



**Plug Zen**

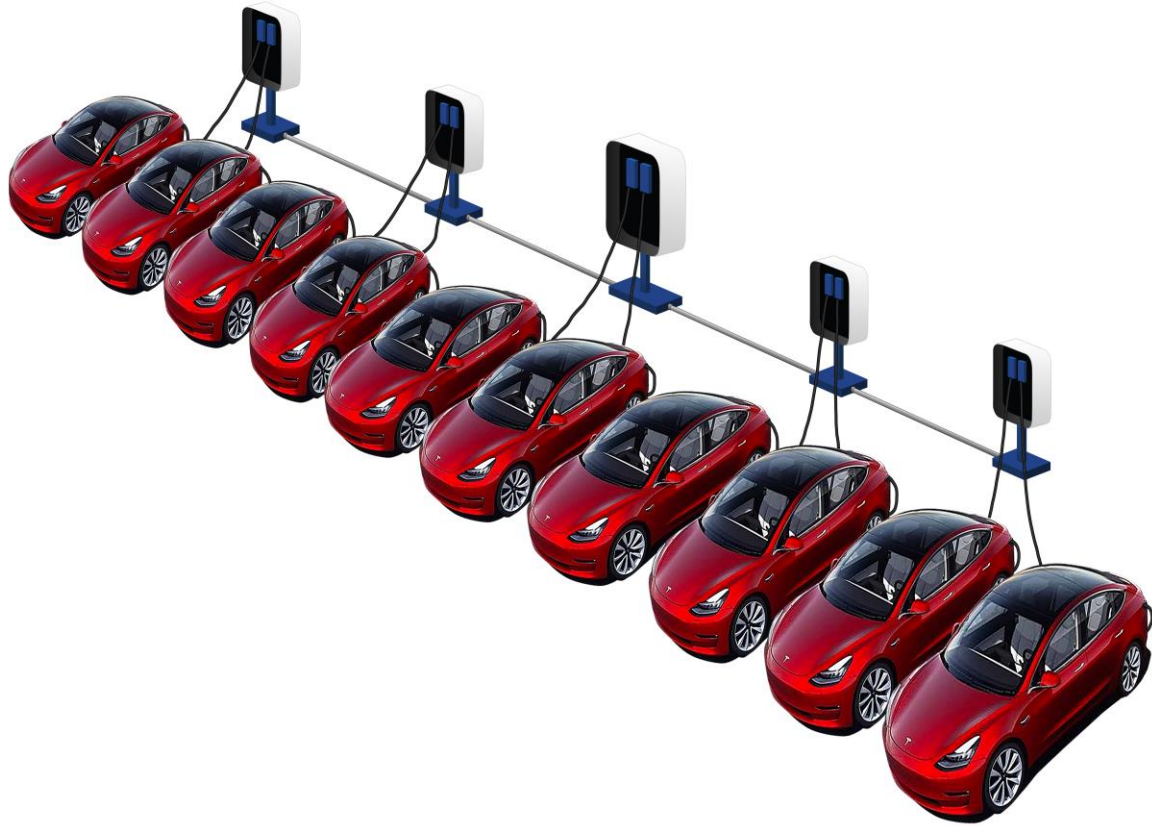


**What  
Problems  
Are We  
Solving?**



Millions of potential EV drivers do not own their own homes. They live in multi-family housing such as apartments or condos and aren't able to install EV chargers where they live, depriving them of the opportunity to charge their vehicles at home. And their places of employment do not provide EV charging either.

# How Do we *fix it?*



- We've developed a patent pending modular, multi-vehicle charging platform that is ideal for multi-family housing and work place charging, allowing EV owners to recharge their vehicles at home and/or work
- This modular configuration allows up to 10 vehicles to recharge simultaneously wired or wirelessly (like cellphones) on a single circuit

*EV owners can “charge while they live, work and play,”  
eliminating range anxiety*



# What Is our Target Market ?

Our competitors are having scarce penetration in these markets because of the high costs of their equipment and installation when installing multiple stations



APARTMENTS  
& CONDOS

Approximately 43.9 million residences or 31.4 % of Housing in the U.S. is multi-family. (2019 Census)



WORKPLACES

According to the SBA Office of Advocacy there are over 31 million small businesses. There are currently 21,139 large businesses in the United States.

The General Services Administration (GSA) owns and leases over 8,600 buildings in more than 2,200 communities nationwide



FLEETS

There are more than 200,000 companies, excluding farmers, operating private fleets in the U.S.

