



evway

*Charge your car
Live your life*

powered by

**ROUTE
220**
THE ELECTRIC EASY WAY



Available on the
App Store



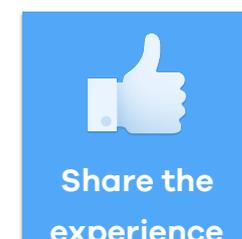
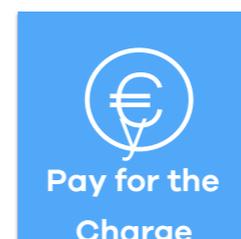
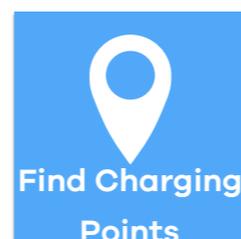
ANDROID APP ON
Google play

The idea

A digital platform integrated with electric vehicle charging points



where people can:



and hospitality business, shopping malls, touristic and cultural stakeholders can:

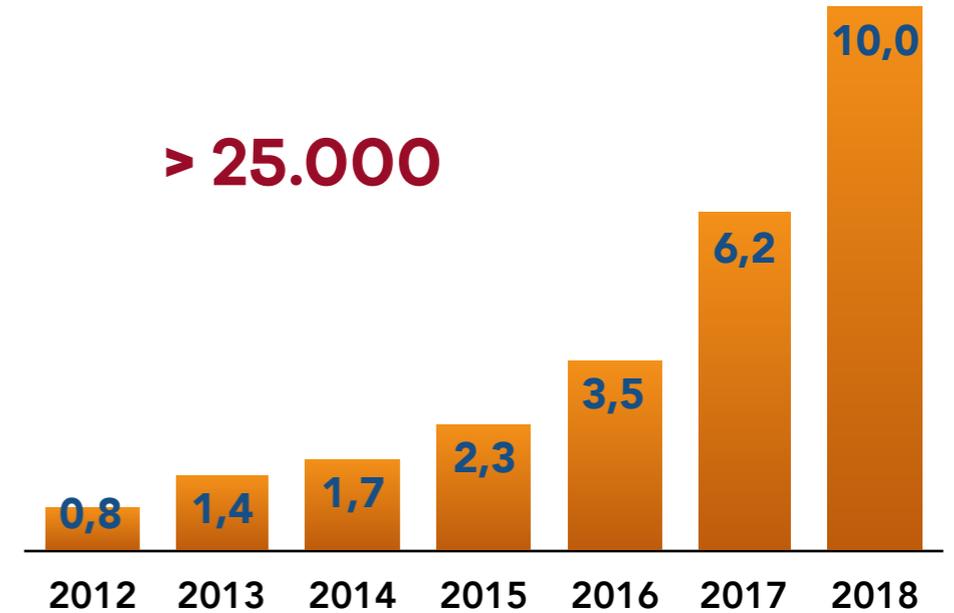
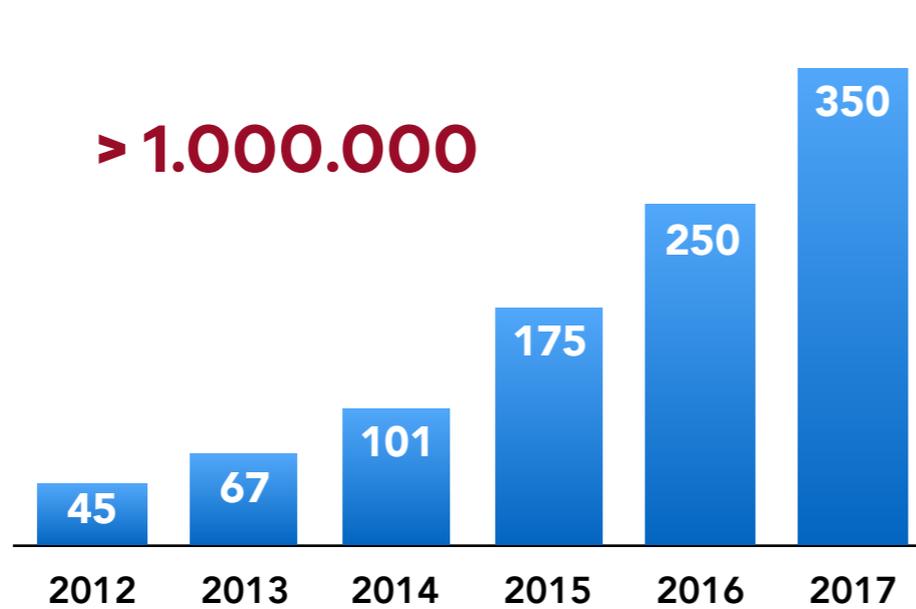


