

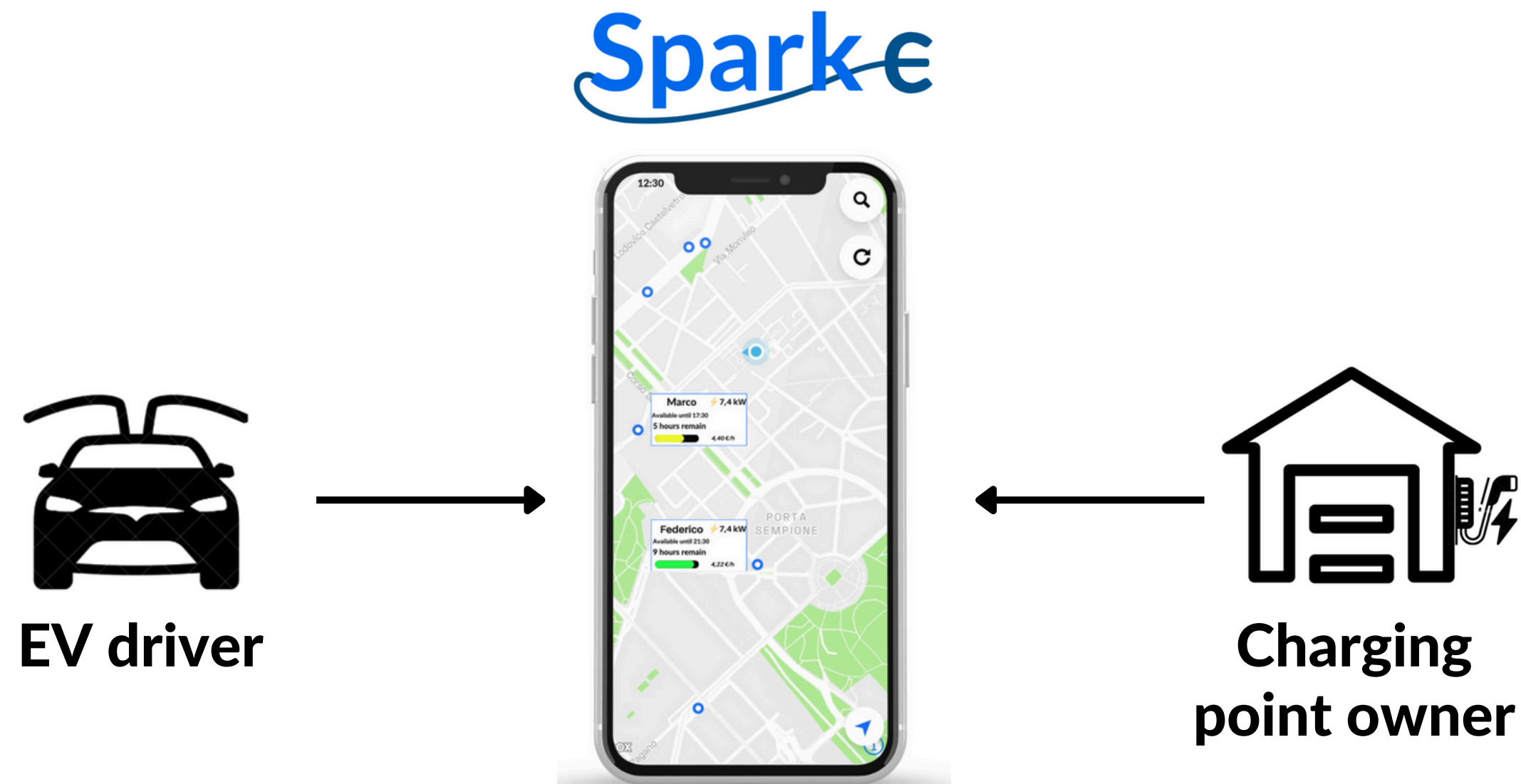


Spark€

**We will change electric
mobility in Europe.**

www.spark€.it

What is Spark-e?



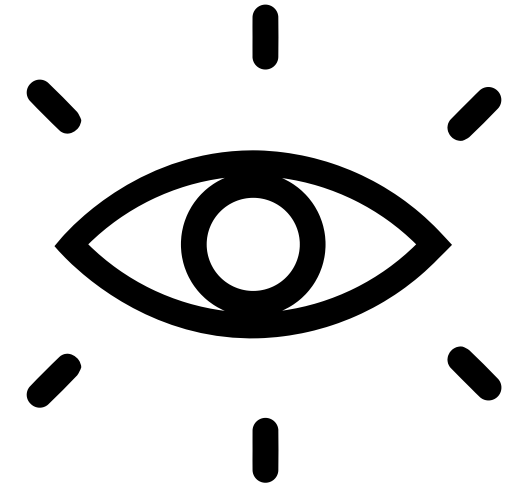
Spark-e is a two-sided platform designed to connect owners of private charging points and electric vehicle drivers.