The federal government owns or leases 254,059 vehicles, excluding the military and Postal Service

# What are *Our Products?*

## Patent Pending EV All Platform

- PZ-100: Standard system that charges up to 10 vehicles wired or wirelessly through interchangeable charging devices (Ubi-Charge)
- PZ-200: Advanced system with additional features such as wi-fi, smart garage camera, lighting, grid management, bi-directional charging, etc
- PZ-300: Higher voltage system for fleet midsize to heavy fleet vehicles
- PZ-400: Hi-Vis with 70" advertising Screen



# Milestones & Product Plan

2022	6 months	12 months	18 months	24 months
Received 250k LOI	UL Certification	Launch PZ-200	Launch PZ-300	Launch PZ-400
Began taking pre-orders	Launch PZ-100 Pilot		Launch EV Everywhere system	1st international patent issued for Multi-vehicle charging system
Onboarded into ford supplier diversity program	Launch PZ-100 production			Begin licensing platform internationally
Begin onboarding for Amazon Black business incubator				

# GOALS.



## *What are Our Goals?*

- Decrease charging infrastructure costs
- Increase charging infrastructure in underserved communities
- License Platform internationally

*“We’re putting the EV in Everybody”*

# Who is Our Competition?

Company	Hybrid Cable/Wireless	Cost per station (Level 2)	Scaled to 10 Charge vehicles	Installation costs	Total costs
Plug Zen	Yes	\$2000 main \$600 sub (4)	\$4,400	\$3,600	\$8,000.00
ChargePoint	No	\$2,000	\$10,000	\$10,000	\$20,000.00
Blink Charging	NO	\$1,500	\$7,500	\$10,000	\$17,500
Electrify America	NO	2,000	\$10,000	\$10,000	\$20,000
EVGO	No	2,000	10,000	\$10,000	\$20,000





## How are We *Better*?

Our platform:

- Costs less than competition
- Modular configuration efficiently expands up to 10 stations
- Hybrid (cable or wireless) –similar to phone charging
- Made in Detroit
  - World's largest hub of automotive engineers & suppliers

# Advantage.

# Why Investors should Consider Us?



- We provide a Cost-efficient EV charging option for stakeholders (i.e., automakers, utility companies, business owners, property managers, and fleet operators) to offer EV charging to their customers, employees, tenants, and fleets.
- We can aggressively capture virtually untapped markets such as multi-family housing & workplace charging where stand alone and dual charging stations have less market appeal because of higher costs.
- As a Certified minority business, we are eligible for set aside contracts from the federal government

(see capability statement)

# How Will We Prove It Works?



- Pilot - (2nd Qtr. 2023)
  - PZ 100 System –
    - Detroit, Michigan
    - Los Angeles, California



**Kwabena "Q" Johnson**  
**Founder & CEO**



**Yvette Nance**  
**COO-HR/Talent**  
**Acquisition**



**Brian Lamparski**  
**CTO-Manufacturing &**  
**Engineering**

## Who is Plug Zen?

**A Detroit-based,  
minority-owned start-  
up that is focused on  
delivering adaptive,  
cost effective  
EV charging solutions.**

**See data room  
for Org chart &  
Bio's**

EV CHARGING SOLUTIONS

# FINANCIAL SUMMARY

	(in \$1,000s)						
Fiscal Years	2023	2024	2025	2026	2027	2028	2029
<b>Revenue</b>	\$ 97	\$1,092	\$ 3,991	\$ 14,023	\$ 46,163	\$ 134,805	\$ 286,571
<b>Cost of goods sold</b>	89	949	2,605	7,519	23,477	67,065	130,392
<b>Gross Margin</b>	\$8	\$142	\$1,386	\$ 6,504	\$ 22,687	\$ 67,740	\$ 156,179

**\*This summary does not reflect the Ford Supplier Diversity Program nor the arrangements being negotiated with Amazon or Verizon. The figures will be updated once negotiations are complete.**

**\*\*These figures reflect a sales business model. Our customers (property owners) will recover their investment by reselling energy to the end users (vehicle owners). The amount they'll charge their customers will vary by location**



# **The Ask**

**\$2,000,000 - Convertible Debt/Equity**

## **USE OF FUNDS**

- **18 mths Working capital**
  - 2 FTE (CEO), 3 PTE (\$500,000)
- **UL Certification (\$100,000)**
- **Pilot Program (\$500,000)**
  - 10 systems: materials , labor, installation
- **1 yr Production (\$900,000)**
  - COGs, operating expenses



**THANK YOU**

