology is being developed based on years of research and software at **Imperial College London**

Our technology became finalist at the **Shell.ai hackathon 2022** on public EV charging solutions.



Comprehensive integration

Seamless integration with day-to-day operation of our clients.

- ▶ An advanced GUI for
 - carrying out custom designs by expert engineers and designers
 - exploring market options by non-technical experts
- ▶ A unique API for
 - allowing real-time operation in the design and operation phases
 - compatible with third-party or client in-house software.

Our technology is **easily scalable and financially accessible.**

- **Our tech** is designed to operate in **any city around the world**

Our solution has unrestricted operability across all global cities no matter the differences in their infrastructure. This is a challenging design choice that will give us a great competitive edge as well as a chance to make a global market impact.


- **Subscription-based pricing** with add-on services to unlock full market potential

Overcoming a key barrier to market entry for our clients, our subscription model with add-on services allows ANY size of charging networks to easily adapt to business needs. Our clients can use our solution as much as they need without having to commit large upfront costs.

Our core technology allows us to build multiple value-added products.

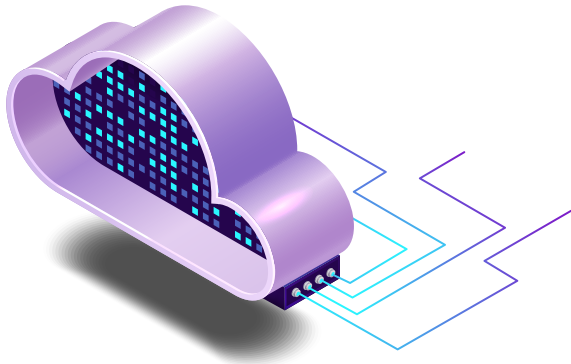


Product Line Details

	Evospot 	Evocast	Evodesign
Description	Identifies how charging network should expand	Forecasts where & when charging network will be busy	Estimates how charging demand will fluctuate regionally
Target Customer	Charging point operators	Charging point operators, EV fleet operators	Energy providers and energy system operators
Technology Status	Prototyping	Prototyping	Under development
Timeline	Beta launch out latest by mid-2023	MVP expected by late-2023	MVP expected by mid-2024
Expected Revenue (ARR)	£15k-£250k per network depending on size	£35-£120 per charging point depending on charger type	£60k-£300k per network depending on complexity

Competitive Landscape

	Charge point access forecast	Charge point siting decisions	Power system consideration	Extreme event modelling	Machine learning capability	Globally scalable	User integration
	✓	✓	✓	✓	✓	✓	✓
	✗	✓	✓	✗	✗	!	✗
	✓	✓	✗	✗	✓	!	✗
	✗	✓	✗	✗	✓	✓	✓
	✗	✓	✓	✗	✓	✓	✓
	!	✓	✓	✗	!	✗	✓



Tailored subscription options

Pricing model where clients pay based on the length and amount of 'design' and 'simulation' interactions carried out on the Evotrack software infrastructure. This strategy captures a larger portion of the market.