Our strategic directions

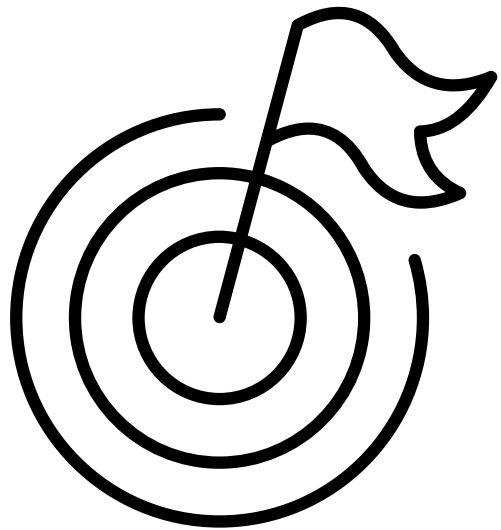
Vision

Empowering universal access to convenient, sustainable transportation through collaborative sharing.

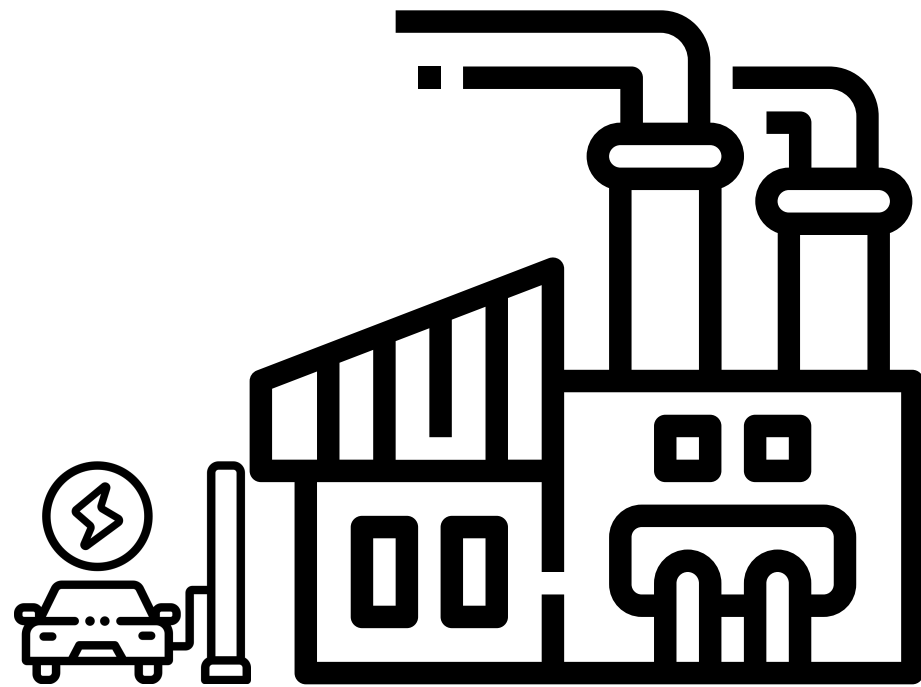


Mission

Expand the current charging infrastructure by using privately-owned stations, enabling individuals without home chargers to adopt electric vehicles.



Who are the charging point owners?



Commercial activities

Hotels, restaurants, companies, etc



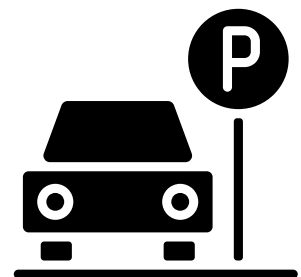
Private individuals

Independent houses or condos

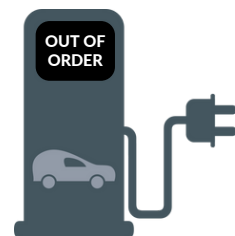
Why Spark-e?

To solve 2 concrete problems
of public charging points

Unreliability



Taken



Broken



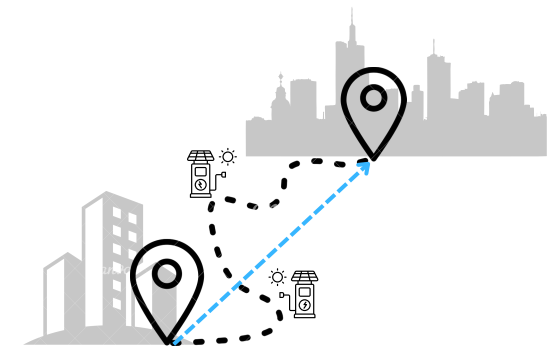
Inexistent

Unpracticality

Not
reservable



...or reservable
only 15 min in
advance



Time-consuming
route planing

...but also
to anticipate the future, because

The number of private chargers is growing more rapidly than the public one.

