



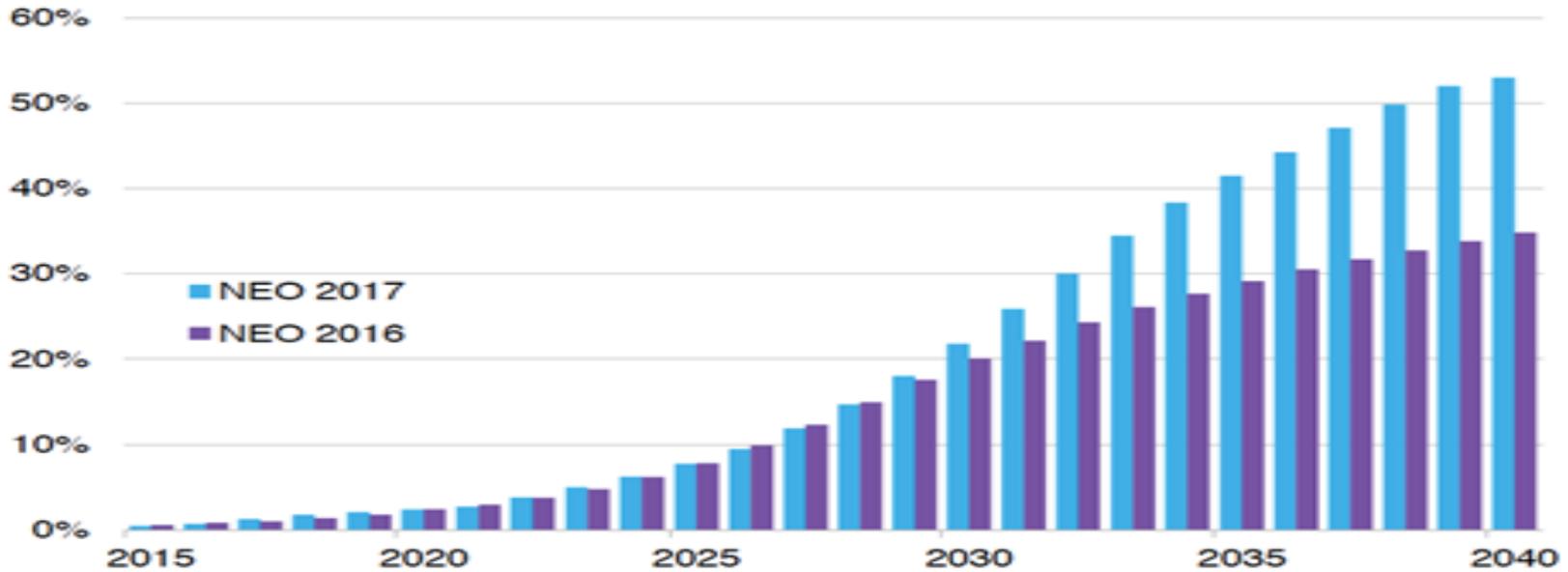
# MAKE MY DAY

Planning your daily drive



# THE MARKET- The Rise of Electric Cars

Figure 7: EVs a percentage of total vehicle sales



Source: Bloomberg New Energy Finance



MAKE MY DAY

# EV FLEET OPTIMIZATION – SHIFTING FROM GASOLINE TO EV

Companies shifting  
Fleets to EV in order  
to Meet the conditions  
of reduction the Co2



Global  
CO2 emissions  
need to be cut by  
45% by 2030



Cost Reduction  
for the fleet by  
using EV



EV100 companies which commit  
to shift fleets to EV



## THE NEED

# Optimizing Charging Station Planning for EV Drivers and EV Fleets



Where can I find charging stations?

Planning the drive is complicated

Is the charging station available ?

What is my range ?

What do I do while my car is charging ?