Electric Vehicle Market



EV stock at 2018

Registrations
Vehicles x 1.000



EVSE available in 2016

> 28.000

about 30 Charge Point Operators

1.000

2 operators = 98% of the EVSE



> 25 % at Hospitality Locations

< 3% in Hospitality Locations, all Trentino AA

> 25.000 EVSE are accessible through our APP

> 20 different networks all using RFID cards

The Problem

- **Interoperability** is a legal REQUIREMENT by EU laws
Italian EVSE networks **are not** complying, using old technology
EVSE (Charging Stations) **are not** connected to the European Network
European EV users (> 750K by 2016) **cannot** arrive in Italy with their EV
Electric Mobility in Italy **is not** up to the European Standards
- Users of Electric vehicles are looking for a **better “overall trip experience”**
Complete and reliable database of charging stations in Europe
“Charging time” is **“Wasted Time”**
Hospitality and Commercial locations **are not attracting** EV Customers



The Solution

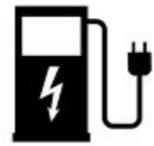
- **An innovative Digital Platform integrated with Charging Stations:**
 - Scalable and flexible tool which enable different business models to collect charging fees and distribute digital advertising content;
 - The App is the front-end of a complex system, digitalizing the experience; enabling management and promotion of Charge Point Networks in Europe;
 - The OCPP Enabled Charging Station is a commodity, the “core” is the Platform.

- **“*evway environment*”**

A market place and reference point for the EV users’ life.

A new way to look at the entire Value Chain, at the the role, economic exchanges and sustainable actions of all Stakeholders

Competitive Positioning



Route220 CPO Charging Infrastructure Network Operator

- **Quick and Fast Station**

> 44 kW AC - 50 kW DC

Full Charge 20'

High Investment needed

Stop area is "stop+go"

BM is Transaction Based

Not our "core" business

- **Normal Station**

up to 22 kW AC

Full Charge < 60'

