

Evvu, does an EV suit you?



Evvu, does an EV suit you?



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Service & UX/UI Designer

- 6 anni esp.



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Full Stack Developer

- 10 anni esp.



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Full Stack Developer

- 11 anni esp.

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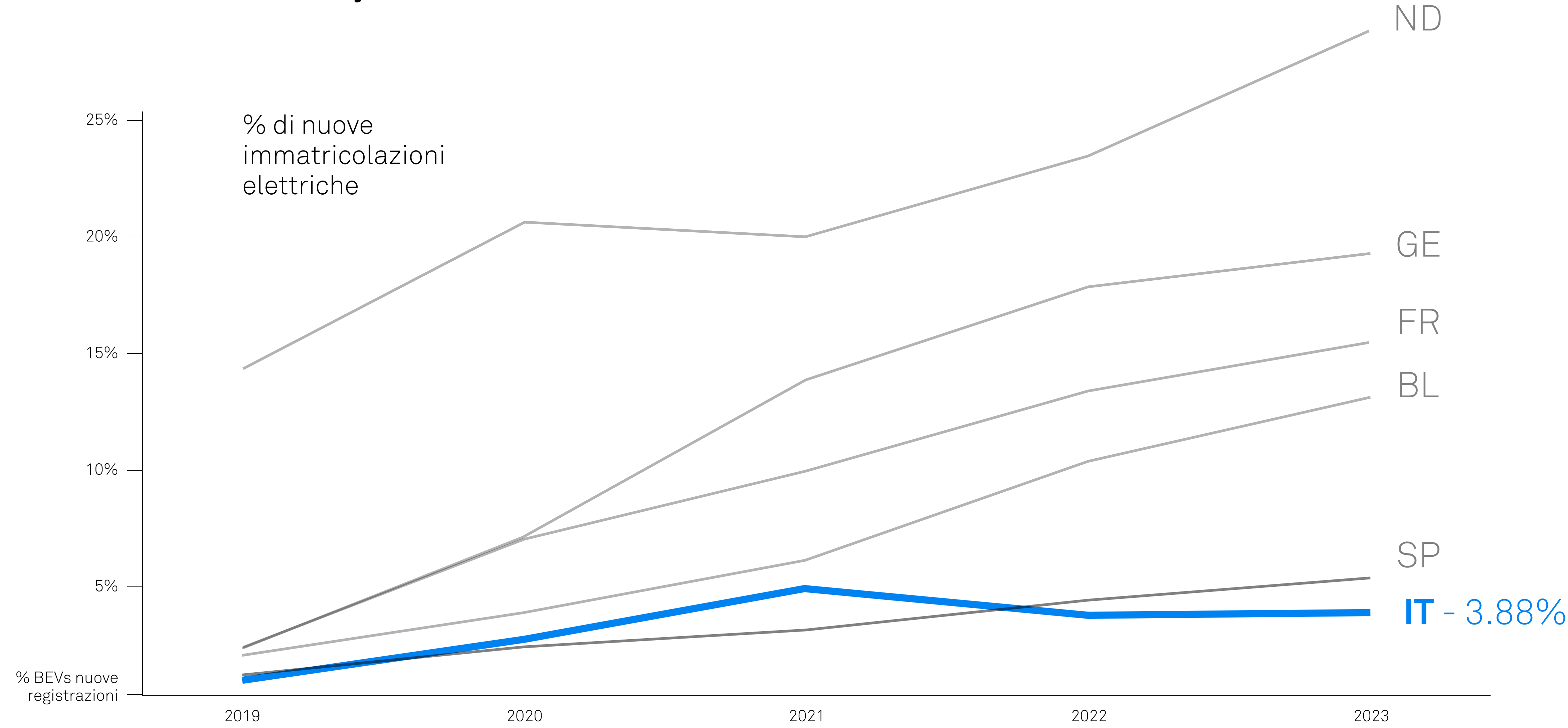
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*Quanti di voi hanno
un'auto elettrica?*

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Perché non comprare un'elettrica?

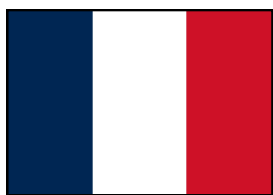
Insufficiente autonomia di guida

Mancanza di un'infrastruttura di ricarica

Elevato costo della tecnologia

Evvu, does an EV suit you?

Perché non comprare un'elettrica?



Insufficiente autonomia di guida

1°	1°	1°	1°
----	----	----	----

Mancanza di un infrastruttura di ricarica

2°	3°	2°	2°
----	----	----	----

Elevato costo della tecnologia

3°	2°	3°	3°
----	----	----	----

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Problema

Range anxiety

“Guido troppo per un’elettrica”

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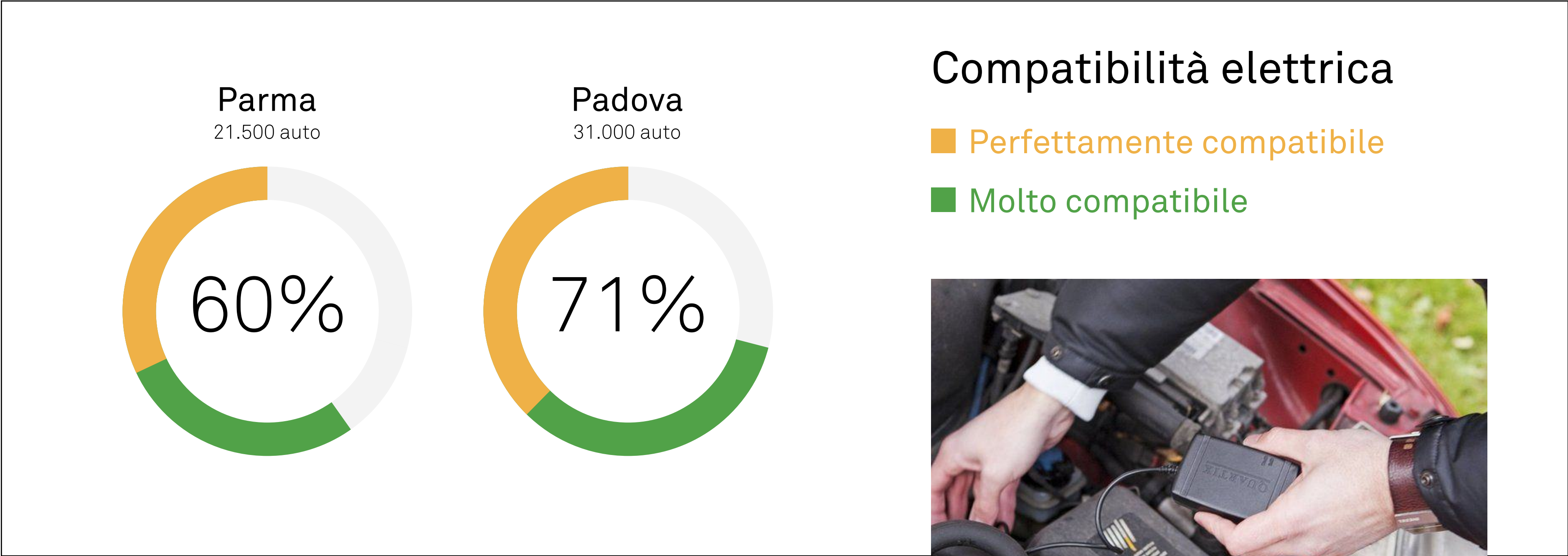


