

rightcharge

www.rightcharge.co.uk

The UK's only charge point comparison system

A presentation for Midsummer – EV Charging

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Charlie Cook
Rightcharge Founder

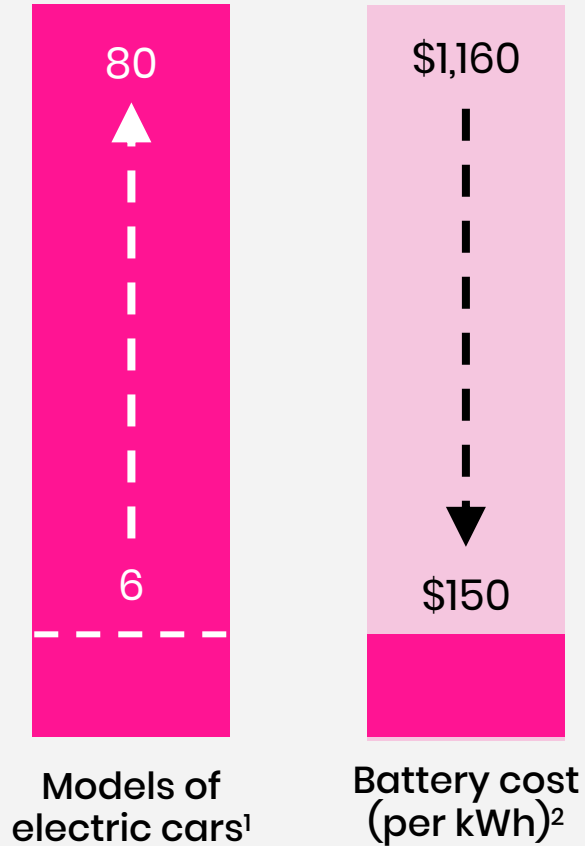
Who am I?

- Civil Engineer
- CERN
- Climate Change MSc
- Octopus Energy
- Rightcharge

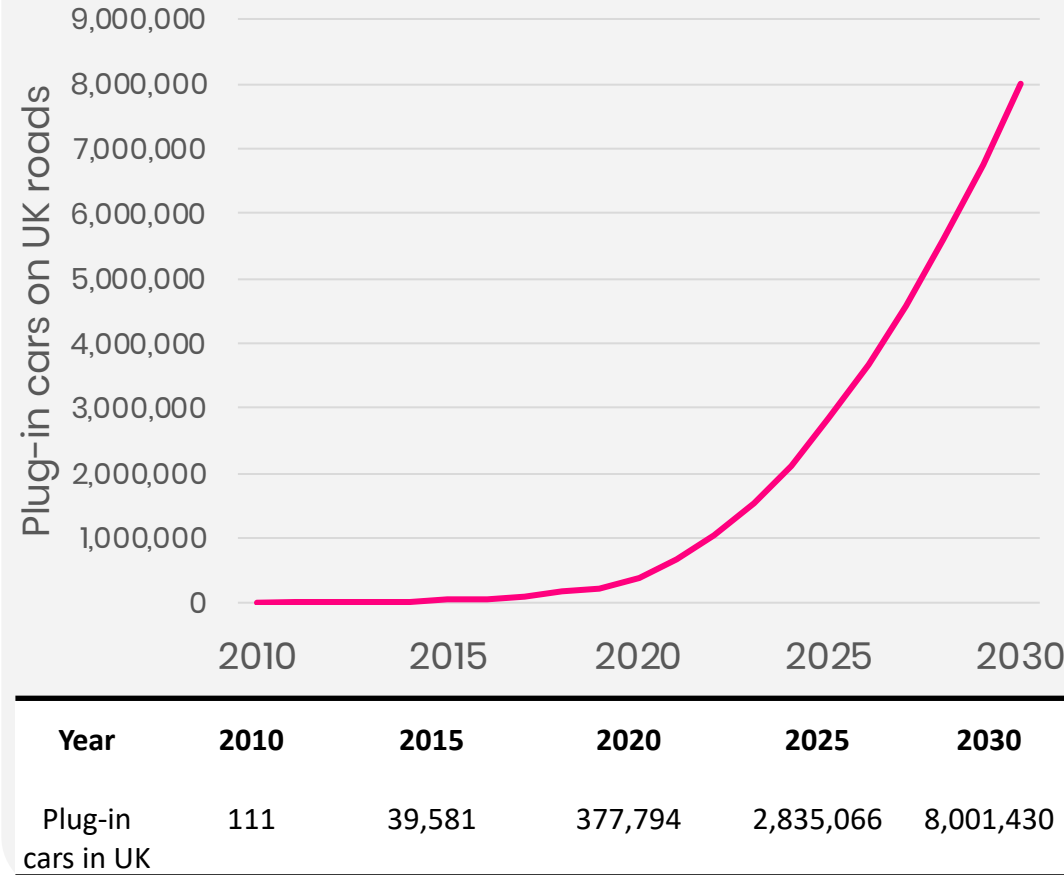
The electric wave is happening right now

Battery prices have plummeted, manufacturers are releasing new models, and electric is going mainstream.