Out of every **10 electric vehicles** purchased, **7 owners** install a **private charging point**.

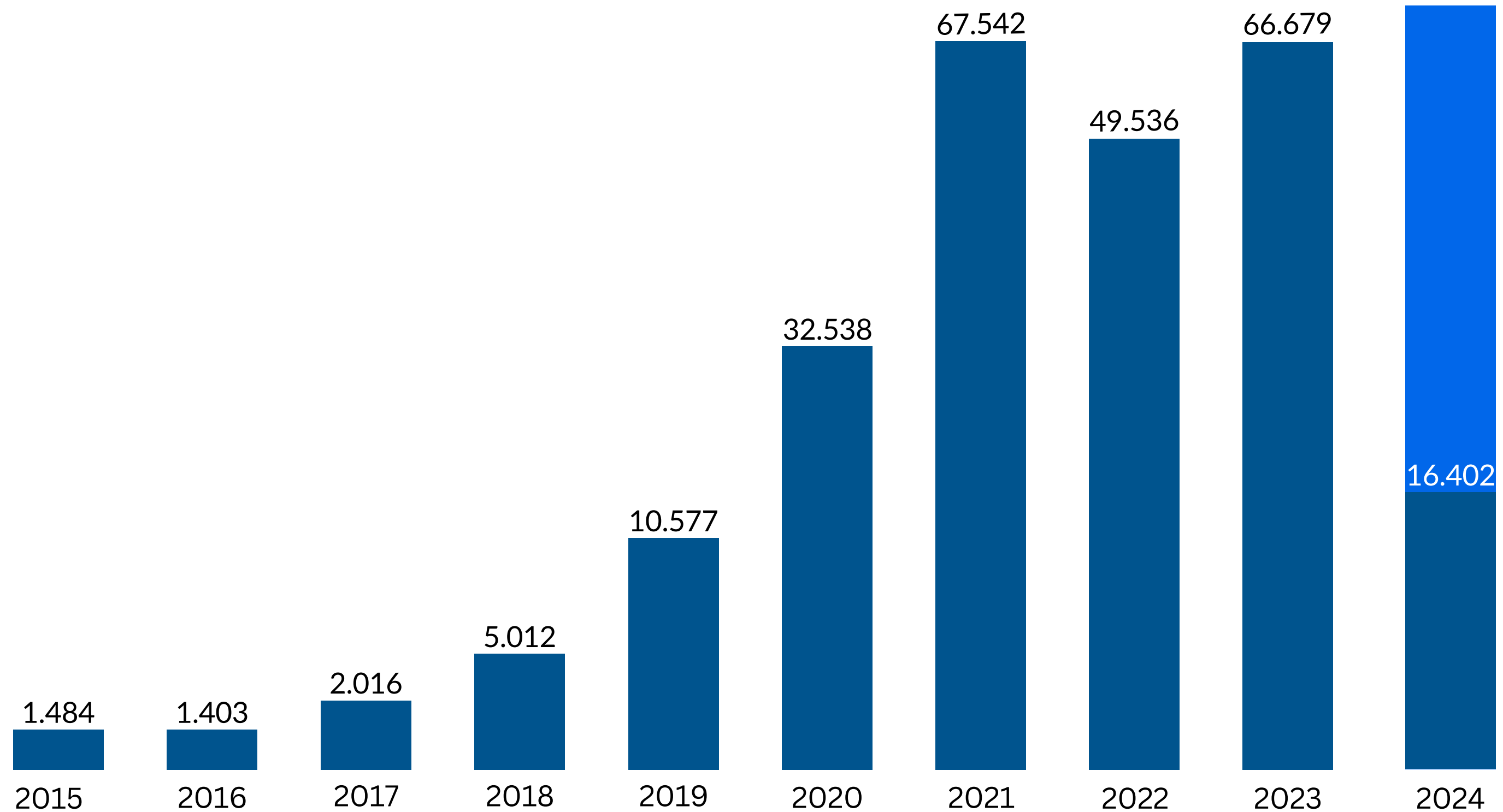
+



More and more condos are installing charging points.

We want to enable people without private garages to purchase electric vehicles by relying on a robust private charging network.