POLITECNICO
MILANO 1863

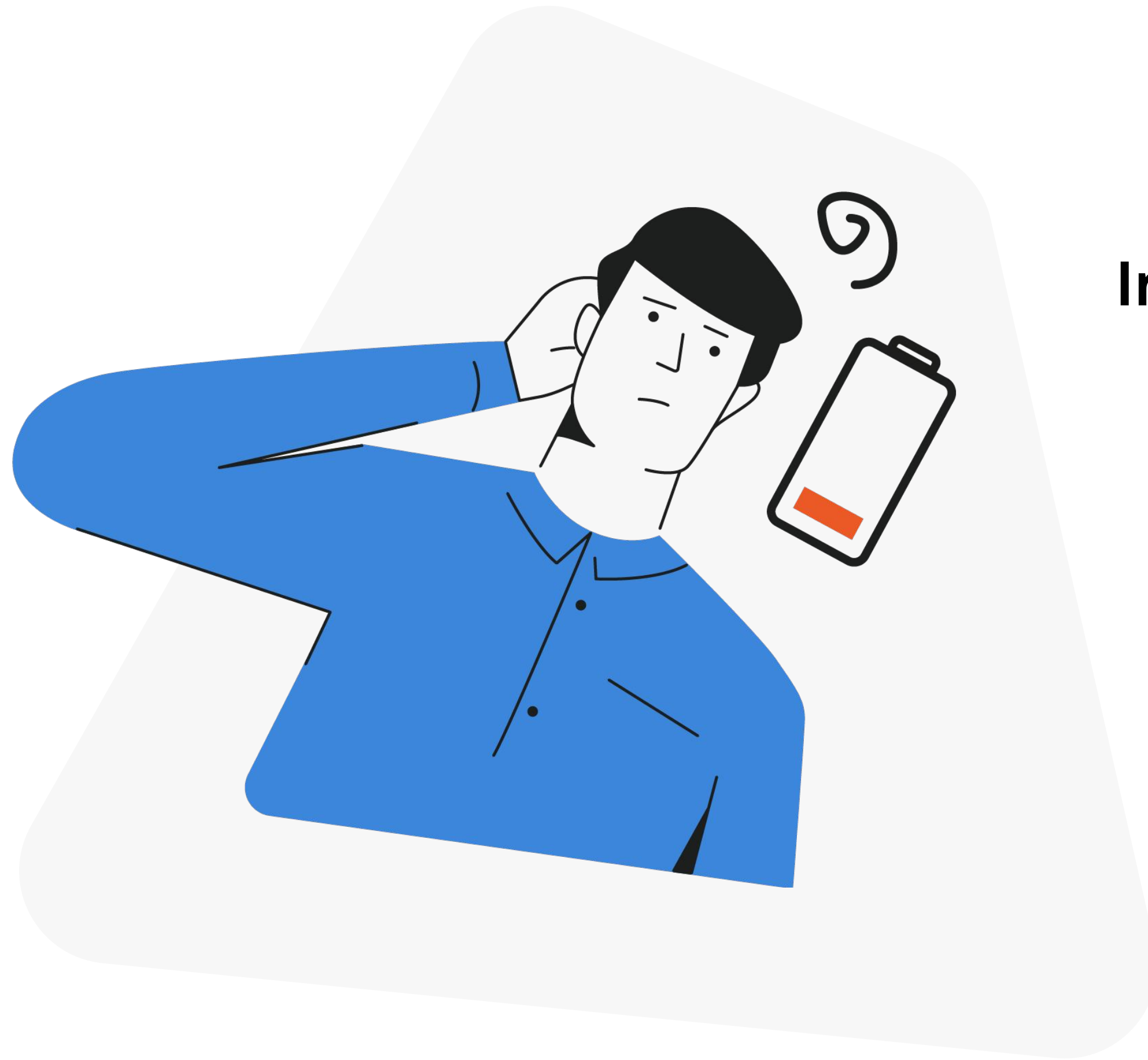
Electrification potential of fuel-based vehicles and optimal placing of charging infrastructure a large-scale vehicle-telematics approach

Zinnari G., Strada S., Tanelli M., Formentini S., **Savaresi S.M.**

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Interpretazione

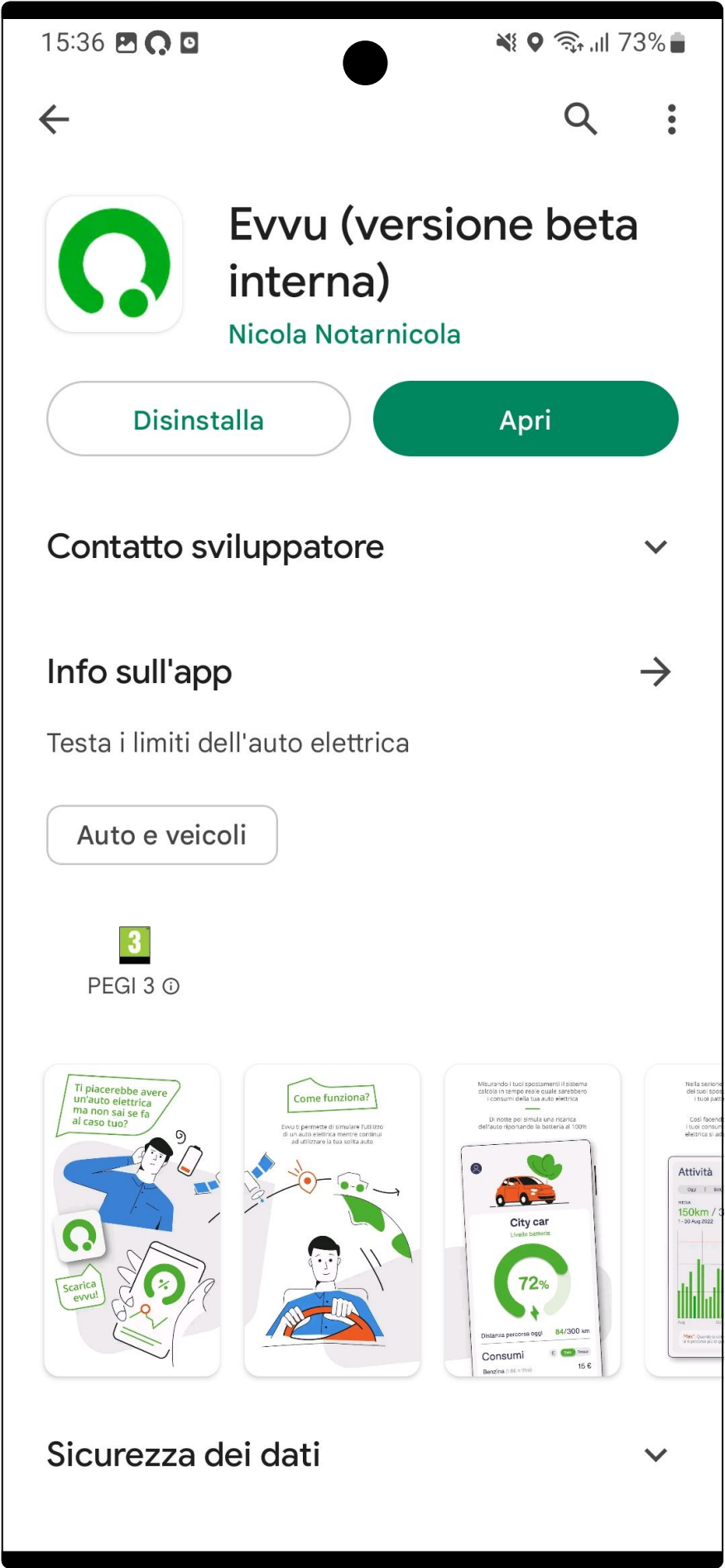
La Range Anxiety è
un **gap percettivo**

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Un'elettrica
fa per te?