2010 to 2020 changes



8m cars in 2030 to meet UK's 2035 targets³



Policy & industry transforming

- Petrol & diesel sales banned from 2035
- UK Gov is considering advancing to 2032
- 0% Company Car tax on electric as of April 2020
- Daimler has stopped investing in the engine
- VW Group investing £30bn into 70 new electric models



1 - [EVDatabase](#)

2 - [Bloomberg data](#)

3 - Historic figures (2010 - 2019) are from [SMMT data](#). Forecast figures are based on the Government's commitment to ban on petrol and diesel sales in 2035

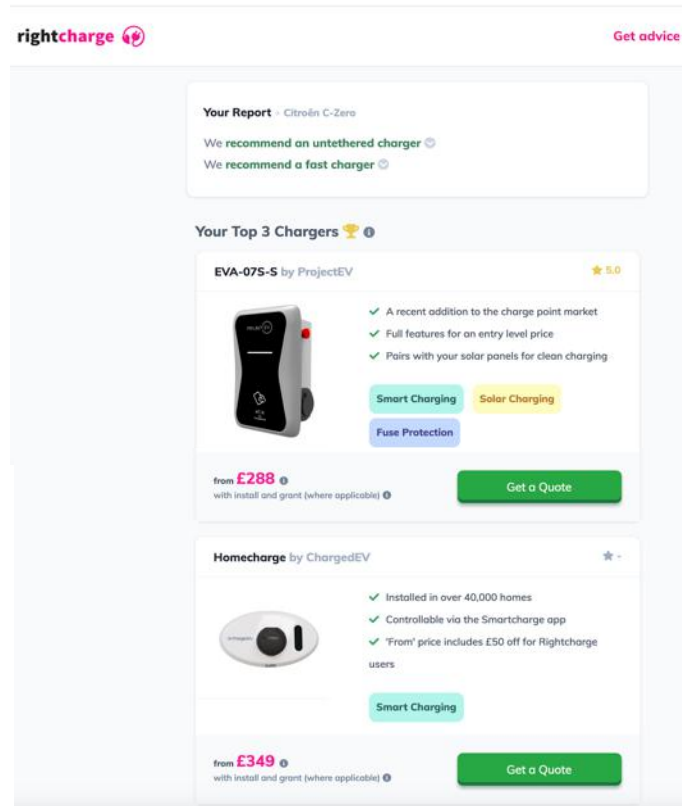
What are we trying to achieve?



1. Help drivers choose their ideal charge point
2. Explain the financial and environmental benefits of smart charging
3. Connect them to experienced, customer focused installers

What is Rightcharge?

A charge point comparison tool



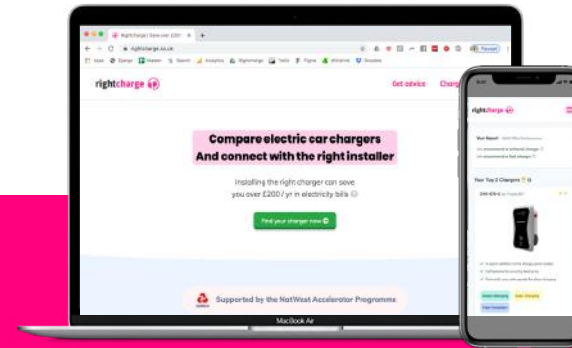
Drivers see recommendations based on their car and compare features, pricing & reviews

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And a network installers



We work with installation companies (currently 25) and allocate customers based on the driver's location and selected charger



How does the system work?