Market opportunities



Annual number of electric car registration in Italy

Situation in Italy

237.000

electric cars

in 2023

54.000

public chargers

in 2024

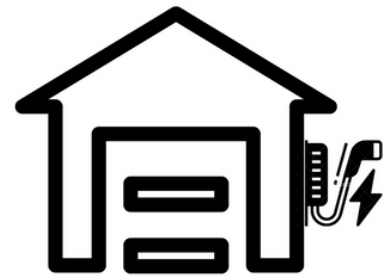
+ 400.000

private chargers

that can be exploited



How does it work?

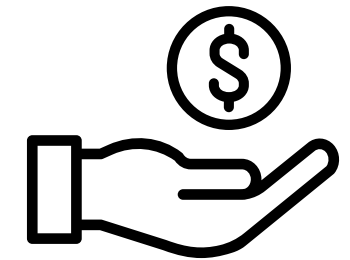


Private charging points are always reliable since the owner monitors them.



You can book a private charging point days/weeks in advance through our platform, to guarantee availability.

... moreover ...



Enjoy convenient charging and cost savings with our competitive pricing compared to public charging stations.

Try it out!

We have developed a web-app that exceeds the typical MVP standard.



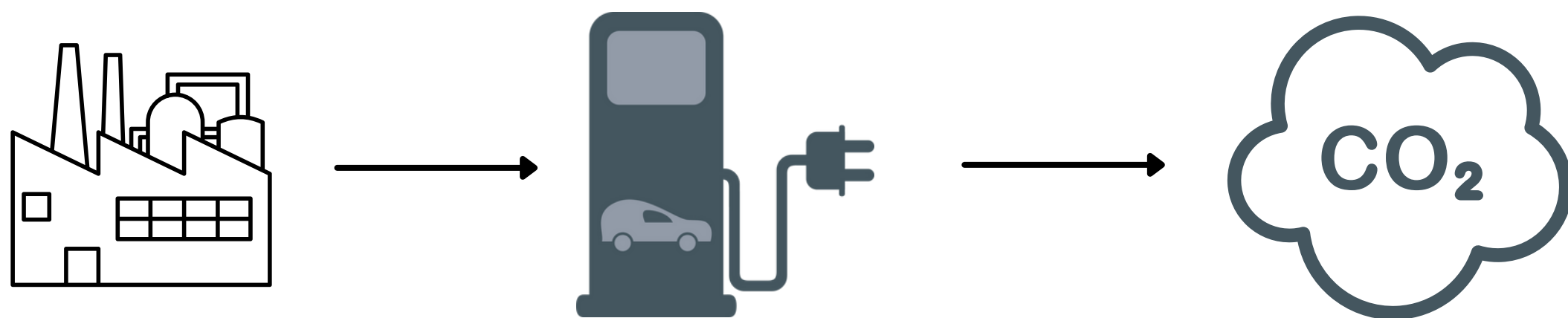
www.sparke.it

It counts more than 400 users and 100 private charging points already registered.



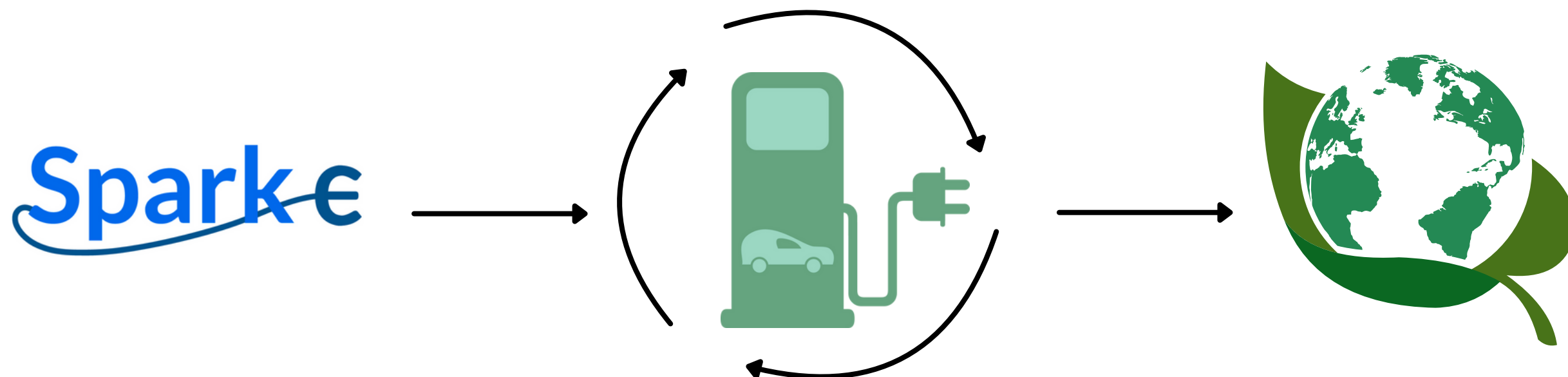
Green impact

How many kg of CO₂ would we save?