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1

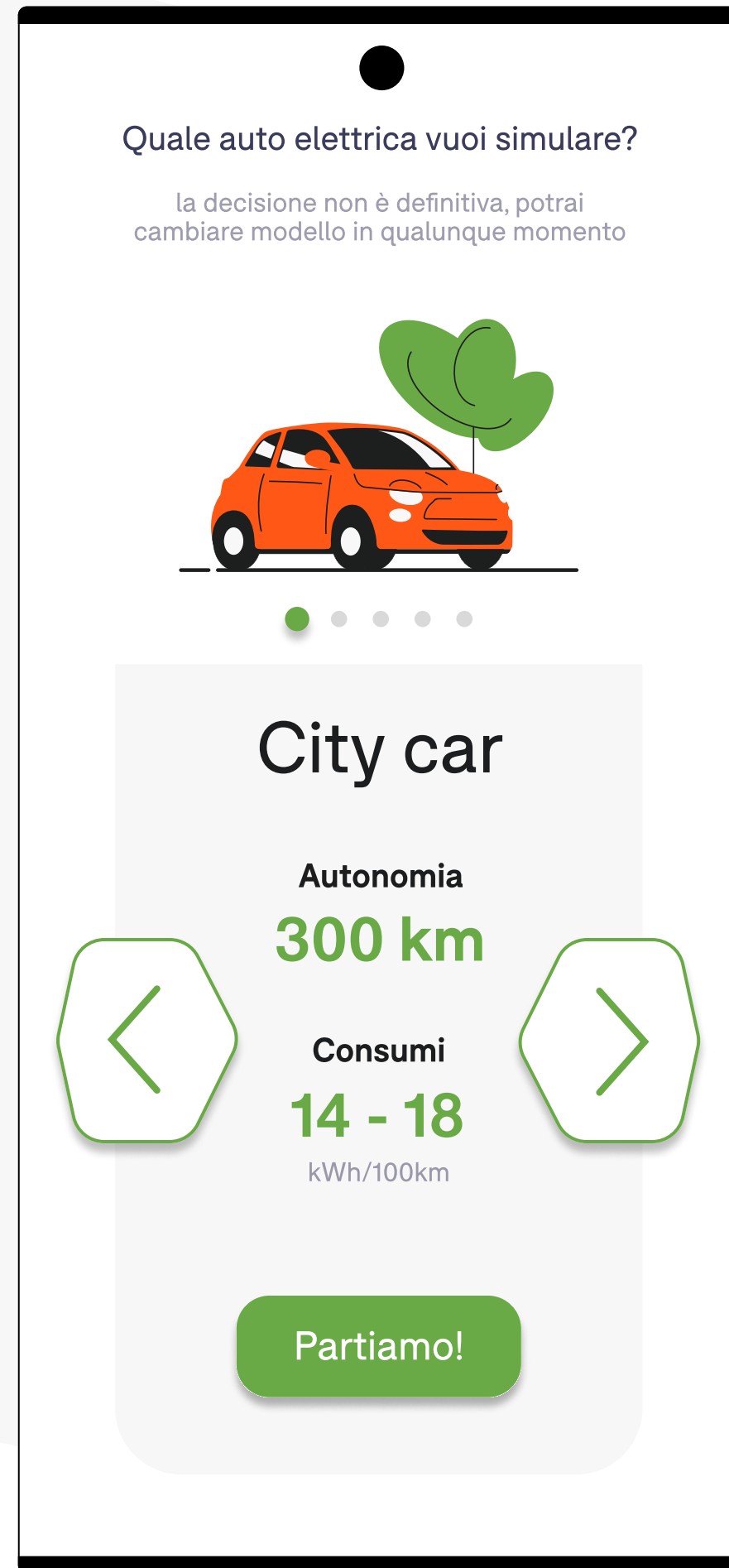
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2

3

4

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1

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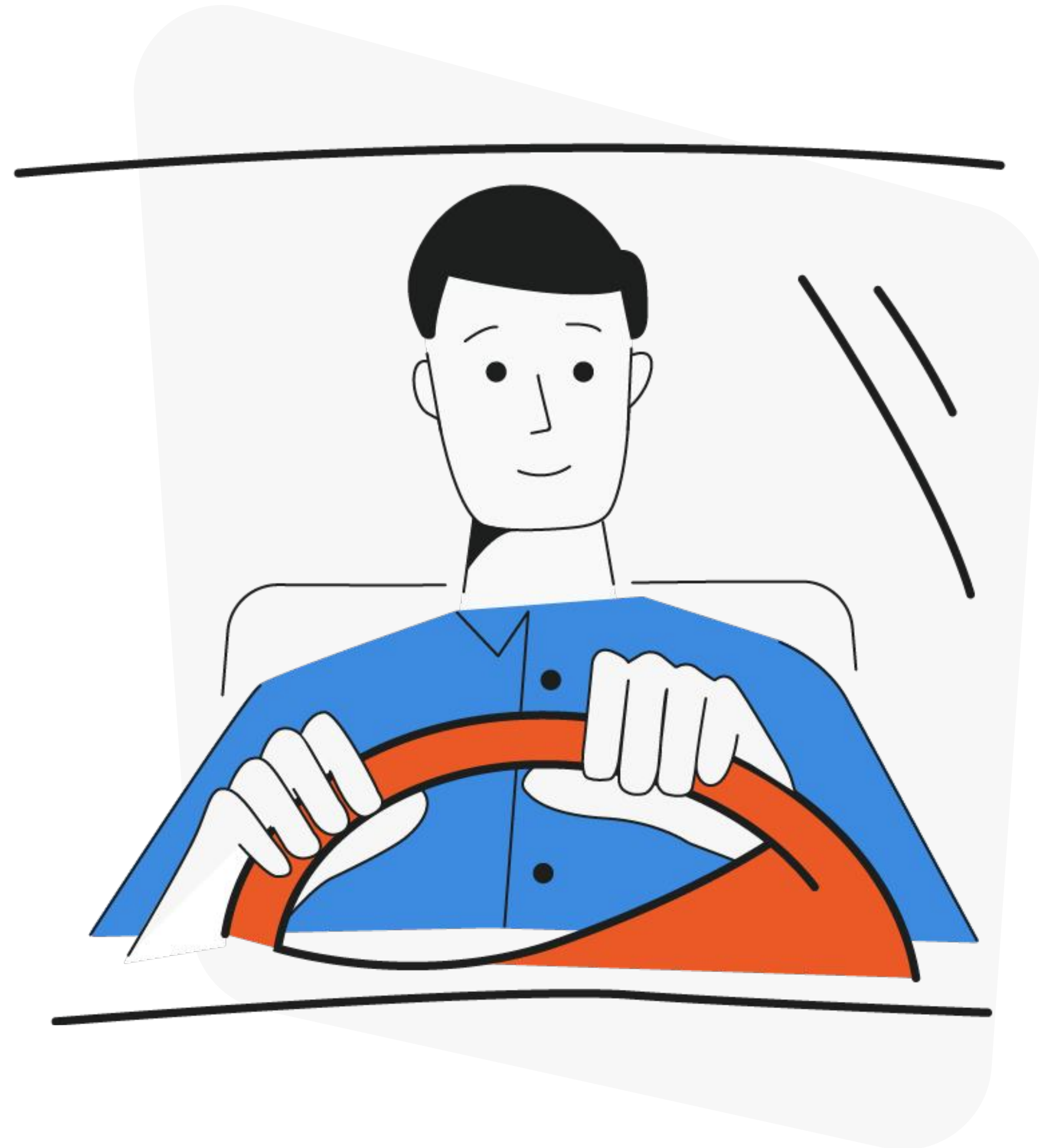
2

