

# CitiesInCharge

Optimising public EV charge  
point infrastructure

Alex Gluhak, CEO, Urban Data Collective



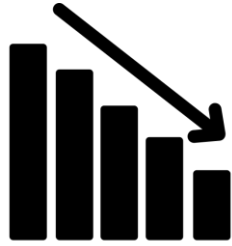
# The electric vehicle (EV) challenge

EVs are fundamental to enable zero emission transport

- A transition to EVs requires a suitable public EV charging infrastructure
- A **tenfold growth of public EV charge point infrastructure** is need to meet EU policy targets
- Cities and local government are key to enable the successful rollout, but face challenges to delivery on time and money



# Problem: Revenue loss on public charging network



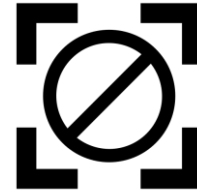
## Wrong charger placement

Utilisation levels vary largely depending on location 0...60%



## Infrastructure availability

8-10% of EV charge points out of service



## Blocked charging bays and overstays

EV chargers unavailable for others



## Misconfigured energy tariffs

Paying more for energy use than charging

Up to **£50k per annum lost revenue per 100 EV chargers** if no action is taken

# Problem: Reporting and management overhead



**Operational reporting  
for Netzero transition**



**Enforcement of  
charging bays**

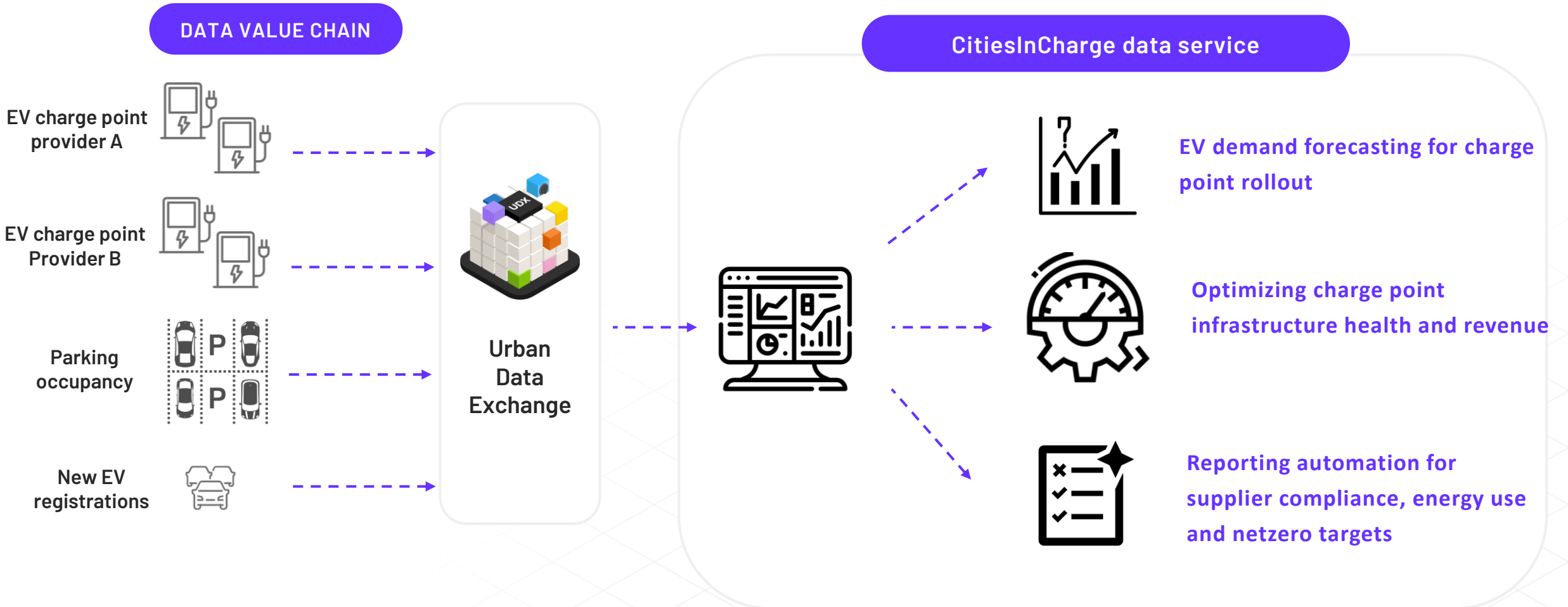


**Supplier contract  
management**

Considerable **human effort** for repetitive tasks **that  
can be automated**

# Solution: CitiesInCharge

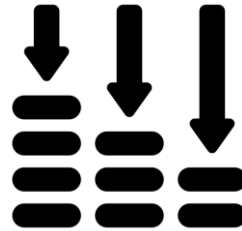
Data-driven decision support tool for managing rollout and operations of public EV charging infrastructure