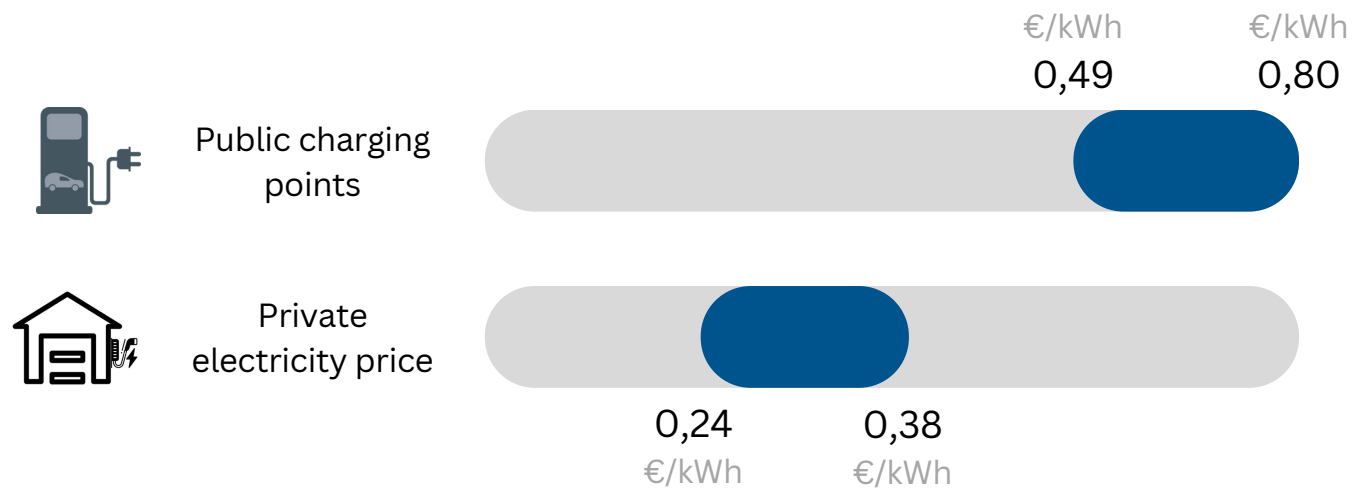


One public charging point produces emissions of around **1000 kg of CO₂**

By leveraging existing chargers, we can make a significant impact in terms of **environmental sustainability**



Business model



We leverage on the price gap between private electricity and public charging points costs.