1. Drivers answer questions about their car & home



Charlie wants something discrete



Kay has solar on her roof



James wants something affordable

2. And compare over 15 charge points



3. Rightcharge connects them to their cheapest installer

Charlie's installer

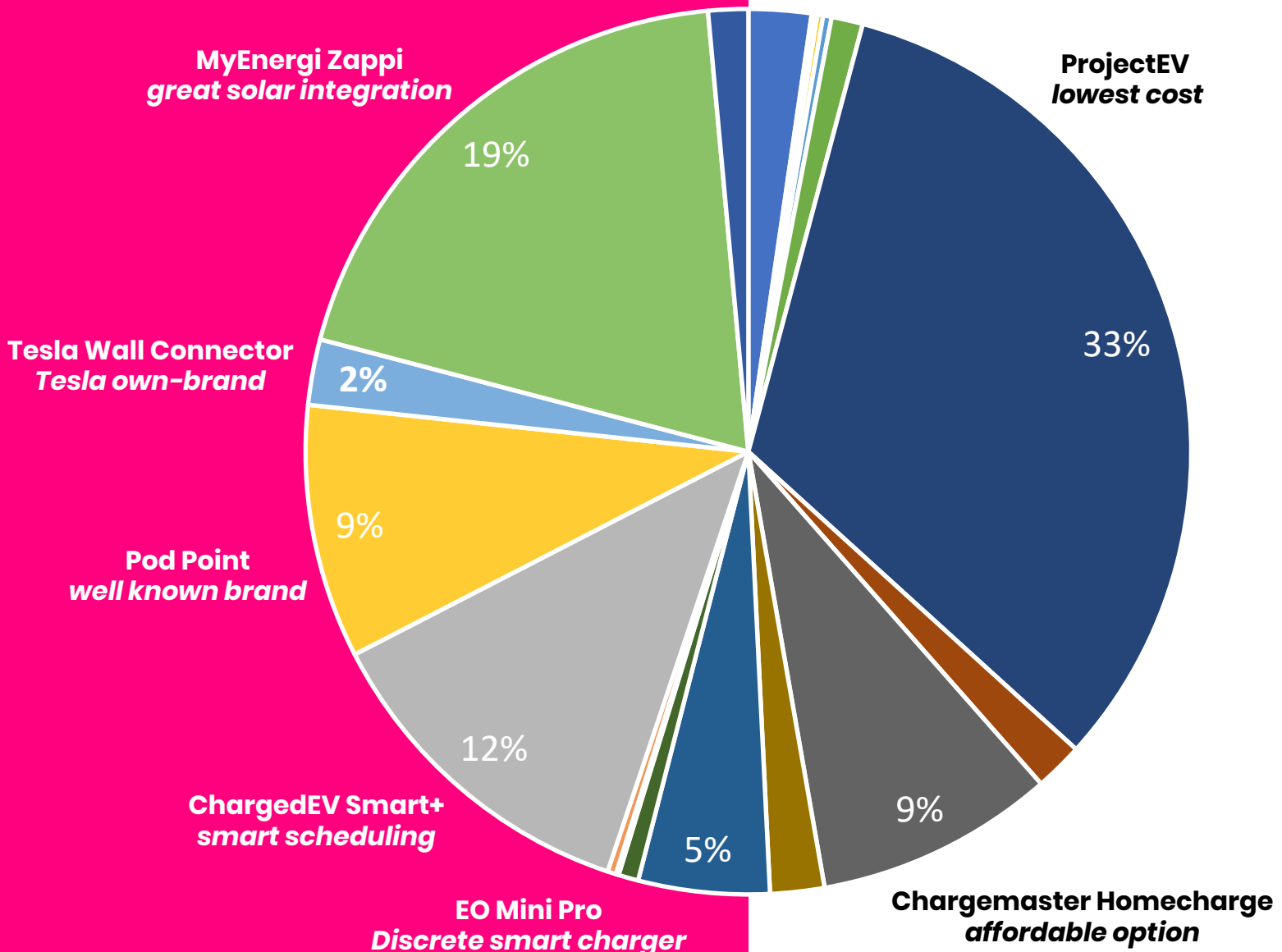
Kay's installer

James' installer

1. Drivers love choice



This chart shows how 1,000 quote requests on Rightcharge have been split between all 17 options