Scegli l'auto elettrica
che vuoi simulare

3

4

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1

Download Evvu

2

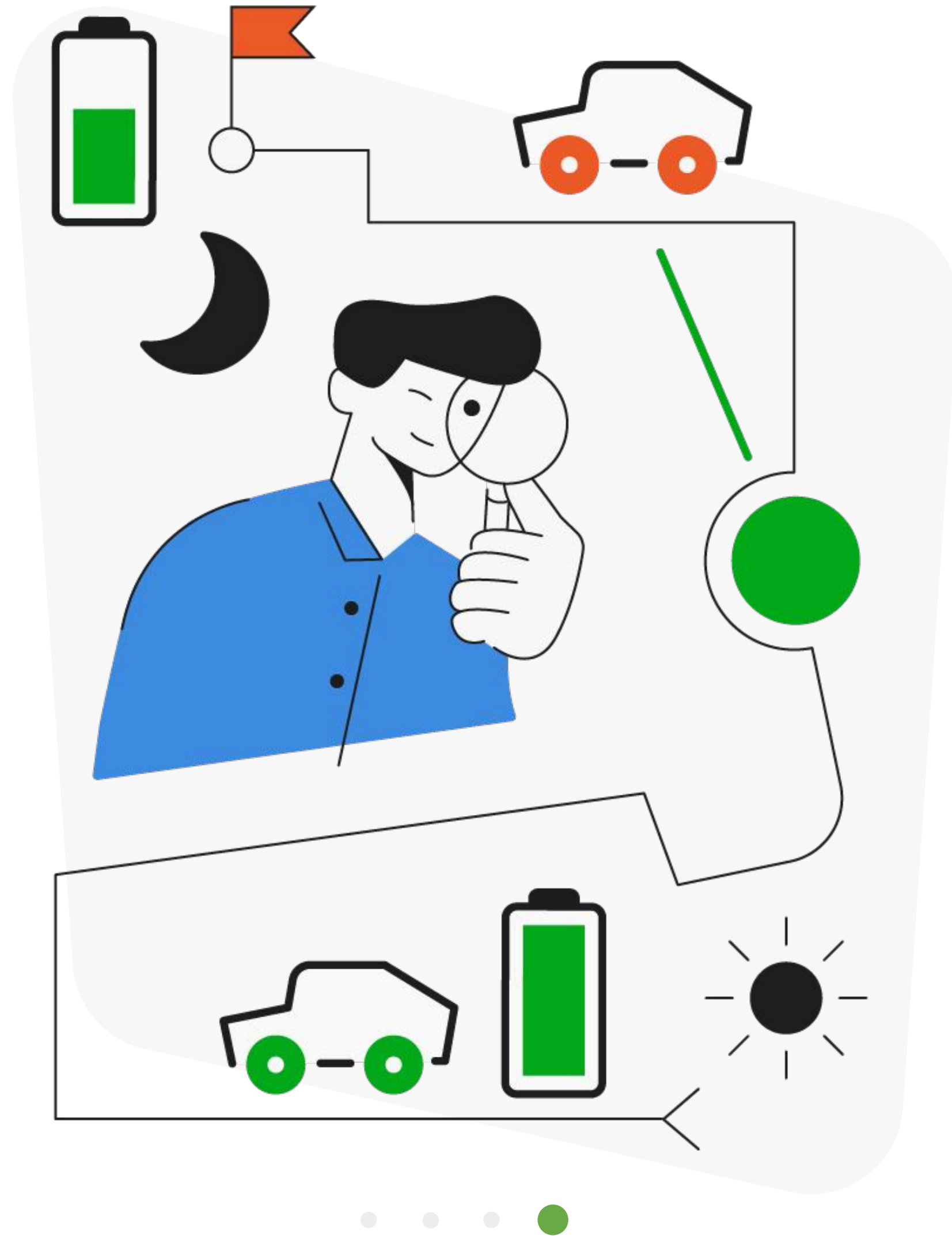
Scegli l'auto elettrica
che vuoi simulare

3

**Continua a guidare
la tua solita auto**

4

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- ① Download Evvu
- ② Scegli l'auto elettrica che vuoi simulare
- ③ Continua a guidare la tua solita auto

4 Monitora i risultati

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Real time feedback

Batteria disponibile
Km percorsi

Analisi dei costi

Comparazione tra costi
elettrico vs benzina



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Analisi degli spostamenti

Frequenza dei viaggi
Tempi di sosta

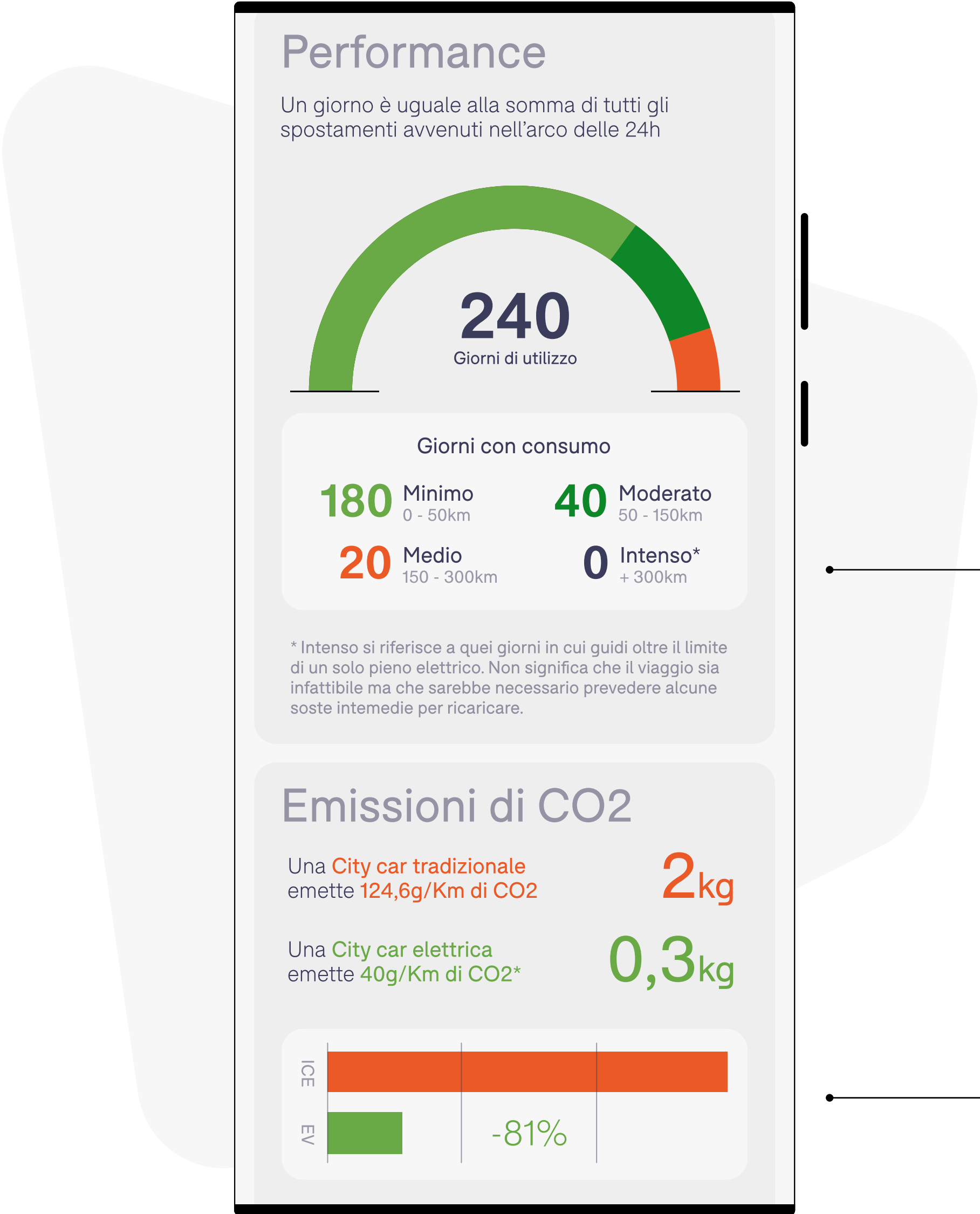
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Analisi degli spostamenti

Frequenza dei viaggi
Tempi di sosta

Evvu, does an EV suit you?