Revenues streams

Spark€

+

advertisements

+

premium services

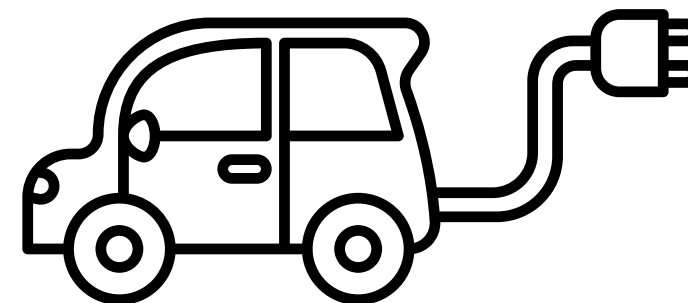
+

sale of data

monthly subscription

←
approx. 2€/month

EV drivers



charge at better prices

and without surprises

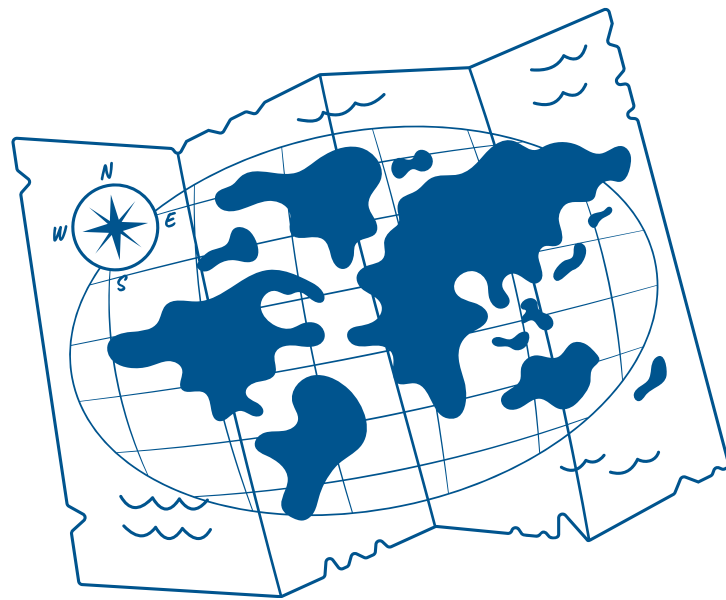
Hosts



Profit from the driver usage

Importance of data

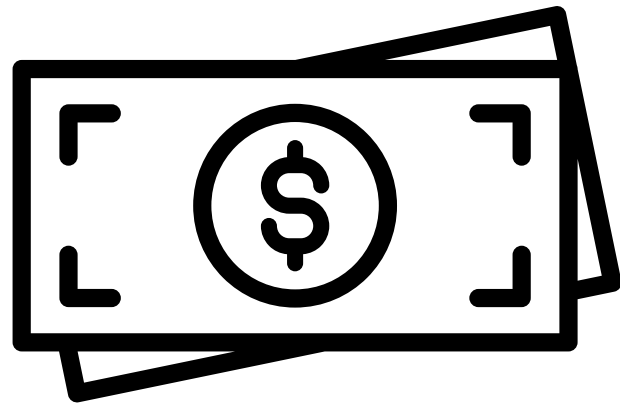
We know one important thing to which large companies might be interested.



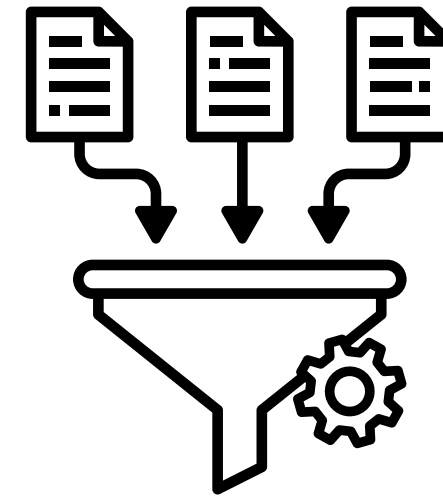
We know where electric vehicle users are looking for a charging point.



Sell this data to big companies that install **public charging** points.



Revenues



Look for new **private charging** points in the interested area.



Growth



Why are we applying?

We need to grow fast

OPERATIONAL COSTS	€275.000
MARKETING COSTS	€150.000
APPLICATION COSTS	€45.000
LEGAL COSTS	€30.000
OTHER COSTS	€50.000

HUMAN RESOURCES	€175.000
ALESSANDRO & AMAURY	€70.000
2 TECH	€70.000
1 MARKETING	€35.000

1 year contract of 35k/year for each employees, including us.

Total amount needed €450.000



Pre-money valuation

We take a competitor in UK as reference:



Co-Charger started in 2020, when in UK there were 206.000 electric vehicles.

In 2021, the EV grew to 396.000 EVs, in that year
they had a pre-money valuation of €5.79 million.

Now (2024), in Italy there are 234.000 EVs.

At the end of 2024, according to the forecasts there will be around 310.000 EVs.

We have a similar starting conditions, but with a slightly lower forecast of growth of EVs.