Feature-based bundles

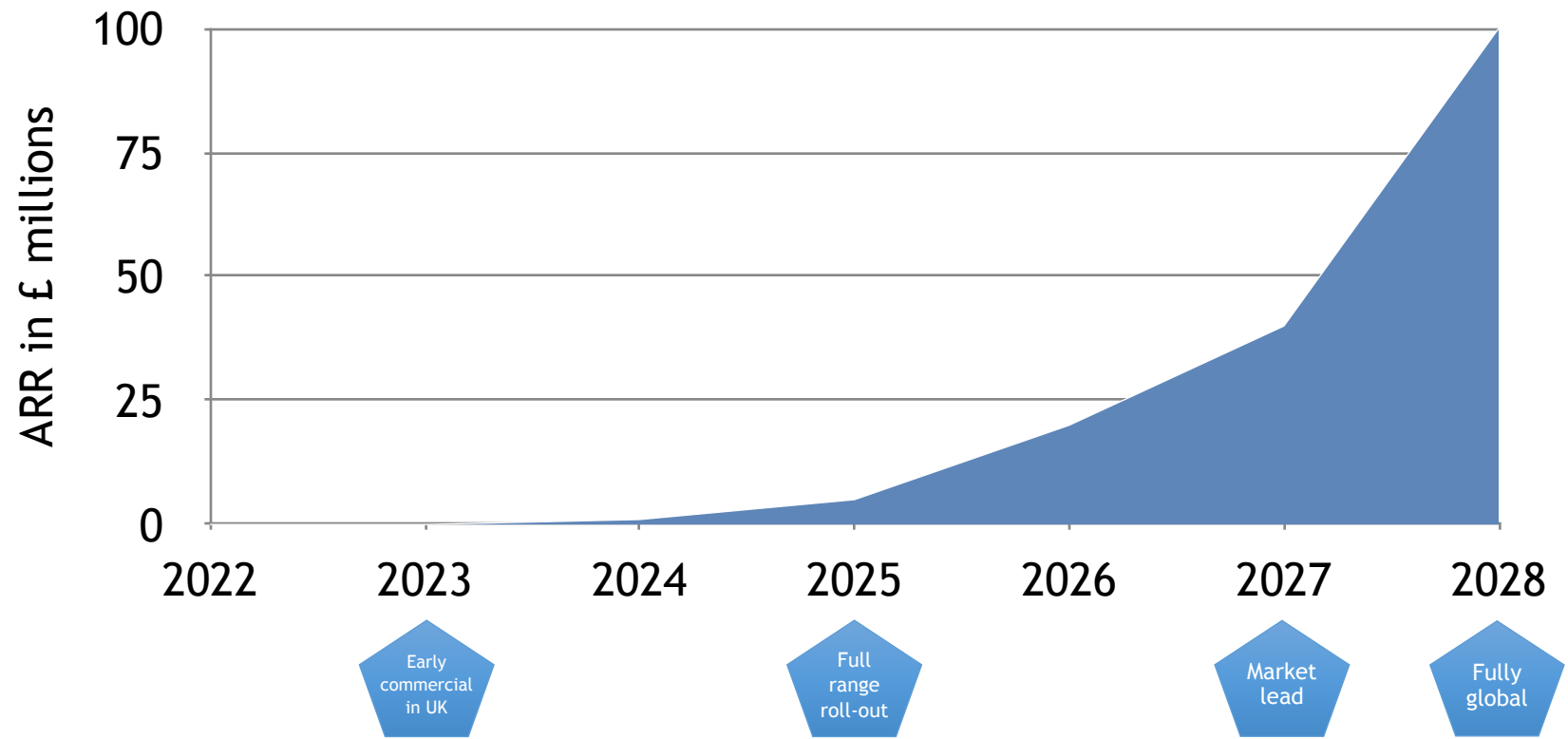
Not all of our customers would need same level of technical detail in our products. We will allow our customers to 'opt-out' from any features they do not need making our services cheaper and more accessible.



Voluntary vendor 'lock-in'

All of our products are seamlessly integrated within our software ecosystem. While our customers would have the option to use any of them separately, we will offer discounts when they are used in parallel.

Revenue Projection



Product timeline

Phase I

Evocast MVP

Launching 6-month beta trial



Evocast UK commercialisation



Phase II

Evocast MVP

Evosee



Phase III

Evocast scale up in Europe

Evodesign MVP



Global reach





Derin Babacan,
PhD

Scientific Advisor

Senior research scientist and machine learning engineer with 20 years of experience in high-tech software product development in big Silicon Valley companies.



Artun Sukan,
PhD

Partnership Advisor

Senior investment manager, who is experienced in venture capital investment, spinouts and technology transfer in high tech companies.



Elif Sevuktekin,
LLM

Legal Advisor

Senior lawyer over 20 years international legal experience including corporate law, intellectual property and international trade.



David Elliott
CEO
Trees for Cities



Francis Toye
CEO & Founder
The Unilink Group



Peter Udale
Director
Responsible Finance



Naveed Chaudhry
Co-founder
Greenhouse



Leadership



Chief Executive Officer
Oytun Babacan, PhD

Software Development



Emre Eran

Technology Lead Senior Software Engineer

Emre has 12+ years of experience in designing and developing highly technical software solutions including for sustainable energy services. He is specialised in cloud architecture design, database operations and integrated software platforms. Emre looks over the whole system infrastructure of our technology and developing cloud-based software solutions.