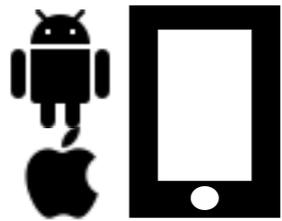
Investment is 1/10 of Fast

Stop and Shop-Eat-Sleep-Visit-Enjoy

BM is Service Based

OUR CORE BUSINESS

Competitive Positioning



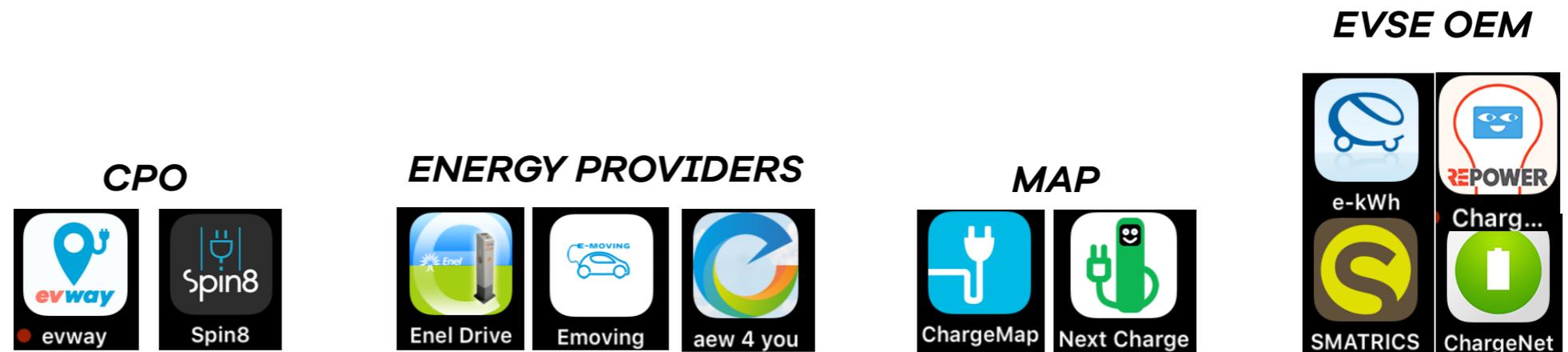
evway EMP
Electric Mobility Provider - Facilitator



Website + App **evway**
v 3.0

- **App to Access and PAY for Charge**
Not only In-House Network R220
All European EMP
- **Managing all European EVSE**
OCPP 1.5 enabled
Or server-to-server API
- **Additional services integrator**
Mapping, IPOs, Multimedia, Adv

Competitive Scenario



	evway	Spin8	Enel Drive	Emoving	aew 4 you	ChargeMap	Next Charge	SMATRICES	ChargeNet
CPO	✓	✓	✓	✓	✓	✗	✗	⊙	
mapping	✓	⊙	⊙	⊙	⊙	✓	✓	⊙	
start charge	✓	⊙	✗	✗	⊙	✗	✗	⊙	
stop charge	⊙	✗	✗	✗	✗	✗	✗	✗	
payment	✓	⊙	✗	✗	⊙	✗	✗	⊙	
EU roaming	✓	✗	✗	✗	✗	✗	✗	✗	
booking	⊙	✗	✗	✗	✗	✗	✗	✗	
promotion	✓	✗	✗	✗	✗	✗	✗	✗	
proximity mktg	✓	✗	✗	✗	✗	✗	✗	✗	
EVSE - APP integr.	✓	⊙	⊙	✗	⊙	✗	✗	⊙	
API development	✓	✗	✗	✗	✗	✗	✗	✗	

✓ FULL OPEN SERVICE

⊙ OWN EVSE ONLY

✗ NOT AVAILABLE

Team



Franco Barbieri
Chief Story Teller

VP in Automotive Tier-1
>30 yrs Managerial Experience
2 Economic University degrees
1 Sustainability Master
2 EV since 2013



Simone Rambaldi
EVSE Technology



Davide Dossena
Digital Platform



Carolina Solcia
Chief of Execution

Director Hi-Tech and Energy
>30 yrs Managerial Experience
Business Angel in Startups
Physic University degrees
EV since 2015