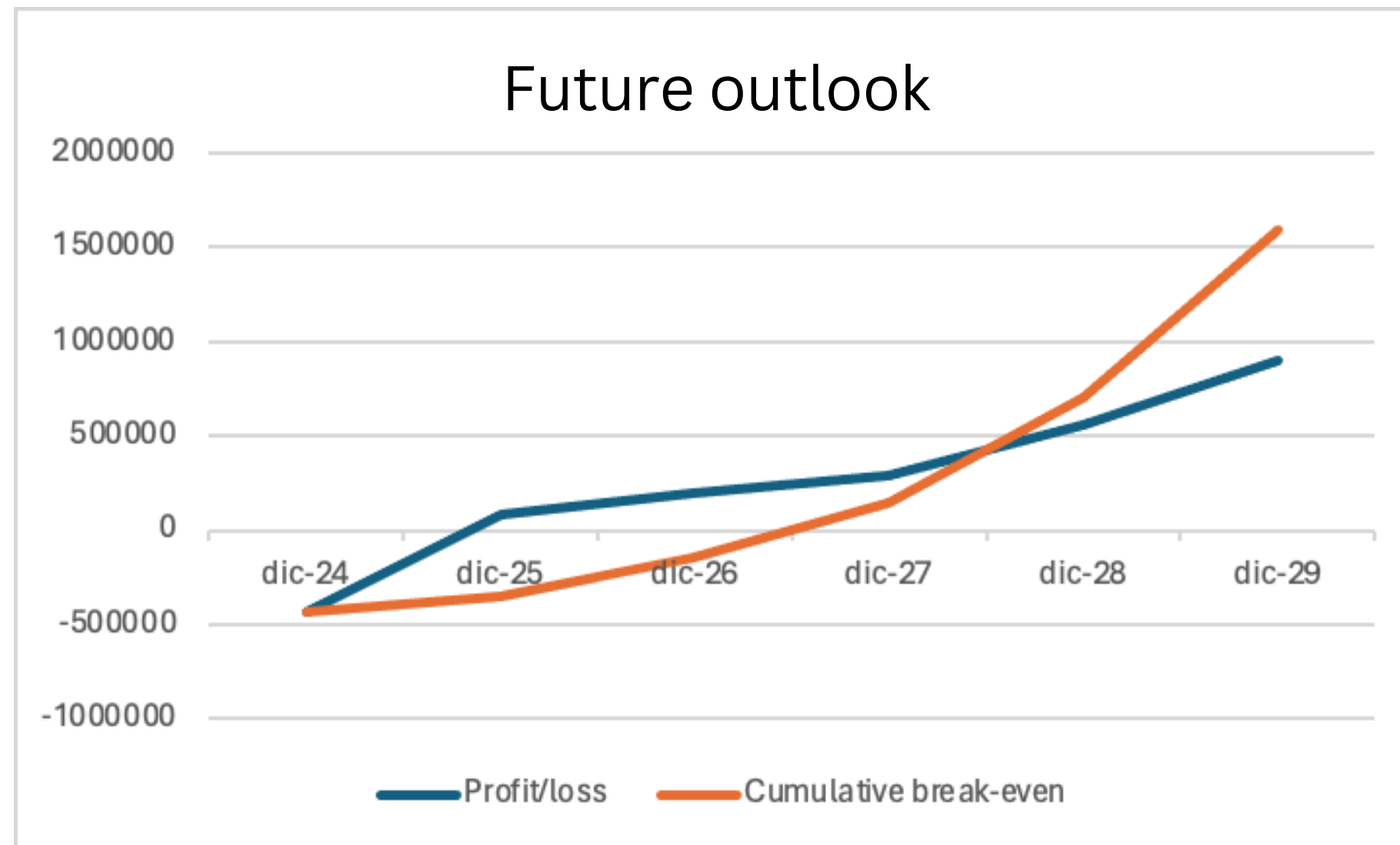
Our pre-money valuation: €5.00 million

Pre-money valuation of Co-charger: <https://lc.cx/LAomLD>

Number of EV in UK: <https://www.zap-map.com/ev-stats/ev-market>

Number of EV in Italy: <https://www.motus-e.org/>

Overview of financials



We plan to start making **profit** in the 2nd year.

While to cover all the expenses, considering the initial investment, we count 4 years.