# Business benefits



Higher revenue per charge point



Lower infrastructure investment



Better citizen experience and quality of life

## DIRECT FINANCIAL BENEFITS

## OTHER BENEFITS



Cheaper enforcement of compliant use

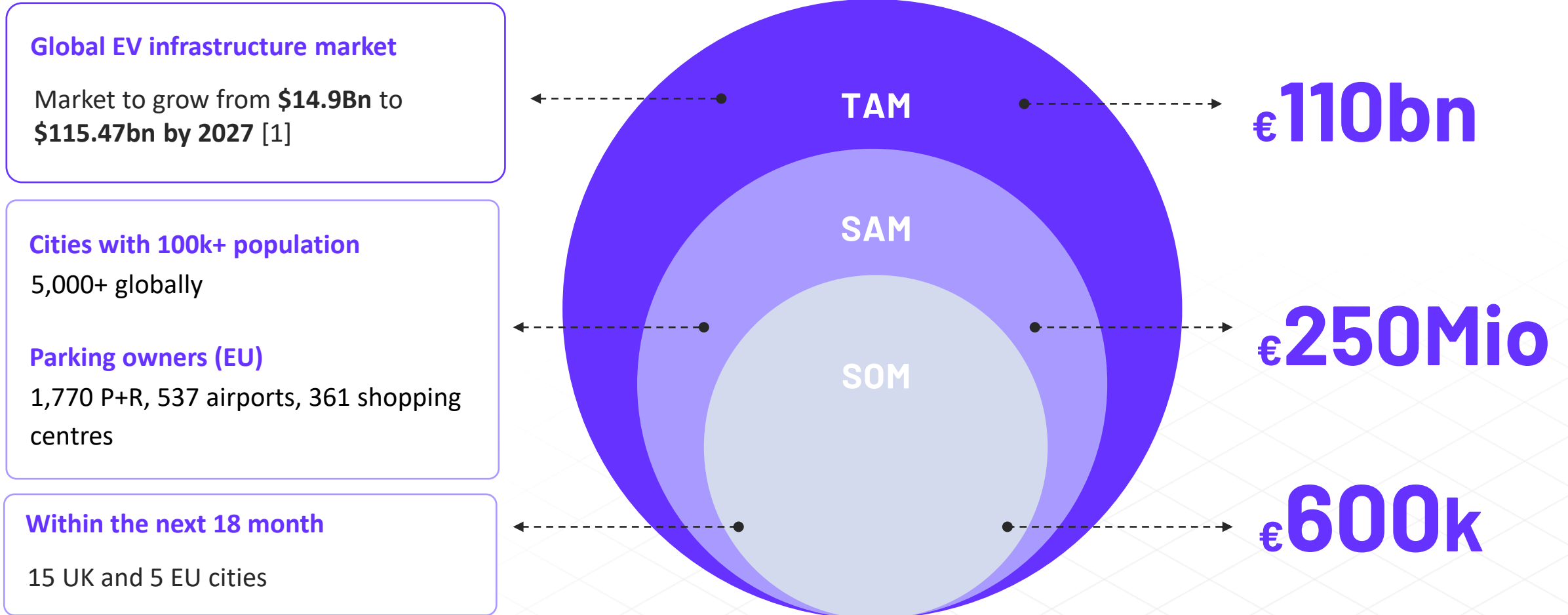


Automated NetZero reporting



Improved competition and supplier contract management

# Market opportunity



[1] <https://www.precedenceresearch.com/electric-vehicle-charging-infrastructure-market>

# The team

## FOUNDERS



**Dr Alex Gluhak**  
CEO

IoT and Smart City leader with 20yrs experience



**Dr Sarah Gallacher**  
Engineering Lead

Technology expert Cloud and Data Platforms



## BD & SALES



**Part time**  
**Nigel Matthews**  
Business Development Director

BD executive, High Value SaaS Solution Sales in Public sector



## DEVELOPMENT & DESIGN



**Jason Brewer**  
Senior full stack developer



**Part time**  
**Jacob Aston**  
Frontend developer



