MAKE MY DAY

Executive Summary

What We Do
We optimize, simplify and manage Electrical Vehicle (EV) Fleet Charging.

The Need and Market Opportunity
The electric vehicles market has the largest growth in the automotive world, with the expectation that in 7-10 years from now, 30% of vehicle sales in the world will be electric.

Though a lot of R&D resources are invested in improving the EV battery, the charging stations technology – including fast charging and ultra-fast charging – is expected to remain **the main operational challenge in the operation of EV cars.**

The total market potential is huge, as EV fleets are growing fast mainly due to **two** **very strong motivations**: firstly, the necessity of global and national programs to shift from gasoline driven fleets to EV fleets in order to **reduce the Co2/carbon**. Secondly, there is a huge advantage in **cost reduction** of using EV cars.

Charging time and costs are critical in making this transition as smooth as possible. Fast charging time currently takes a minimum of 30 minutes that negatively effects battery life and is quite expensive, while slow charging, although less costly, takes up to several hours conducted mainly at home or at work with low cost chargers.

Consequently, the EV driver and the EV fleet manager requires a comprehensive solution to manage the charging task; primarily from the point of view of minimizing this time consuming task by his drivers, while enabling them to achieve their daily objectives without too many limitation; and additionally to reduce as much as possible the total cost of ownership of maintaining an EV fleet including minimizing the required time of fast charging.

Product and Technology
Make My Day solution is providing the optimal route for the EV drivers **including vehicle charging.**
We are achieving this, using smart technology, by:
- Connecting to the fleet calendar/ CRM and understanding the daily needs of drivers and fleets.
- Connecting to the EV itself and retrieving key data of the battery status in real time.
- Collecting and using important data concerning the location of the driver and charging stations, and any impediments on his route.

Then, we are combining all this data in real time by our unique proprietary algorithm which creates the optimal route for both drivers and fleets and a recommendation for an optimal fast charging time.

The Business Model

The business model is SaaS (Software as a Service). Part of our go-to-market strategy is to work closely with all the stake-holders in this market. Consequently, we will offer two separate subscription packages:

1. To the main stake-holder, the **EV Fleet Operators**, we will charge $12 per month per EV car. The EV market is a brand-new market that is only now emerging. Part of our go-to-market strategy is to work closely with all the stake holders in this market.

2. To the secondary important stake-holder, the **Public Charging Station Operators** who serve both private EV owners as well as the EV fleets, we plan to offer a slightly modified solution at a price of $8 per month per EV car.

Go-to-Market Strategy

Our target customers are large enterprises who own or manage thousands of EV cars. We plan to work primarily via partners and channel distributors.

With channel distributors we are offering them a unique tool that demonstrates to the fleet owners how to transition to an EV Fleet Charging solution in a simple and cost-effective way.

Since we do not plan to sell directly to EV fleet customers, most of our marketing will utilize digital and remote tools.

For the target customers we present a very clear offering of NET ROI of around **$40+ per month per vehicle**, which is a **very cost effective offering, especially, under current global macro conditions.**

Competition

OUR ADVANTAGE AGAINST COMPETITORS

Unique decision-making algorithm ✓   Unique data ✓   Unique approach to the solution

Competitors comparison	Make My Day	Schedule Software	Charging Locations Providers
Charging stations locations	✓	x	✓
Calendar	✓	✓	x
Drive planning	✓	x	x
Full day planning	✓	✓—	x
Pre-booking charges	✓	x	✓—
Driving optimization	✓	x	x

As the market is just emerging, all our competitors are new companies that are more or less at our stage and size. However, we believe that Make My Day offers a vastly superior solution. We have received a number of industry innovation awards that validate the quality and leadership position of our current solution.

Current Status and Traction

Our main product is market ready, and all core team members are on board.

We have already secured several live projects that are expected to generate more than $250K in 2020!
- We are running two extensive pilot projects with large fleets - **Centrica** and **LafargeHolcim**.
- We have a pilot project with one of the largest public charging station operators: **Enel X.**
- We have signed distribution and commercial agreements with 3 more partners.

Currently, we are raising $1.5M to commence marketing and sales of our solution globally, while enhancing and adapting our solution to address specific market demands.

The Team

Nisan Katz, *Co-Founder CEO*

Nisan has over 17 years of experience in project management, business development, and as CEO of a leading media company. He was in charge of raising funds, managing international projects, and leading the sales and marketing teams.

Cnaan Aviv, *Co-Founder and CTO*

Cnaan has more than 25 years of experience in development and product innovation. Previously, Cnaan was the R&D Manager of Golan Telecom and was instrumental in building and developing its telecom solution from inception. Prior to that, Cnaan created several successful entrepreneurial start-ups, taking them to successful exits. Cnaan is an 8200 IDF Intelligence Unit alumnus.

Dr. David Feitelson, Consultant and Advisory Board member.

David has over 25 years of experience in both the software industry and academic research in the field of AI. Previously, David held several leading technology positions as a co-founder and CTO at The.com Chase, Founder and Consultant at ProActive Modeling, and a Software Specialist at TTI Telecom. He has a BSc in Mathematics and Computer Science from Tel Aviv University, and an MSc in Software Engineering and Computer Science from Oxford University.

Dani Zeevi, Strategic Advisor and Advisory Board member.

Dani is a serial entrepreneur who founded and managed several companies (YCD Multimedia, Eco-Net). Dani has been a mentor to dozens of startups in the last few years. He previously managed an elite software team in the 8200 IDF Intelligence Unit. He has an MSc in Electrical Engineering (Honors) from Tel Aviv University.