



# Powerdeck

PUBLIC ELECTRIC VEHICLE CHARGING PLATFORM





### Few chargers

- <20 DC chargers
- Not compatible with all EV's
- Not always available



### Low profit margin

- 35 fills/KWH
- ROI > 15 years
- Not feasible for traditional investment



### Expensive infrastructure

- > \$60K for commercial chargers
- High O&M costs



### No platform

- No map of locations
- Cash only payment
- Multiple owners



### Immature regulations

- Not friendly with L2 chargers
- Requires a lot of documents
- Doesn't serve every location

## EV Market problem

# Problem

Number of EV's is increasing significantly, batteries are degrading and EV range is very limited, EV owners are left alone without a proper solution to fulfil their needs since 2015

# MEET ION

First EV charging platform in Jordan and MENA region that doesn't sell electricity! Someone else is paying for it!



## ION Property Chargers

- L2 Fast chargers
- Compatible with all EV's
- Assembled in Jordan
- Lower cost



## ION Smart Platform

- Mobile App
- Interactive Map
- Online payment



## Digital Advertising Platform

- Branded outdoor charger set
- Large advertising LED display
- In-app ads



## P2P Model (MVP)

- Any charger can become part of ION
- Revenue-share model
- Faster expansion



## Regulation

- EMRC regulations draft
- Agreements to change some regulations and requirements

# Revenue Streams

Where ION generates money!

## Electricity

**\$50**

Net Revenue/  
Month/Charger

- \$500 Revenue
- Governed Tariff
- Service sold at \$6,300 / 5 Years!

Yearly: \$600

## Advertising

**\$1,000**

Per Charger / Month

- \$100/Advertiser/Month
- Renting fees excluded.

Yearly: \$12K

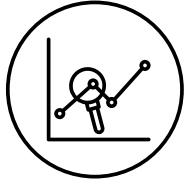
## Subscriptions

**\$10**

/ Month / Premium User

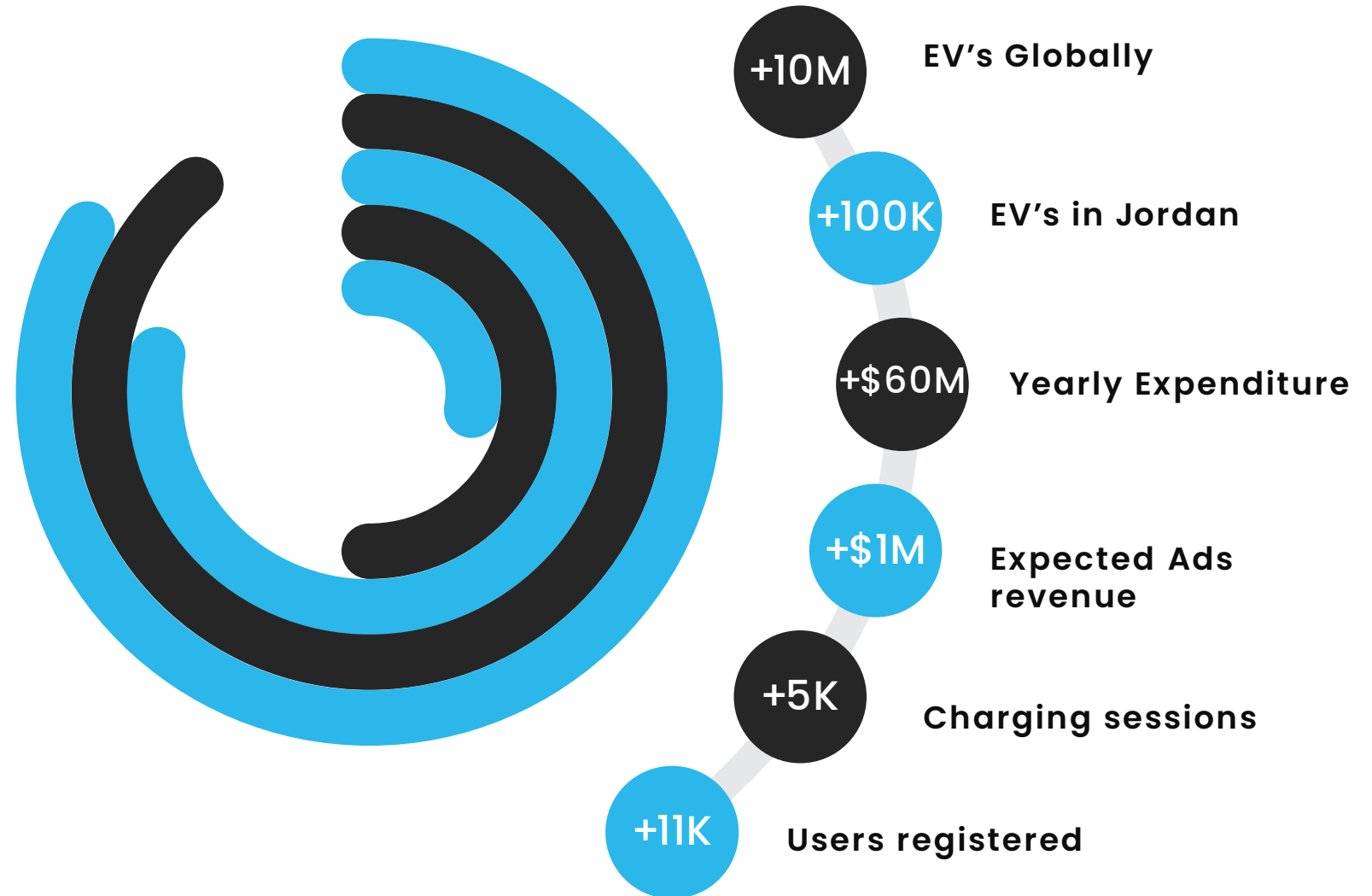
- Unlocks premium features.
- Free charging sessions.
- We expect 10% of our current users.

Yearly: \$120K



## ION Market and Traction

- 25% increase in market size
- Gap not filled by any competition
- Twisted business model to solve the problem, generate revenue and dominate Jordan's market within a year



Meet the App

# ION APP

- User friendly
- Registration through mobile number (less user information)

APP AVAILABLE



## Interactive Map

- Map of locations
- Availability and status



## Activate Charger

Scan QR or enter pin to start you charging session



## Check Balance & status

- Current Balance & History of transaction
- Charging session information



## Book a charger

To be launched soon



## Direct pay

To be launched soon



## EV Community

To be launched soon

Meet the App

# ION Charging Points



**Fixable Sizes**



**Interactive  
Chargers**



**Smart Advertising  
Platform**



**All Weather  
Compatible**



**Safe & Secured**



**EMRC Certificated**



**Thank**

OUR CONTACT

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