**Part time**  
**Callum Hyland**  
Backend developer

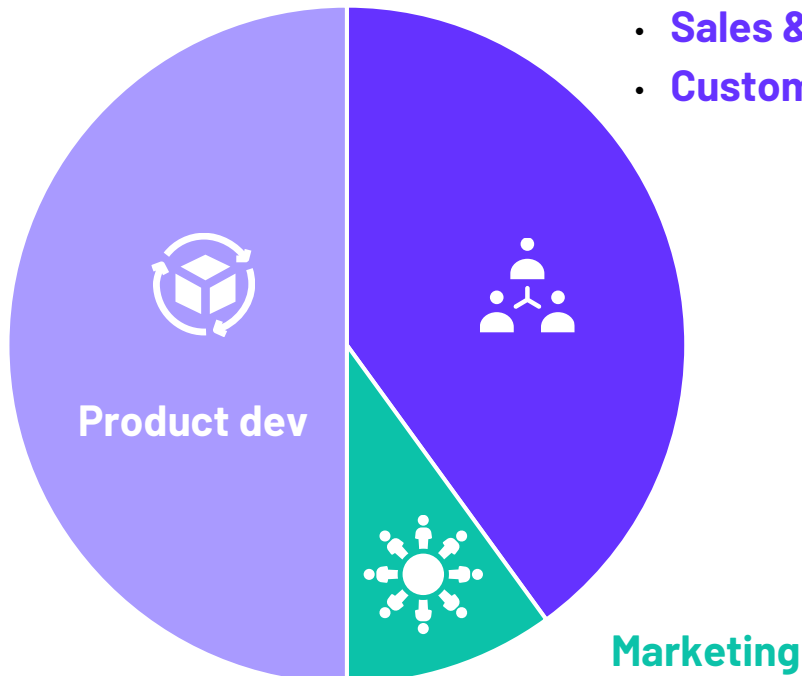


**Part time**  
**Brett Whatmough**  
UX & Design



Raising £250k for a runway of up to 24 months

## USE OF FUNDS



### Increase team:

- Sales & partnerships
- Customer support

## Current investor traction

- **£100k committed** by 3 UK angel investors, completed initial DD
- Advanced negotiations with an **early-stage VC for £150k investment**, starting DD
- Target: Close round by **end of Oct 22**

# Missions focus: Business development



**Electric Vehicle (EV) Charging  
Innovation Showcase**

**Sheffield, UK, 13 Oct 2022**



**Smart City Expo World Congress 22**

**Barcelona, Nov 15-17 2022**

# Thank you!

Web: [www.urbandatacollective.com](http://www.urbandatacollective.com)

Email: [alex@urbandatacollective.com](mailto:alex@urbandatacollective.com)

Mob: +44 79 888 99 075

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