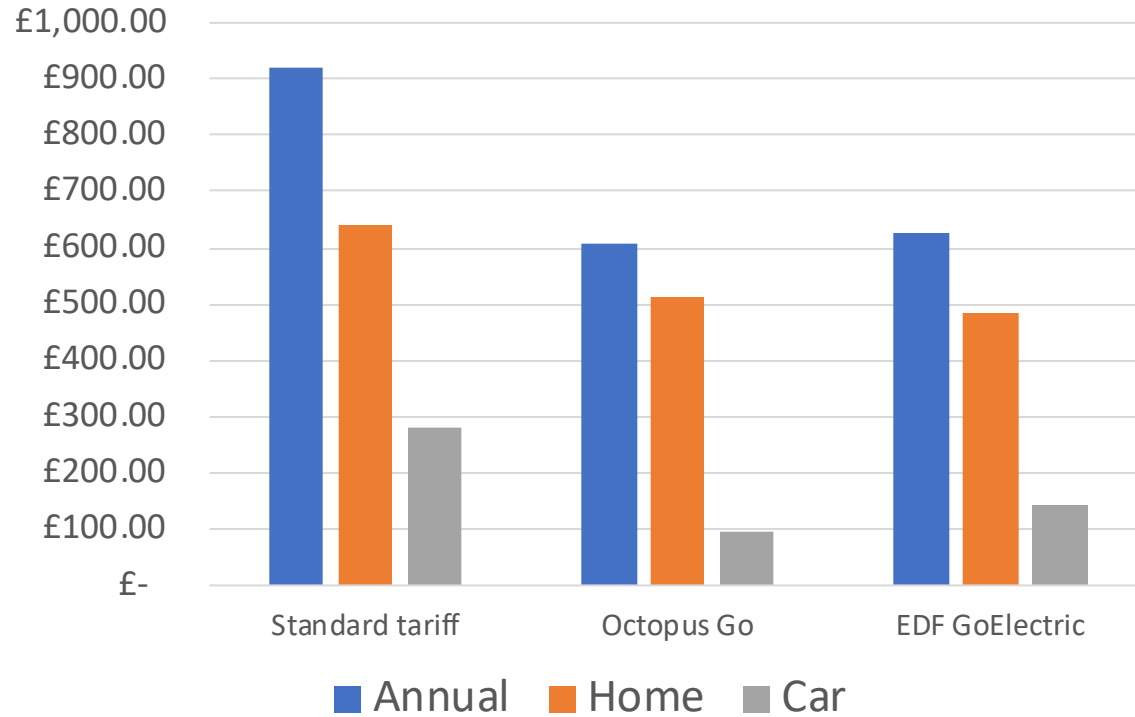


There is no one-size fits-all charge point
Different drivers have different needs

Every charger is the right one for someone
Some pick the cheapest, some look for smart tech & others go for aesthetics

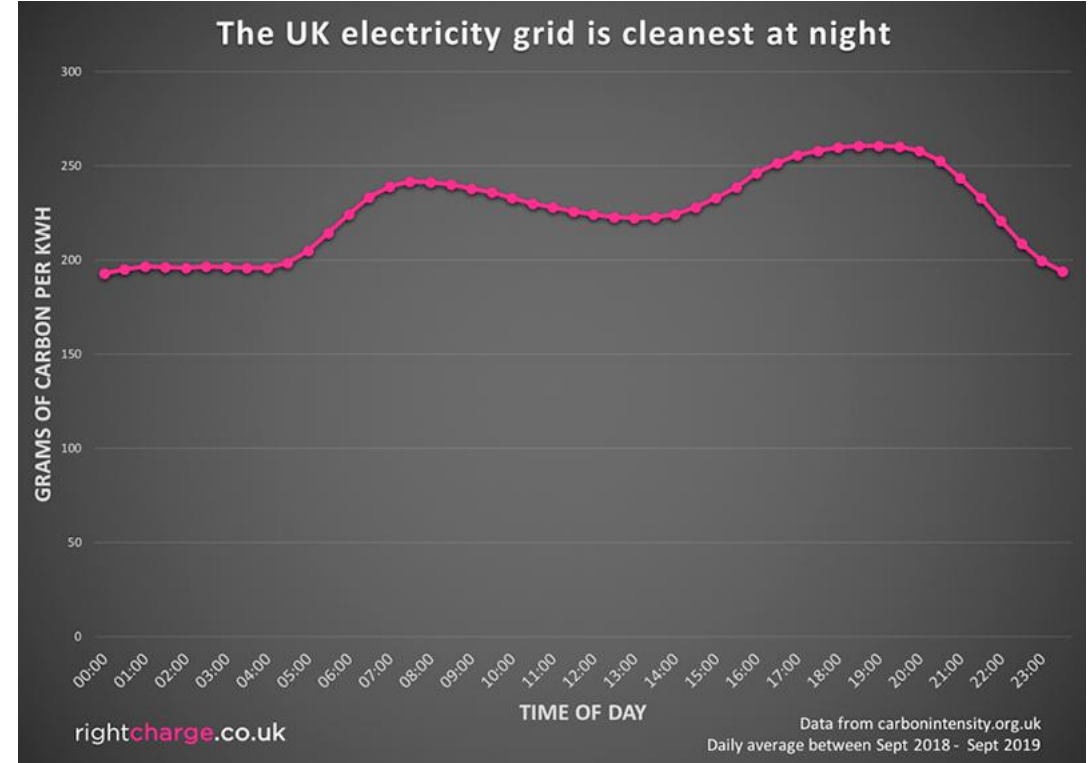
2. What's the benefit of smart charging?