Michela Negri
Marketing



Christian Errico
Sales Support

Working with Networks

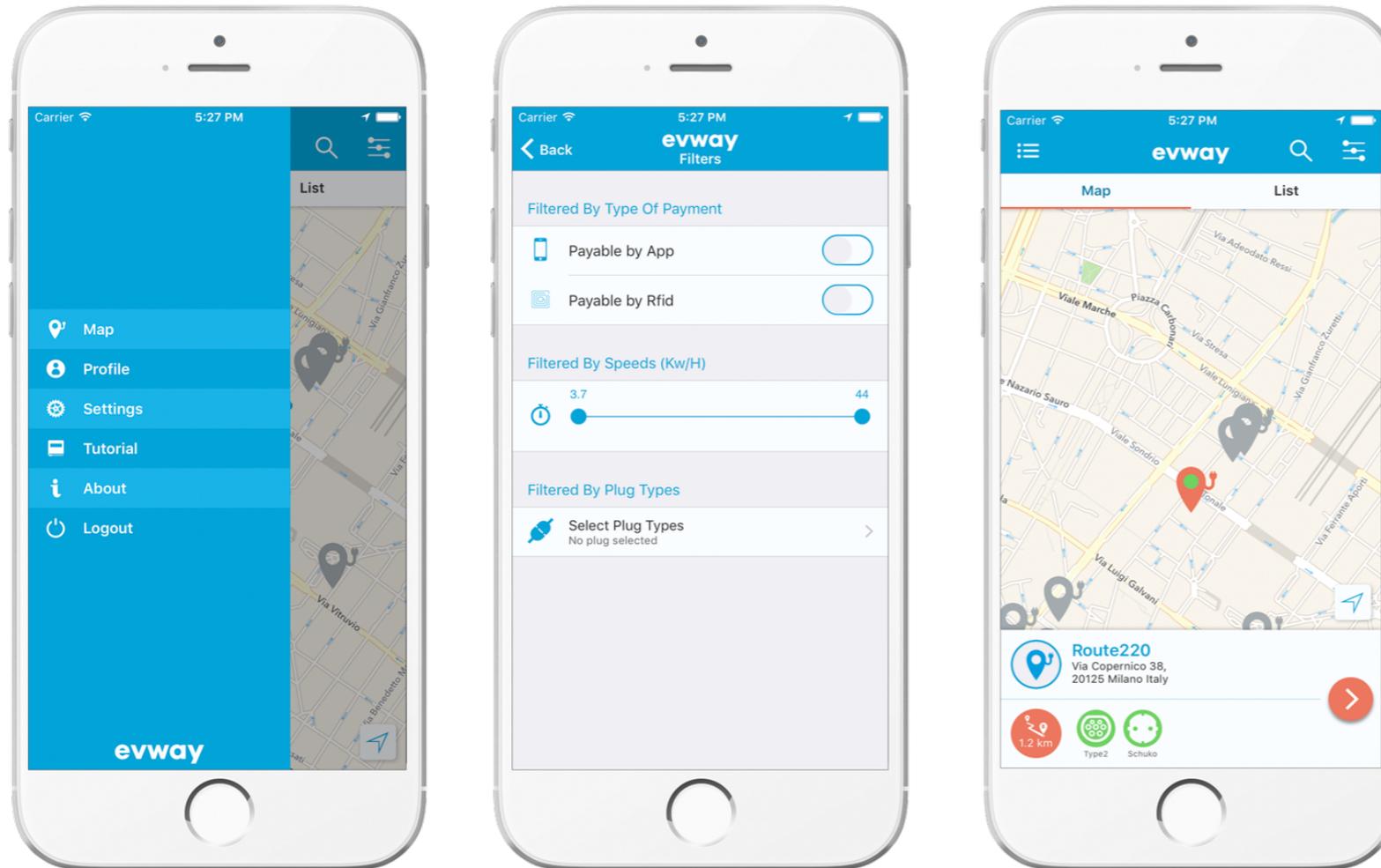
E015
digital ecosystem

Powered by EXPO MILANO 2015

I nostri soci



I Promotori di E015



Flexible and scalable Digital Platform to **integrate** multiple adding-value services.

WITHOUT “reinventing the wheels”, accessing to exiting best experiences, profiting from multiple initiatives and innovation projects. **INCLUSION, not EXCLUSION**



Benefits to Stakeholders

Final User Benefits	<ul style="list-style-type: none">Reduced Cost to UsersIncrease ease of Use of technologyIncrease accessibility of technologyEnable Alignment of Consumer Spending vs. Personal Values
Economic Benefits	<ul style="list-style-type: none">Promotes the Attractiveness of Destination AreasStimulates economic growthAllows Integration of different products / servicesCreates Added Value throughout the entire Value ChainIncreases European innovation-based assets
Societal Benefits	<ul style="list-style-type: none">Creates JobsIncrease Quality of LifeIncrease SustainabilityReduce energy consumptions for Mobility purposesReduce emissions and Mobility's externalitiesIncrease environmental awarenessEnable efficiency of "Climate Change" action plans