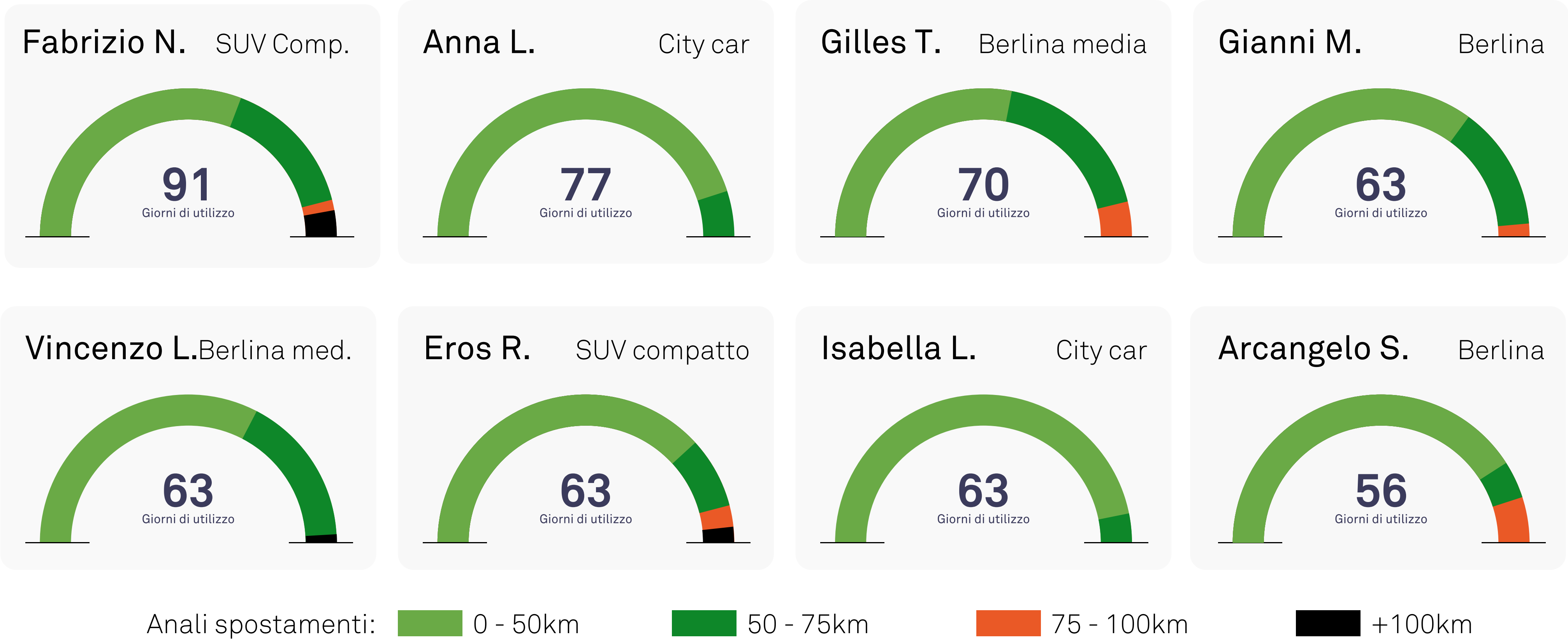


Analisi degli spostamenti
Tipologia di spostamenti

Analisi impatto ambientale

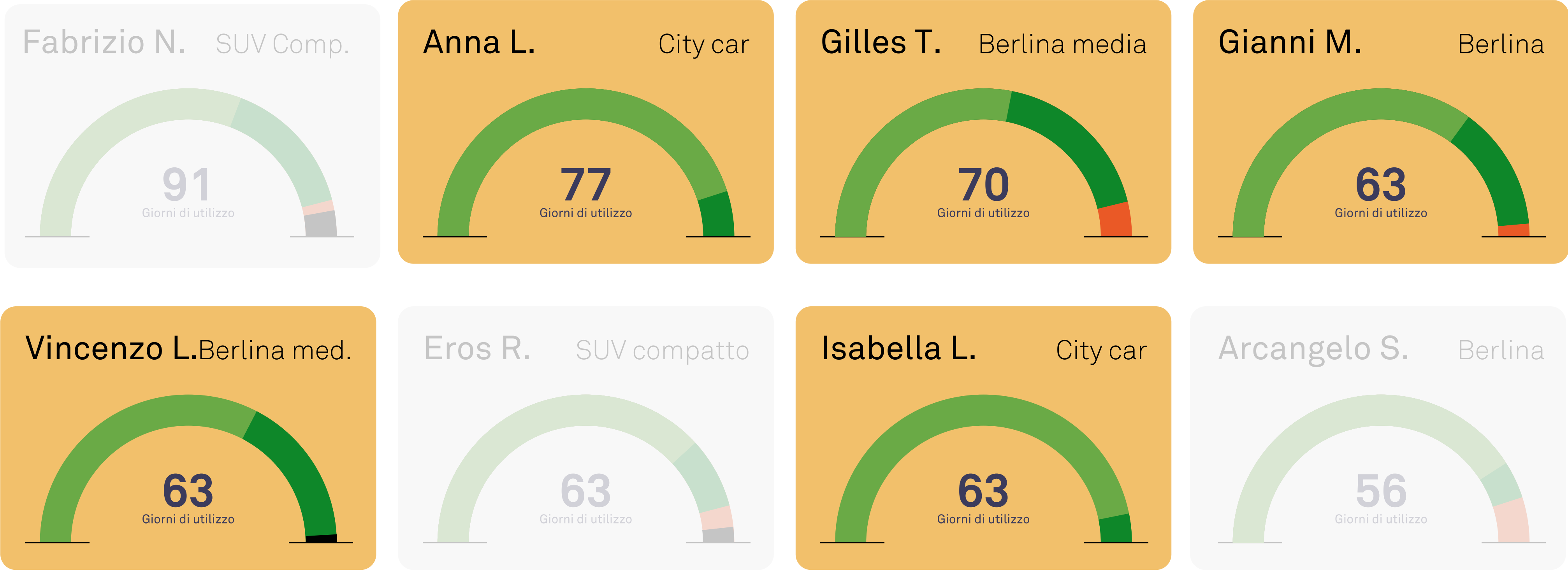
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User test



