



Supercharger.shop
Local deals, coupons & offers while you charge.

A digital convenience store for ev charging locations, connecting local businesses to electric vehicle owners while they charge.

THE PROBLEM

With the transition to electric mobility, gas station C-Stores will soon become a thing of the past as fueling behavior shifts from gas stations to charging locations.

THE SOLUTION

A web platform where users can access location based deals, coupons & offers to nearby shops while charging to



PURCHASE EVERYDAY ITEMS

like snacks, drinks, lottery tickets, etc



PICK-UP OR DELIVER

products right to their vehicle



INCREASE FOOT TRAFFIC

and sales to local businesses

Disruption events create new addressable markets



Hotels



Restaurants



Transportation



C-Stores



Supercharger.shop

As purchasing around fueling shifts from C-Stores to nearby surrounding Malls and Grocery Stores, data shows the average basket size has increased from \$8 to \$35.

MARKET VALIDATION



Source: \$875Bn is 4.3x current C-Store revenues of \$200Bn.

The biggest economic opportunity from this shift in fueling behavior will not be from the act of charging but rather from the commerce generated around charging.

MARKET SIZE

\$500Bn of revenue will shift as fueling behavior evolves

**LOCAL / NEARBY
SHOPPING**

**ELECTRIC
CHARGING**

\$200Bn

**C-STORE
SALES**

\$300Bn

**FUEL
SALES**

Source: Publicly available information.

BUSINESS MODEL

1. We charge nearby retailers a monthly fee to list their deals, coupons and offers.
2. We take a 10% commission on each transaction made within the platform.

\$30

BILLION DOLLARS

ON PLATFORM TRANSACTIONS

15% of Available Market

\$3.50

AVERAGE FEE

\$35 AVERAGE TRANSACTION

at Local/Nearby Stores

\$300

MILLION DOLLARS

REVENUE

Projected by 2024

ADOPTION STRATEGY



Our initial focus will be on Tesla owners and Supercharger locations. This is a more visible and mature customer base we can target with on-site ads and digital marketing.

ADOPTION STRATEGY



As the EV market continues to evolve, we will begin adapting our Tesla/Supercharger marketing strategy for non-Supercharger locations and non-Tesla owners.

LET'S TALK