Omer Suve

Software Engineer

Omer is a talented computer scientist mainly looking at our back-end software development. He also supports our data governance tasks and machine learning tooling.

Research and Innovation



Oytun Babacan,
PhD

Research Lead Senior Research Scientist

Oytun has 10+ years of experience in sustainable energy system modelling such as solar PV and energy storage systems. He is an established research scientist who managed over £400k research funding in last past few years. Oytun founded Evotrack at Imperial College where he started developing our core technology and he leads the research and innovation at Evotrack.



Kian Jansepar

Research Scientist

Kian is our part-time team member, who was previously at the UC Berkeley and now doing his quantum computing studies at Imperial College London. He is working on our location-based station usage prediction technology.



Abdul Khatib

Machine Learning Engineer

Abdul has a background in computer science and he supports our algorithm development in various projects. He also integrates our algorithms into our software infrastructure.

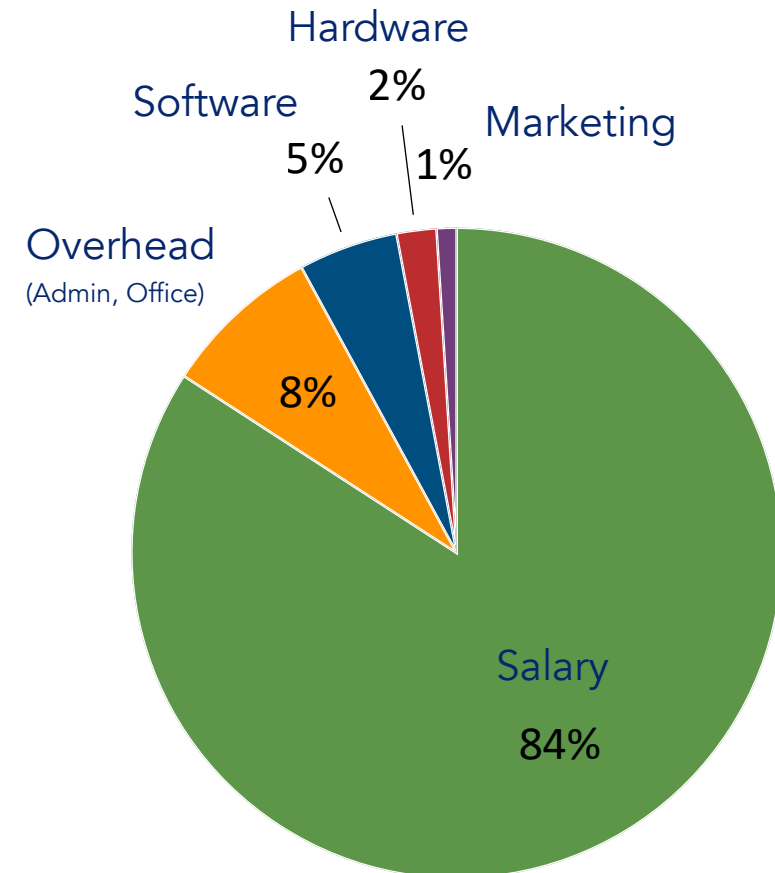
- Seed investment round



£850,000
equity investment

Funding required to reach Phase III and build out launch team and product for next 18 months

- Use of funds





Potential acquirers include:

- Large charge point operators, e.g., Shell Recharge, BP Pulse, Tesla Supercharger.
- Global energy companies, e.g., Octopus Energy, EDF Energy, Enel X.
- Global consulting companies, e.g., Deloitte, Accenture, McKinsey.

Motivation for acquirers:

- Limiting access of Evotrack products to direct competitors in the market.
- Gaining new technical analysis capability while diversifying into rapidly-growing EV market segment
- Generating added value to their own technical products using Evotrack's solutions



See the future of EV charging

**Imperial College
London**

An Imperial spin-out company

www.evotrack.co.uk