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User test



Anali spostamenti: 0 - 50km 50 - 75km 75 - 100km +100km

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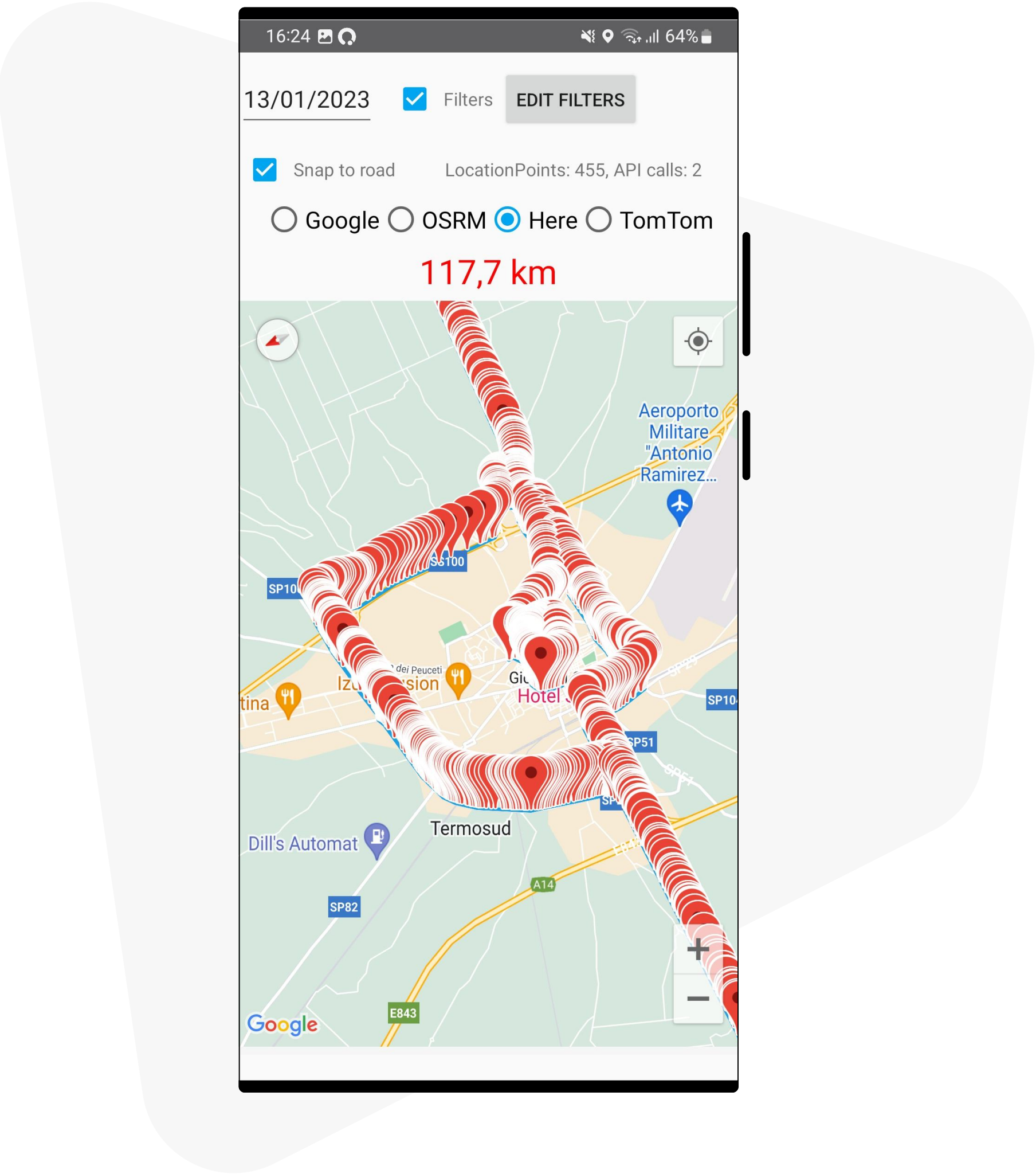
Tecnologia

Cellulare GPS
+ Digital twin

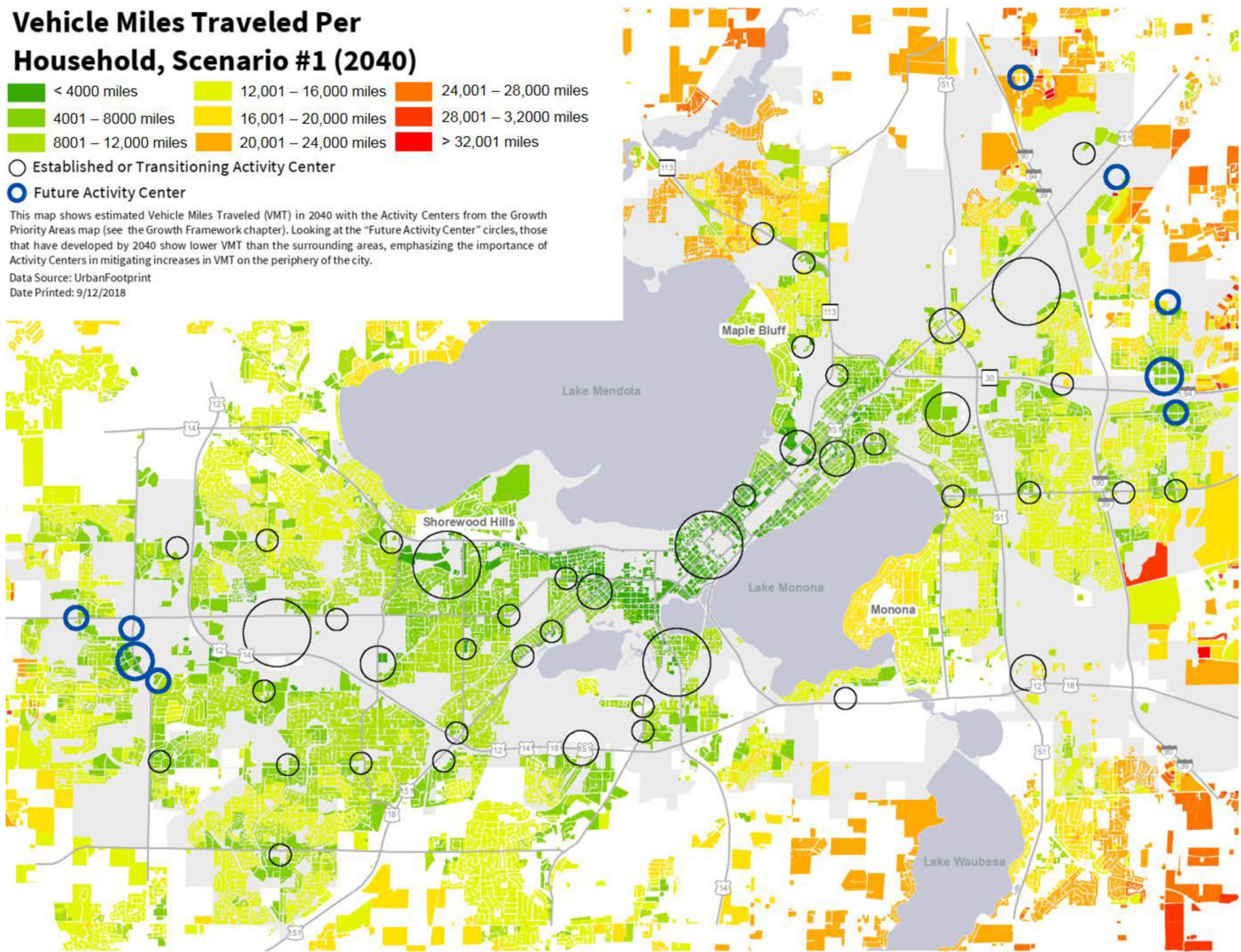
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User_Tracking_Location_Point.csv