# MAKE MY DAY SOLUTION



**Charge as Part of Your Day:  
Calendar Connectivity**



**Easy Route  
Planning for EV**



**Connection to  
the Battery and  
its Status**



**Combine  
Charging with  
Public  
Transportation**



**Pre-Booking a  
Charging Station**



**Charging Station  
Mapping**



**Connection Between  
Driver and Surrounding  
Businesses**



**EV Fleet Optimization**



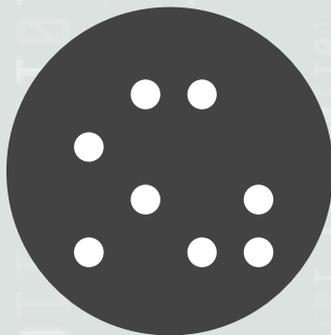


# THE TECHNOLOGY

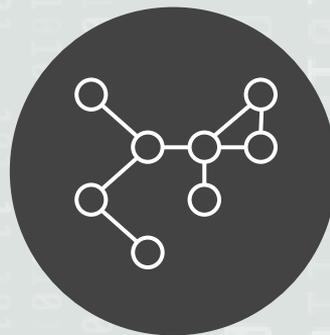
Data + Algorithm = AI



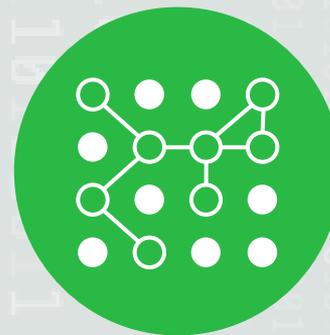
**User**



**Unique Data**



**Smart Algorithm**



**Big Data**



# THE Solution - Fleet Electrifying calculator tool



## Fleet Electrifying Calculator



Number Of Vehicles

Number Of EV Vehicles

Number Of EV Vehicles To Be Added

Offer Best EV For Me  
Location Of The Fleet

Price Per Gallon / Liter  \$

Price Per KWh  \$

Average Distance Per Day

Type Of Vehicle Needed

Number Of Hours Vehicles Are Deployed

Number Of Charging Stations

Location Of Internal Charging Stations

Offer Me Charging Stations Plan

Advanced

Get Results

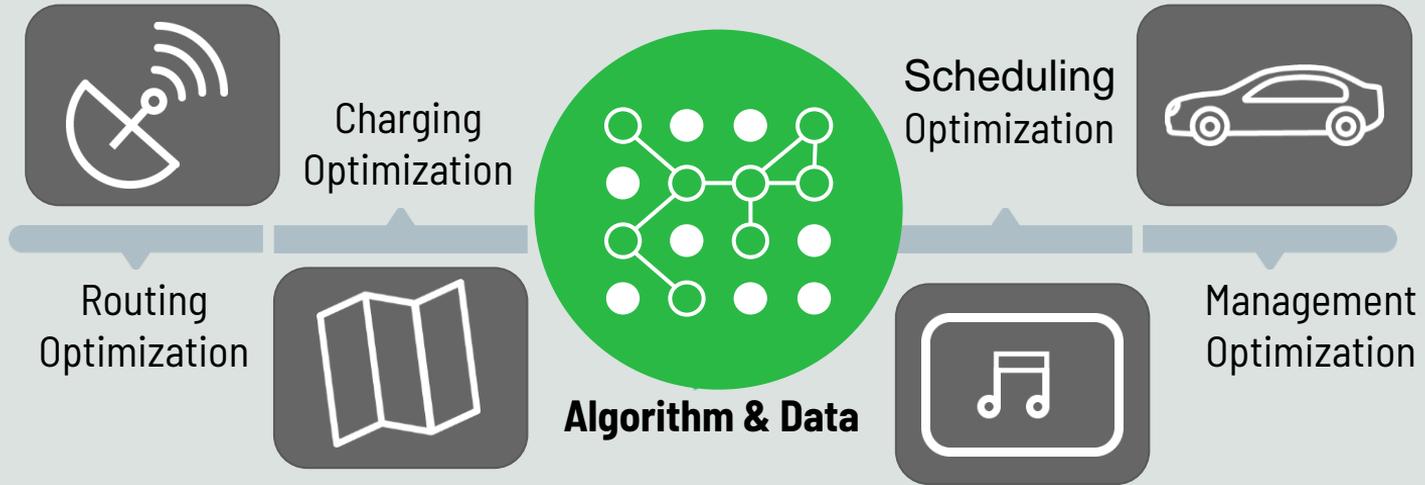
Results:

Car Type	Number Of Vehicles	Charging Time	Price Saved	CO2 Emission
BMW i3	5	4	9 \$	822590 kg
BMW i3	10	8	18 \$	1645180 kg
BMW i3	15	12	27 \$	2467770 kg
Audi Audi e-tron (2018)	5	13	7.7 \$	285323 kg
Audi Audi e-tron (2018)	10	26	15.4 \$	570646 kg
Audi Audi e-tron (2018)	15	39	23.1 \$	855969 kg
Bolloré Bluecar	5	6	9.3 \$	443337 kg
Bolloré Bluecar	10	12	18.6 \$	886674 kg
Bolloré Bluecar	15	18	27.9 \$	1330011 kg
BMW Brilliance Zinoro 1E	5	13	9.9 \$	99274 kg
BMW Brilliance Zinoro 1E	10	26	19.8 \$	198548 kg
BMW Brilliance Zinoro 1E	15	39	29.7 \$	297822 kg
BYD e6	5	15	5.3 \$	574028 kg



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# EV FLEET OPTIMIZATION





# BATTERY STATUS OF ALL THE VEHICLES IN REAL TIME



## USERS

### ▼ Users List

ID	User Name	Name	Address	Car Type	SOB	Lat	Lng	Credentials
1	<a href="#">admin</a>	admin		Volkswagen e-Golf	<div><div style="width: 76%;">76%</div></div>	-19.991236	-44.022579	admin
2	<a href="#">FABIO</a>	FABIO		Skoda CITIGOe IV	<div><div style="width: 66%;">66%</div></div>	-22.935022	-43.361725	user
3	<a href="#">FERNANDO</a>	FERNANDO		Micro Mobility Systems Microlino	<div><div style="width: 11%;">11%</div></div>	-22.92515	-43.374237	user
4	<a href="#">DIOGO</a>	DIOGO		Mahindra e2o plus	<div><div style="width: 35%;">35%</div></div>	-12.878436	-38.305668	user
5	<a href="#">CAROLINE</a>	CAROLINE MC		Stevens ZeCar	<div><div style="width: 93%;">93%</div></div>	-22.772598	-45.193836	user
6	<a href="#">RENNER</a>	RENNER		Honda Clarity Electric	<div><div style="width: 40%;">40%</div></div>	-22.72122	-47.361866	user
7	<a href="#">MARCELO</a>	MARCELO ARAUJ		ElectraMeccanica Solo	<div><div style="width: 68%;">68%</div></div>	-19.949686	-43.92395	user
8	<a href="#">FABIANA</a>	FABIANA PADII		Tesla Model X	<div><div style="width: 93%;">93%</div></div>	-8.055832	-34.905003	user
9	<a href="#">IDENIO</a>	IDENIO RODR		NIO ES8	<div><div style="width: 13%;">13%</div></div>	-19.991236	-44.022579	user
10	<a href="#">DJALMA</a>	DJALMA		Girfalco Azkarra	<div><div style="width: 32%;">32%</div></div>	-22.875799	-43.266071	user
11	<a href="#">RICARDO</a>	RICARDO		Rayttle E28	<div><div style="width: 22%;">22%</div></div>	-19.878529	-44.000473	user
12	<a href="#">Nuno</a>	Nuno		Motores Limpios Zacua	<div><div style="width: 98%;">98%</div></div>	-23.195457	-45.87558	user
13	<a href="#">LUIS</a>	LUIS		Bolloré Bluecar	<div><div style="width: 93%;">93%</div></div>	-23.524836	-47.453228	user
14	<a href="#">NICIA</a>	NICIA		Honda Fit EV	<div><div style="width: 20%;">20%</div></div>	-23.703032	-46.541733	user
15	<a href="#">ALMIR</a>	ALMIR		Peugeot iOn	<div><div style="width: 28%;">28%</div></div>	-20.193371	-40.225395	user
16	<a href="#">Vicente</a>	Vicente		Chery QQ3 EV	<div><div style="width: 24%;">24%</div></div>	-19.991236	-44.022579	admin
17	<a href="#">Isabele</a>	Isabele		Tesla Model 3	<div><div style="width: 96%;">96%</div></div>	-19.991236	-44.022579	admin

