

# EV CHARGING SOLUTIONS

*We develop EV charging solutions  
to reduce range anxiety*



# What is Plug Zen?



**A Detroit based certified MBE founded  
By **Q Johnson** a 25 year automotive  
& military (U.S.M.C.) veteran that  
develops EV Charging solutions**

EV CHARGING SOLUTIONS

What  
Problem  
Are We  
Solving?



## What Problem Are **We** **Solving?**

Provide a new charging solution that eliminates or reduces the costs for charging infrastructure for consumers and stakeholders that has not been introduced by our competition.





PLUG ZEN.



# *How Does it Work?*

A level 2 Vehicle Charging station Hub that can be expanded by adding up to 4 additional sub stations , each station has 2 chargeports.

# PRODUCTS.



WHAT ARE OUR PRODUCTS?

## What are Our Products?

- **Zen Stations**
  - Multi-vehicle charging system that charges up to 10 vehicles
- **Wireless Zen Pad**
  - Upgrade or hybrid modification to Zen Station

# GOALS.



WHAT ARE OUR GOALS?

## What are Our Goals?

- Ease range anxiety for EV drivers
- Decrease infrastructure costs
- Increase EV charging infrastructure
- Promote EV adoption
- Create jobs in Metro-Detroit

# Who is Our Competition?

Company	Upgradable	Charge point Recognition	Cost per station	Scaled to 10 chargers
Chargepoint	NO	NO	\$699	\$5,592
EVGO	NO	NO	\$2,000 - \$100,000	
Blink Charging	NO	NO	\$411	\$3,288
Electrify America	NO	YES	\$649	\$5,192
Plug Zen	YES	YES	\$400 to \$800	\$2,000

# What are our projections?

Year 2021-26	2022	2023	2024	2025	2026
On Board charger	1,000	10,000	100,000	1,000,000	10,000,000
Multi Vehicle Charger	500	5,000	10,000	100,000	1,000,000
Maintenance fees	\$90,000	\$900,000	\$1,800,000	\$18,000,000	180,000,000
Gross revenue	\$600,000	\$6,000,000	\$28,000,000	\$280,000,000	\$2,800,000,000
Cost of Goods	\$500,000	4,800,000	22,400,000	\$224,000,000	\$2,240,000,000
Gross margin	\$220,500	\$2,205,000	\$7,770,000	\$77,700,000	\$777,000,000
Operating expenses	300,000	600,000	2,000,000	4,000,000	20,000,000

HOW  
ARE WE  
BETTER?



## How are We Better?

- Costs almost 50% less than competition
- Expandable up to 8 stations
- Upgradeable to wireless
- Made in Detroit
  - World's largest hub of automotive engineers & suppliers



**PLUG ZEN.**



# Why Would Customers Choose Us?

- **Lower costs for stakeholders & EV Drivers**
  - Apartment buildings, workplaces, and fleet operators
- **End-User friendly**
  - Uses standard NEMA 6-50 outlets, charge point recognition
- **Flexible**
  - Can be used in larger variety of real estate settings, including home, work, parking lots/garages, sporting events, mixed use facilities

PLUG ZEN.



# How will We Prove it Works?

- Home Charging Pilot - (1<sup>st</sup> Qtr 2021)
  - Zen System -
    - Detroit,
    - LA
- Workplace Pilot - (2<sup>nd</sup> Qtr 2022)
  - Zen System -
    - Detroit
    - LA



# Our Team.



**Note:** See Plug Zen staff bios on Team Page at [www.plugzen.us/team](http://www.plugzen.us/team)



- COO Global Automotive Alliance - (Minority Supplier Consortium)
- Advisory Board Member
- Incubated Plug Zen as a start-up

**SYLVESTER HESTER**

B O A R D M E M B E R



- Owner of Mercedes Benz Of St. Clair Shores, Prestige Cadillac of Warren, and Lafayette Towers

**GREGORY JACKSON**

B O A R D M E M B E R

# CONTACT INFORMATION.



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# Significant Events

- **Motor Bella**  
Sept. 21-26, 2021, at the M1 Concourse in Pontiac, Mich.
- **2021 LA Auto Show**  
Wed Nov 17, 2021

*"Our Success is the World's Success"*

A decorative graphic consisting of two overlapping circles, one dark blue and one green, positioned below the quote.



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# THE END

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THANK YOU!