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50924	40.781554130000000	17.132910130000000	20.069999694824219	4.35	2023-01-13 10:03:13.070	114
50925	40.783706110000000	17.130661050000000	18.530000686645508	5.76	2023-01-13 10:03:28.053	114
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Smart infrastructure



MaaS e Smart cities



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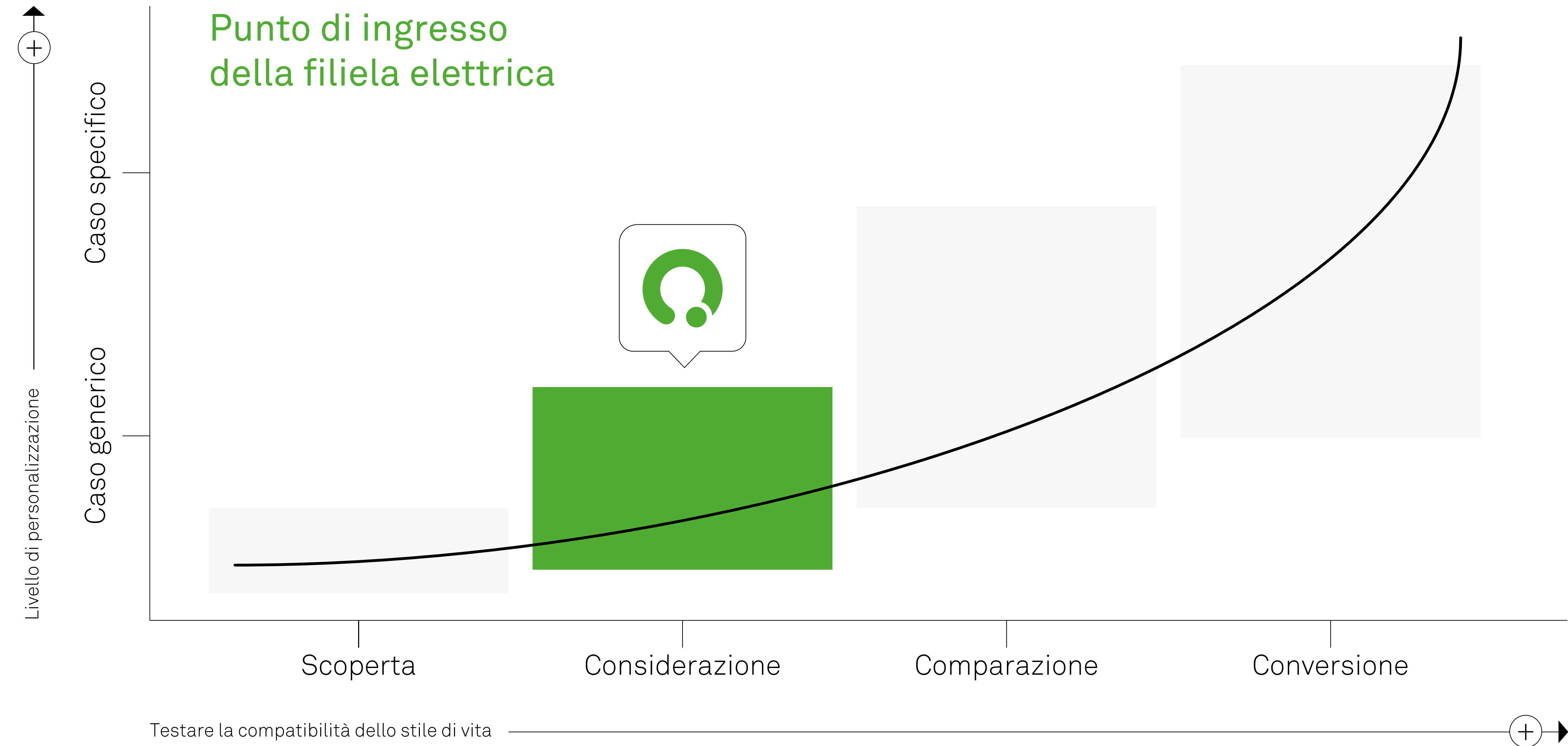
Commodity domestica



Suggerimento del modello



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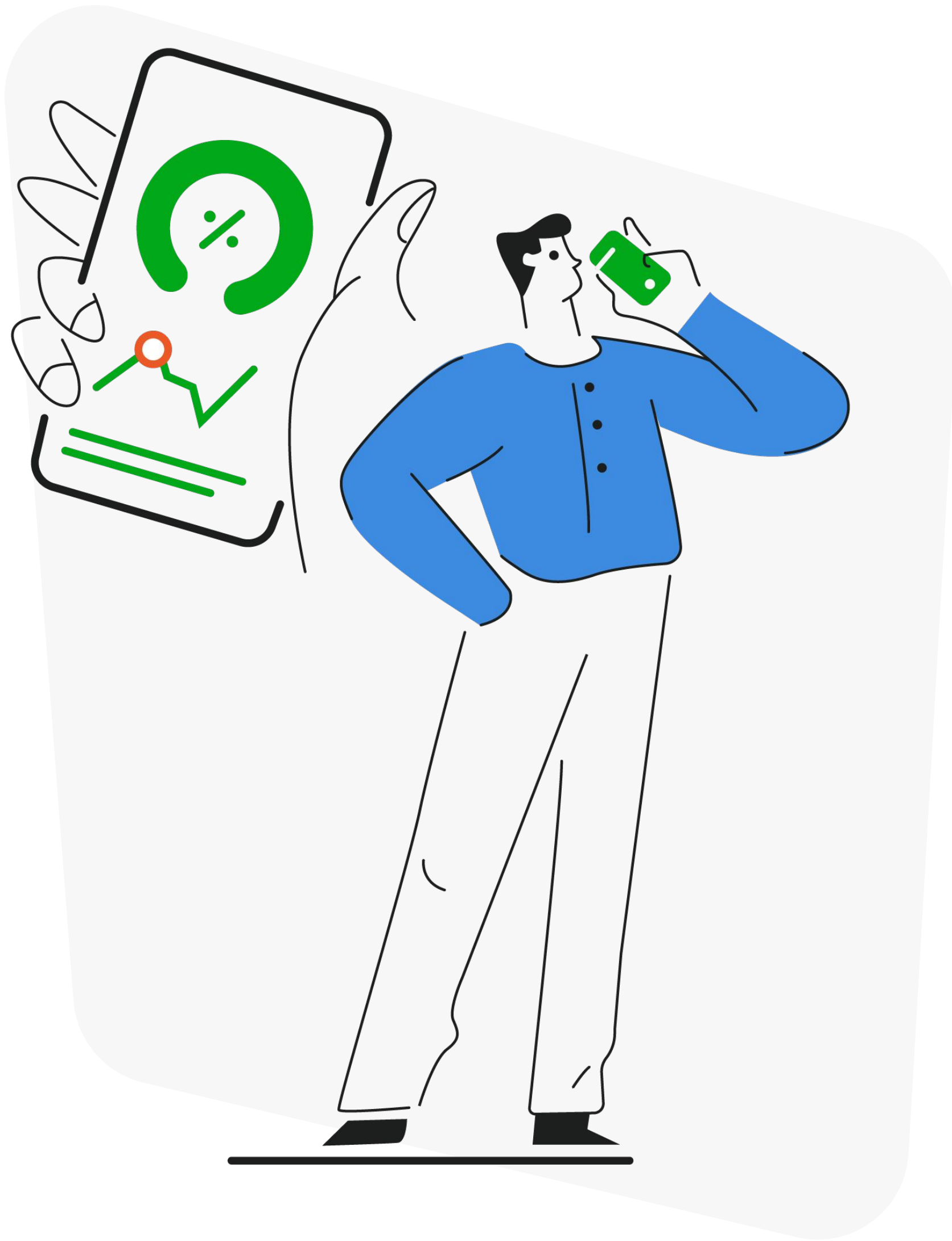


