



**We believe travel shouldn't damage the earth**

That's why we're building the charging infrastructure needed to enable mass adoption of electric vehicles.

**Moller** Bil

<https://pod-point.com/>

# Agenda

## ✓ What we do

- Our story
- Our philosophy
- Current traction

## ✓ Who we are

- Team
- Roadmap
- The Barriers

## ✓ How it works

- Products
- Using Pod-Point
- Onboarding
- Partner agreement
- Benefits
- Next step



# Our story

Pod Point are one of UK's leading providers of electric vehicle charging. Since forming in 2009, we have manufactured and sold over 96,000 charging points across the UK and Norway. We've also developed an extensive public network connecting EV drivers with 3,700+ charging bays at locations including Tesco, Lidl and Center Parcs.



Erik founded Pod Point in 2009, in the aftermath of the 2008 financial crisis. He saw the potential of electric vehicles as the next major mode of transportation and set himself the goal of wiring up the UK with charge points to facilitate the switch to EV from internal combustion engines.

Erik is also a member of the UK Automotive Council Technology Group and YPO (Young President's Organisation).

**Erik Fairbairn**

*CEO & Founder, Pod Point*



# What's next for us: Roadmap (Norway)

- 100.000 sold units by 2025
- Increase our market share in Norway with 15% by 2021
- Increase community outreach for Norway
- Increase activity in the top and middle of the sales funnel
- Build strong partners around Norway

# The five barriers to EV



**Range**

**Performance**

**Choice**

**Cost**

**Charging**

# Products

## Home charging



## Commercial charging



## Workplace charging



We are compatible with all plug-in vehicle brands



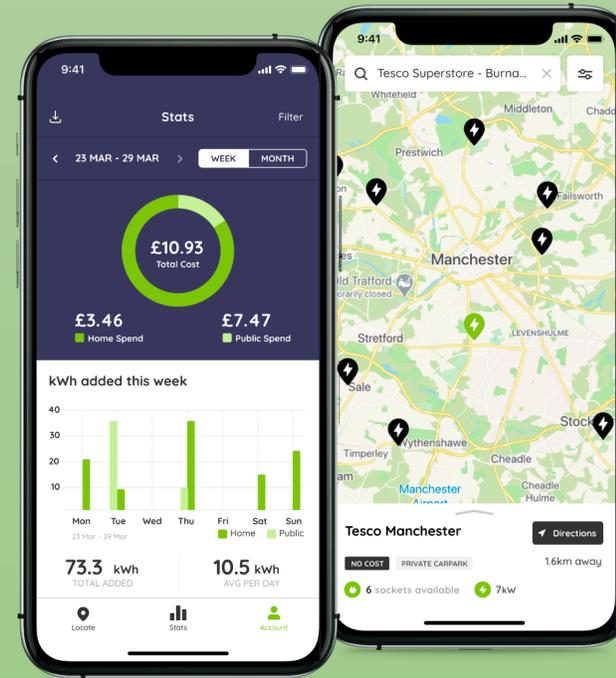
# Products

# Guidelines



<https://pod-point.com/guides/driver>

<https://pod-point.no/teknisk/maskinvare>



# Skanska: Case Study

Pod point installed 67 EV charger-points at Skanska's UK office for their employees

- Limited existing electricity supply
- Did not have the capacity for all charger-points
- Extremely busy carpark that needed to stay open

*“Skanska’s Senior Project Manager Paul Jarvis said:*

*“The installation of the EV charge points was a credit to all concerned. All site work was done efficiently, on time and to budget with minimal impact on a busy, occupied site.”*



# Who loves us, and why?

- [Read all our case studies here](#)
- [CSS score of 4,7/5](#)

**Neil Garwood, Managing Director of Southampton Airport, said:**

*"The number of drivers switching to EVs is increasing exponentially. These drivers need access to public charging as they go about their lives, and we need to make sure we're meeting the needs of this particular group of customers. We're also pleased to be helping build the UK's charging infrastructure with this installation."*

**Client endorsement:**

*"Pod Point really helped to drive this project forward. They looked at our challenges and created a bespoke solution that works for all stakeholders and does not utilise excessive amounts of power, allowing us to meet our planning requirements. Furthermore, Pod Point's back office system works brilliantly for this type of development."*

**SKANSKA**



**TESCO**

pod POINT

# Solution Overview: Partner program

- Easy to enroll - everything covered directly by Pod-point
- Satisfied guarantee for all customers
- 5 years warranty on all products
- Customers always covered with the latest software
- Full dashboard metrics and reporting
- Dedicated help and product training for all employees

# Benefits for Møller Bil

Commission: Rising curve for all sold chargers goes up to 30%

Pod-point are in charge of installing and running all chargers

Pod-point are handling all onboarding and support for the Møllerbil's clients

Møller Bil would have their own advice/support team located in Norway at Pod Point directly

[Try the calculator](#)

**Møller** Bil

pod POINT

# Next steps

- Meeting notes will be sent out
- Partner agreement draft
- Follow-up - schedule - new meeting
- Discuss terms and conditions

# Additional Feedback:

- Any other thoughts or insights?

# Thank you!



Download Presentation material?

<https://www.ulrik.biz/pod-point>

Ulrik Gjellesvik  
Candidate  
hello@ulrik.biz  
+47 400 93 494

# Sources

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