Save money



EV tariffs & smart charging save the average driver almost £300 per year (8,000 miles per year and average home size)

Save carbon



Charging overnight uses electricity that is 25% cleaner than charging in the evening

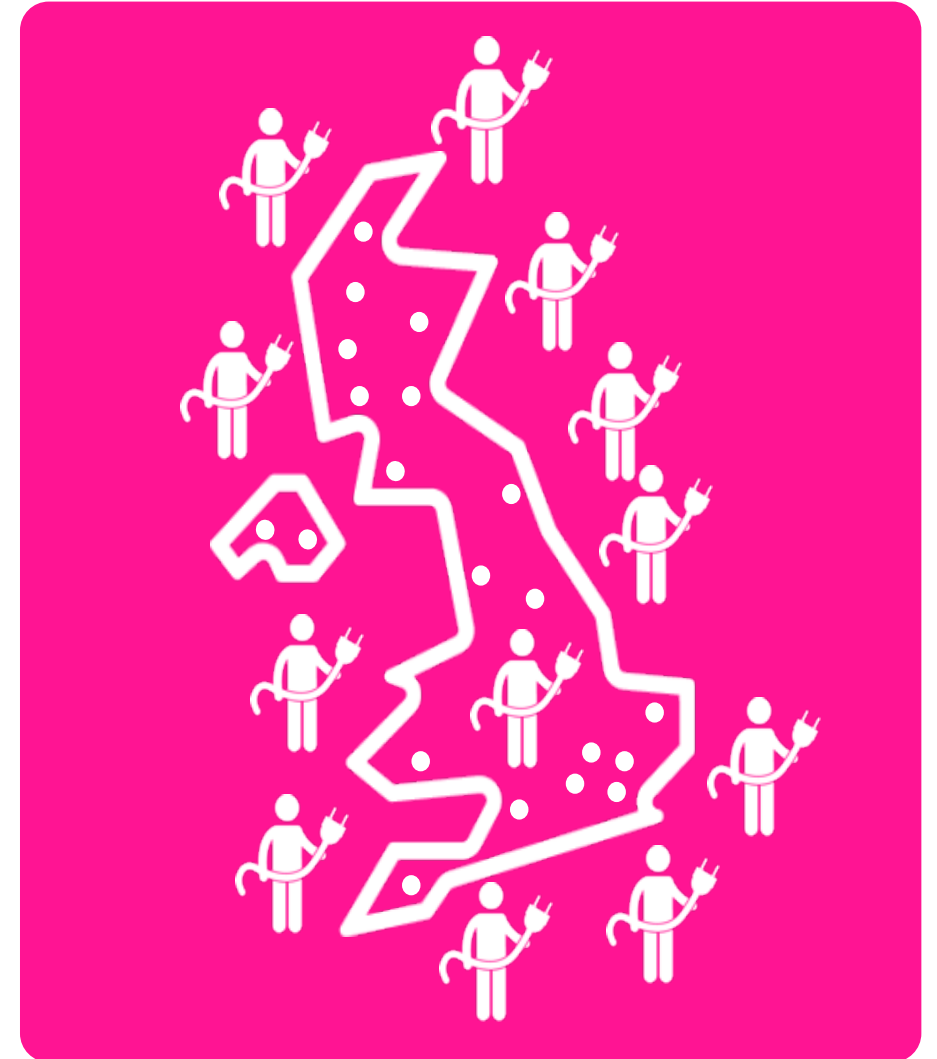
3. How do we allocate drivers to installers?

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We allocate based on 'product-county combos'.

E.g. Installer 1 may be allocated leads for EO Mini Pro in Cornwall, Devon and Shropshire.

Drivers are connected with one installer only per quote request



3. How can you get involved?

1. If you don't install domestic charge points (or to generate revenue from non-serviceable customers)

Sign up for our Affiliate Programme: receive your own unique URL and we will track conversions – earn commission on each successful install

<https://rightcharge.typeform.com/to/p1ilCJ>

2. If you do install domestic charge points

Register your interest to become a Rightcharge Installer

<https://rightcharge.typeform.com/to/B1RsVQ>

For any questions, you can contact me here:

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