Export users



► Add a new user





# FLEET SOLUTION - DIVIDING THE LOAD AND BALANCING

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Vehicles View

Shifts

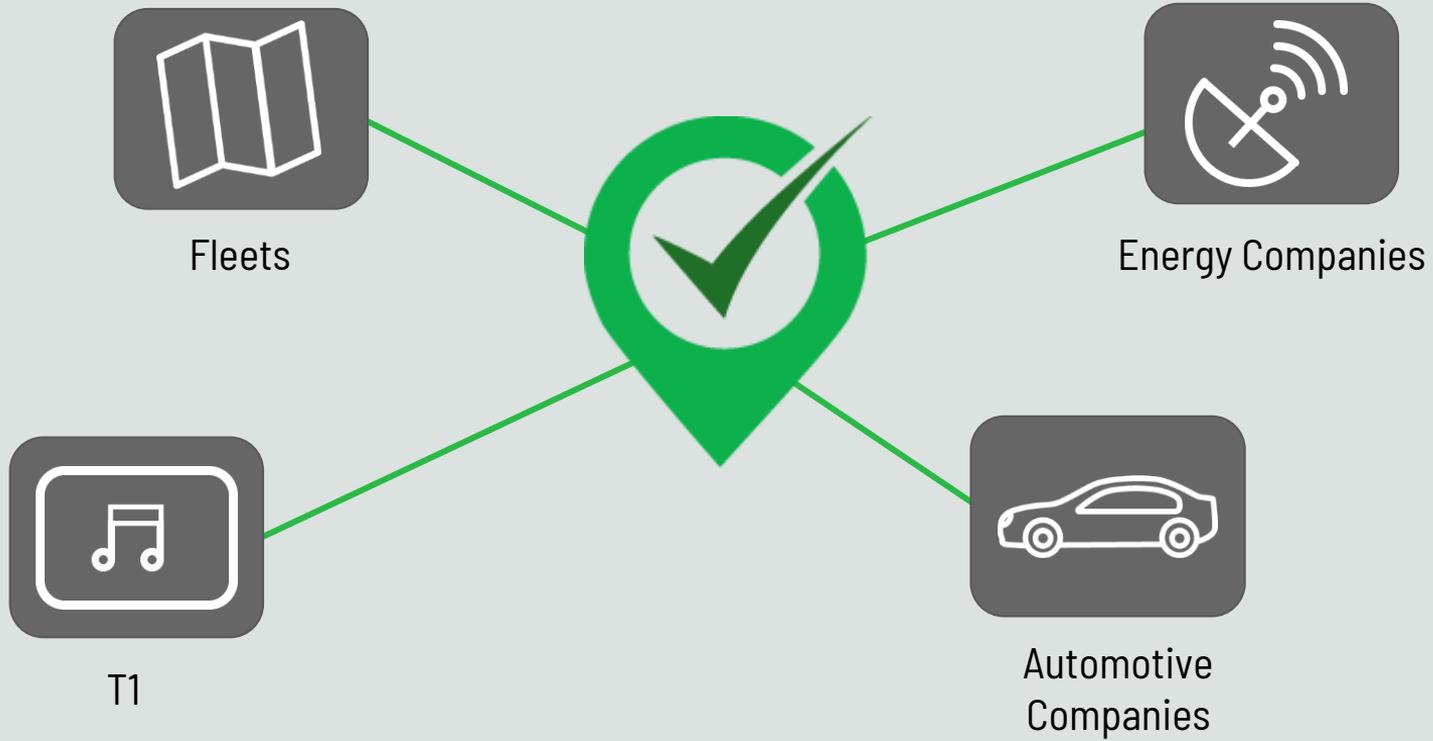
Drivers





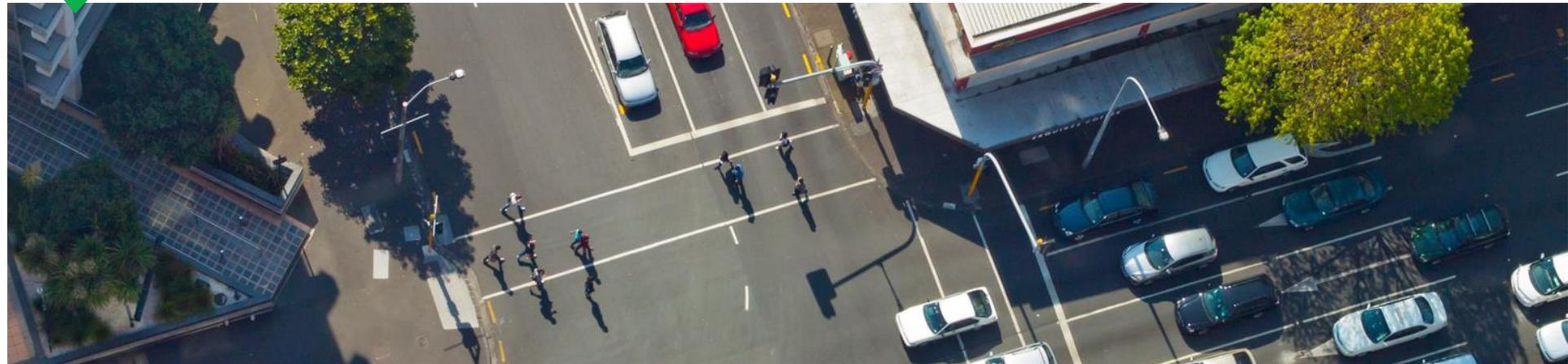
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# License-Based Business Model