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La bici a rotelle dell'auto elettrica



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Business model

Software API

Integrazione all'interno
dell' APP cliente

100 - 750.000€

In base al numero
di utilizzatori

App autonoma

Fornitura diretta di Evvu
come piattaforma operativa

90.000€

In base al tipo
di sponsorizzazione

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Numero
di automobilisti

TAM

140 Mil



Prevedono di cambiare auto
e soffrono di Range Anxiety

SAM

30 Mil

SOM

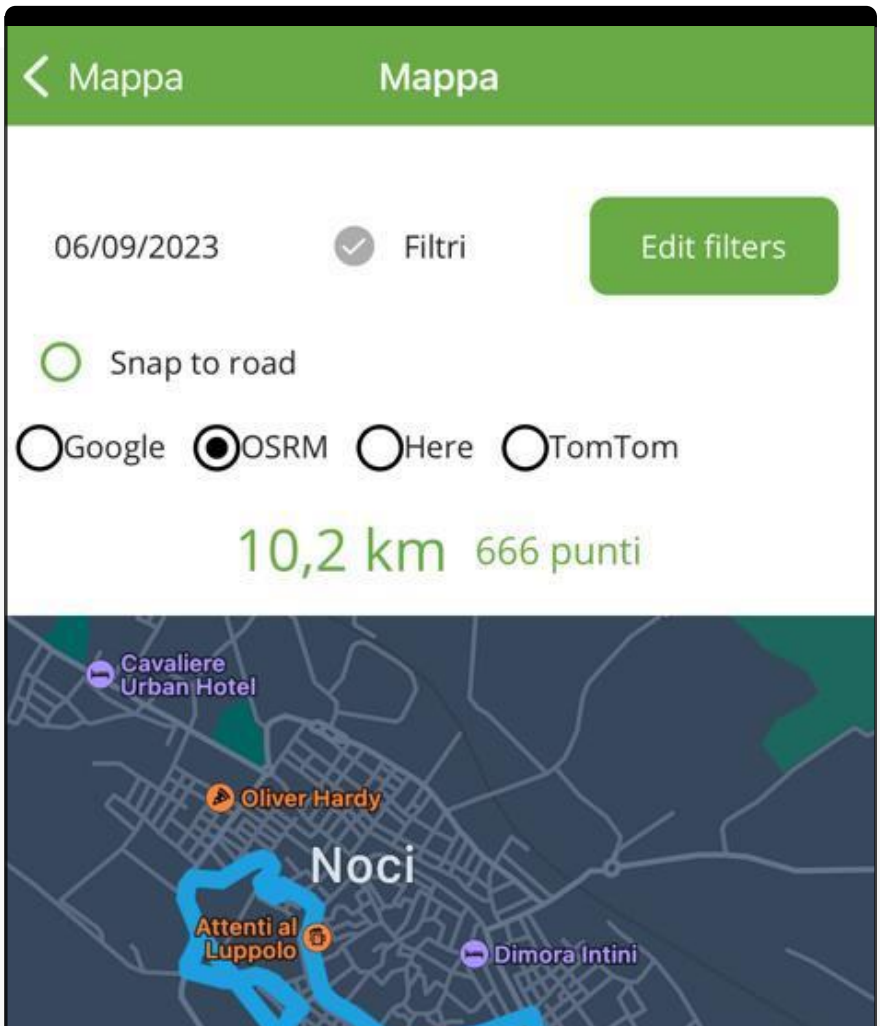
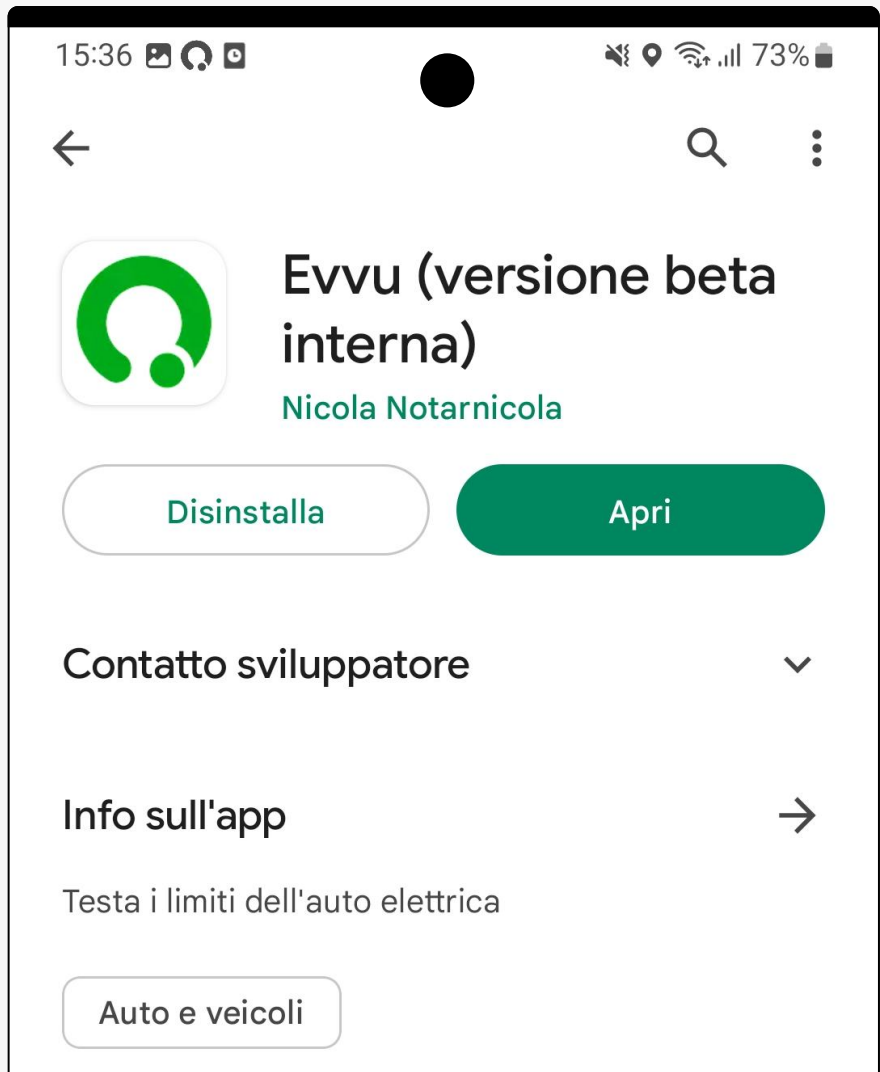
1.5 Mil

EBITDA 55%

• 2.000.000€

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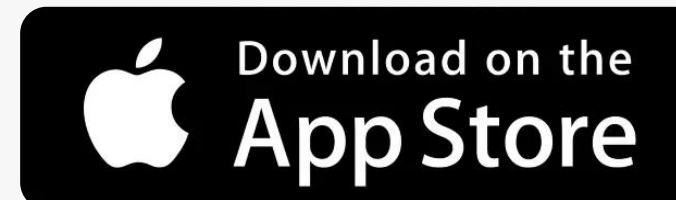
Ricerca partner PILOTA



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Grazie!



Contact

Evvu.app@gmail.com