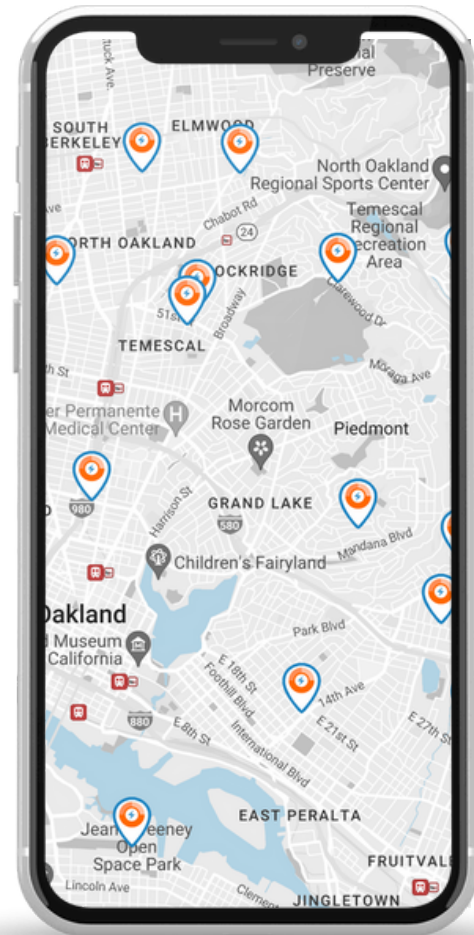
Existing solutions



USA

Started in 2016

Had initially raised
\$728.3K from 3 investors



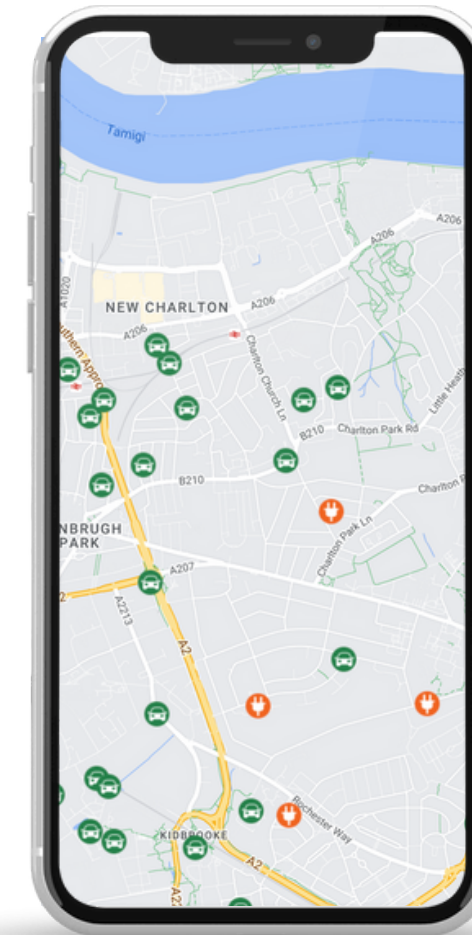
<https://www.evmatch.com/>



UK

Started in 2020

More than 10.000
users today



<https://co-charger.com/>

Articles about us



VaiElettrico

<https://shorturl.at/fhDR8>

E nata Spark-e, l'Airbnb della ricarica domestica

Nasce Spark-e, l'Airbnb della ricarica. E' una webapp che connette proprietari di wallbox e proprietari di BEV privi di ricarica privata

Vaielettrico / Jan 6

<https://encr.pw/XUtM9>

La Repubblica



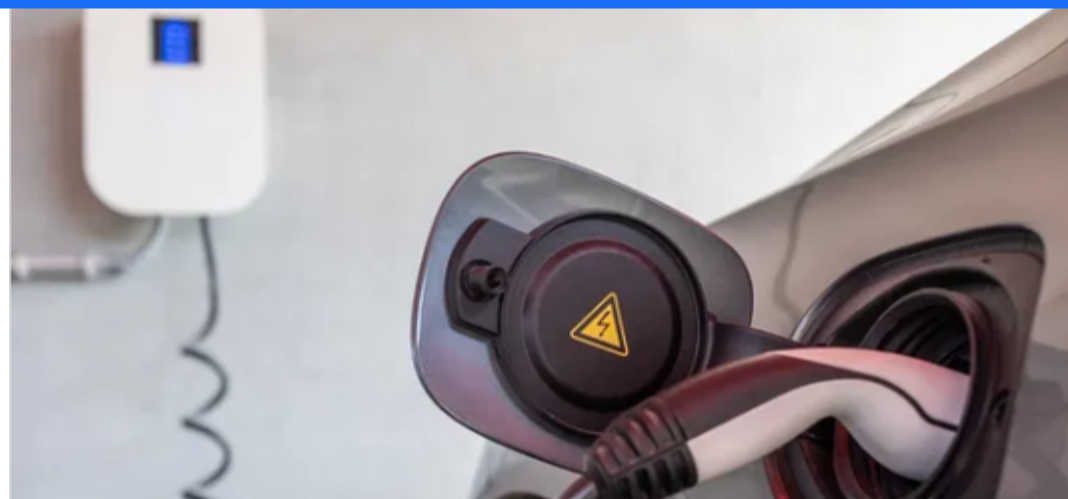
Auto elettrica, arriva la ricarica condivisa

Spark-e la piattaforma che mette in contatto i proprietari dei garage dove c'è una colonnina. Ecco come funziona

la Repubblica / Mar 1, 2023

<https://acesse.dev/yR47L>

Moveo Telepass



Ecco Spark-e, l'app per lo sharing della ricarica elettrica | Moveo

Spark-e è l'app con cui è possibile condividere i punti di ricarica elettrica domestici. Ecco come funziona.

telepass / Jan 8



Spark-E: nasce una nuova piattaforma per condividere la ricarica privata

Attraverso Spark-E chi è alla ricerca di una stazione può decidere di effettuare il rifornimento energetico presso il box di altri utenti

E-ricarica / Jan 10

E-ricarica

<https://encr.pw/yR47L>



Founders



Alessandro Montanari

+39 366415443

alessandro1.montanari@mail.polimi.it

<https://www.linkedin.com/in/alessandro-montanari-bb2193174/>

Amaury Cronenberg

+49 17620600803

amaury.cronenberg@tum.de

<https://www.linkedin.com/in/amaury-c-c-cronenberg-a8b13921a/>



Visit us on

www.sparke.it

info@sparke.it