# TRACTION



**5**

projects

**7.5M**

POIs

**28M**

Hotels

**10.4M**

Restaurants

**5**

Main Geographical Areas

**\$ 250,000**

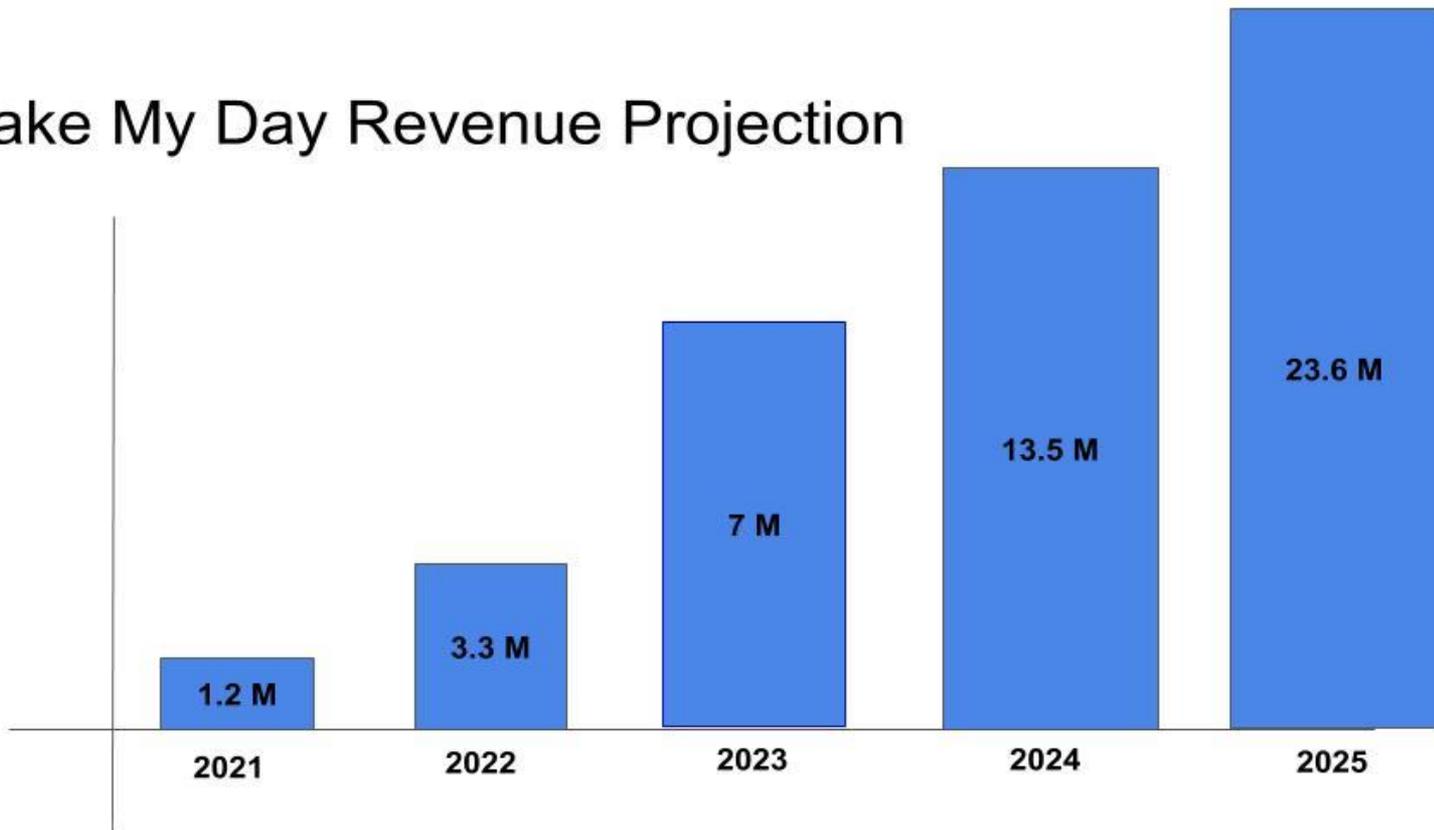
Revenues



# Revenue Projections

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## Make My Day Revenue Projection





# MAKE MY DAY & ENEL X





**MAKE MY DAY & CENTRICA**

***centrica***





# MAKE MY DAY & LafargeHolcim

## RESULTS. QUALITATIVE FEEDBACK.

**81%** of test users urge for an optimization application

**90%** of test users have been satisfied with MMD's app

**90%** are satisfied with MMD's quality and speed of adjustments



LafargeHolcim



# OUR COMPETITIVE ADVANTAGE

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✓ Unique Decision-Making Algorithm    ✓ Unique Data    ✓ Unique Approach to the Solution

## Competitor Comparison

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Schedule Software

Charging Location Providers

Charging Station Locations



**X**



Calendar



**X**

Drive Planning



**X**

**X**

Full Day Planning



**X**

Pre-Booking Charges



**X**



Driving Optimization



**X**

**X**



# THE FOUNDERS

MAKE MY DAY



**Cnaan Aviv**  
**CTO Co-Founder**  
25 years of R&D experience



**Nisan Katz**  
**CEO Co-Founder**  
17 years CEO experience





# OUR ROUTE

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Worldwide Operation

Funding - \$1.5M Seed Round

Projects & Pilots with  
Major Customers

Working  
Product



Volkswagen



LET US  
MAKE YOUR DAY



[makemydayapp.com](https://makemydayapp.com)



+972 54 472 4606



[nisan@makemydayapp.com](mailto:nisan@makemydayapp.com)  
[cnaan@makemydayapp.com](mailto:cnaan@makemydayapp.com)