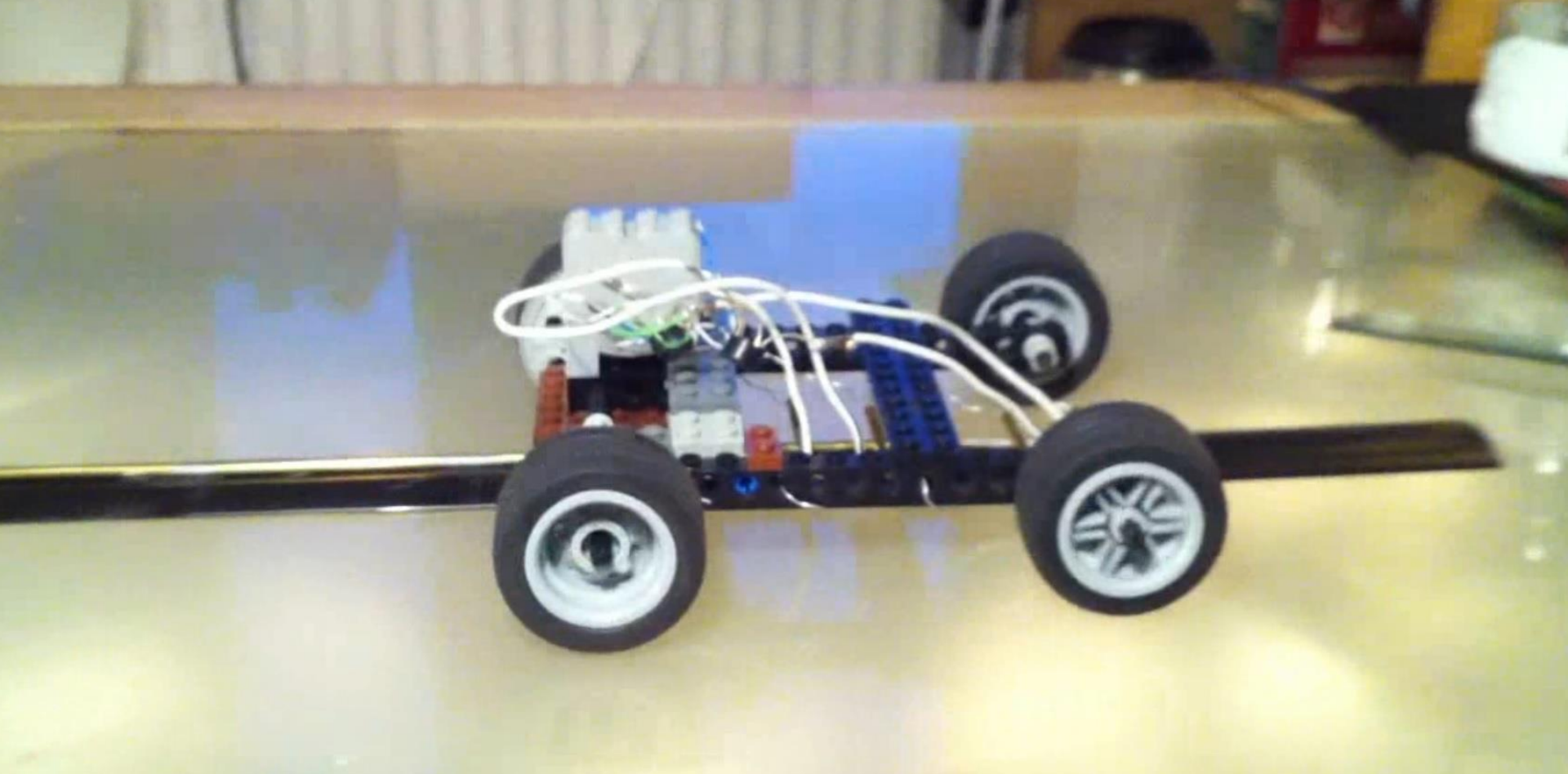


# ELONROAD<sup>©</sup>

**DAN ZETHRAEUS, Fonder**  
**[dan@elonroad.com](mailto:dan@elonroad.com)**





THE CRAZY IDEA



# ELONROAD<sup>®</sup>

**We are building the future of charging infrastructure**

**Our humble vision:**  
**Electrify the entire transport sector and make fossil fuels a thing of the past**

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ELONROAD<sup>®</sup>