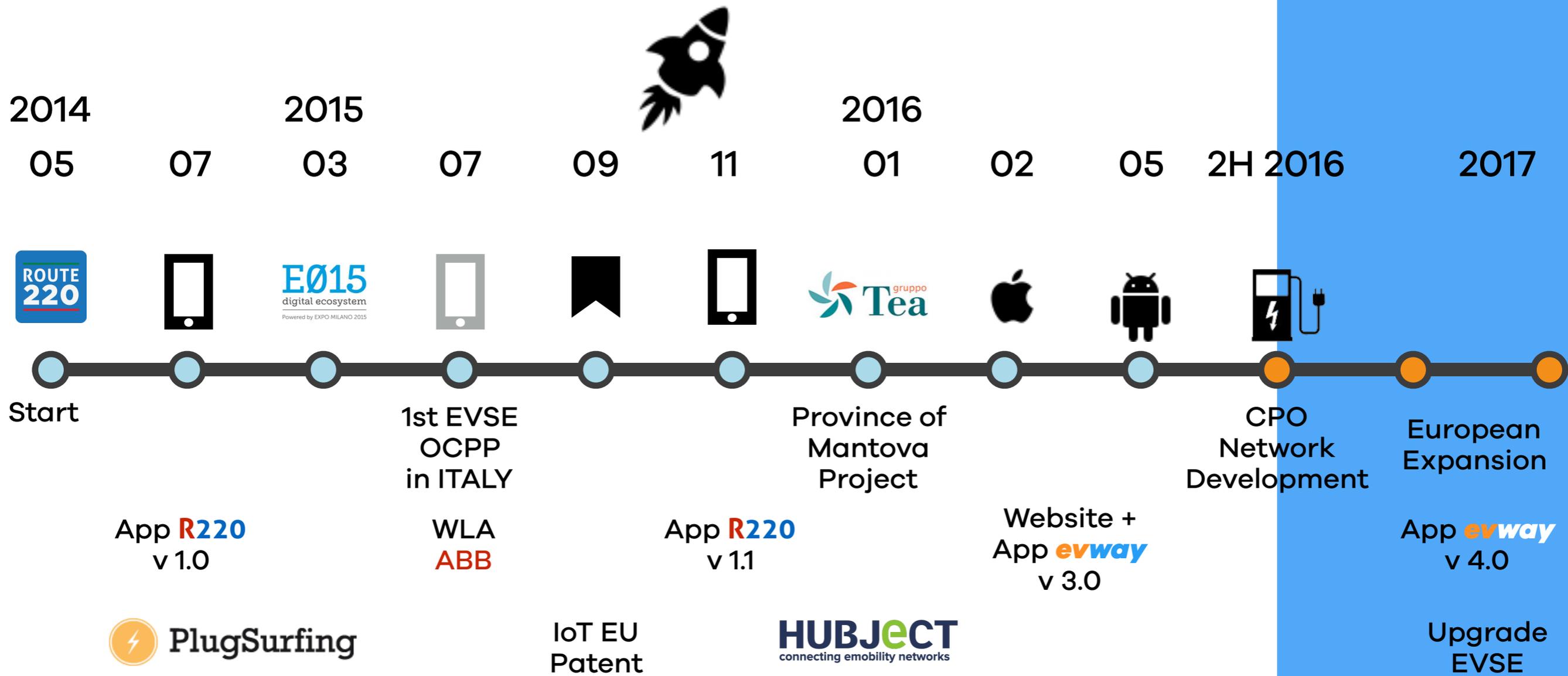


Customer base

Customer	B2C - Consumer
Type of customer that will use the product or service	B2B - Business
	B2PA - Government
Market Sectors Addressed by the Business proposal	Transport
	Utilities
	Hospitality - Tourism
	Retail
	Business services
	Automotive
	Local Government
	Energy and sustainability

Milestones

 Completed
  Planned





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Grazie - Thanks

www.route220.it

www.evway.net