**We are the safer, cheaper & more efficient option for ALL electric vehicles!**





# Tested in challenging conditions



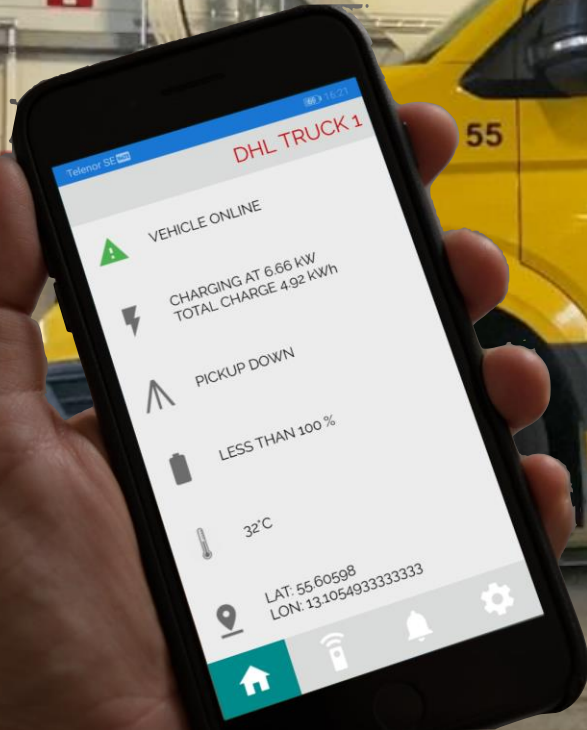


# A MULTITUDE OF APPLICATIONS





**WE BELIEVE IN  
SIMPLIFICATION  
DIGITALIZATION**



Telenor SE

**DHL TRUCK 1**

VEHICLE ONLINE

CHARGING AT 6.66 kW  
TOTAL CHARGE 4.92 kWh

PICKUP DOWN

LESS THAN 100 %

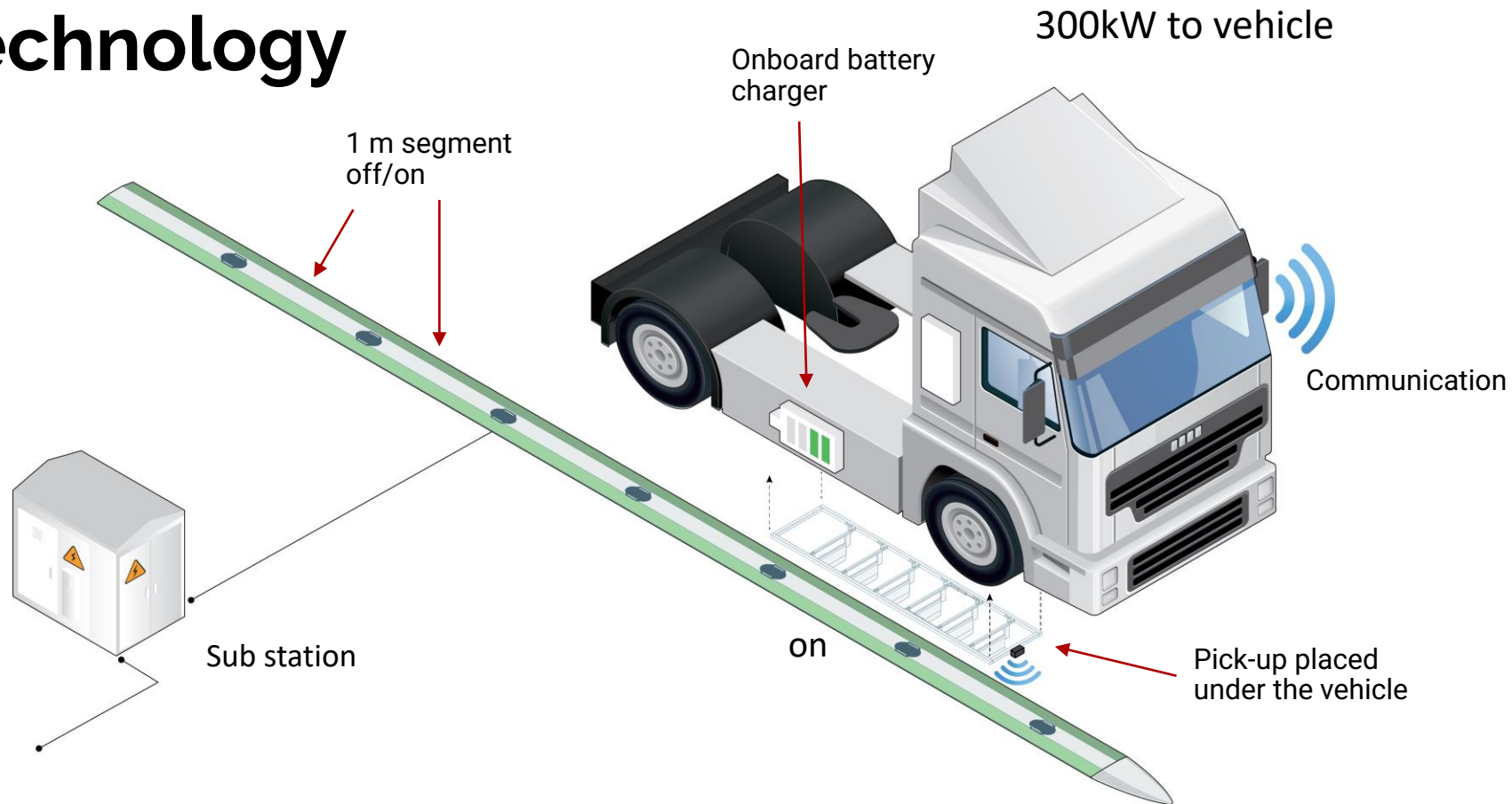
32°C

LAT: 55.60598  
LON: 13.1054933333333

Home, Signal, Notifications, Settings icons



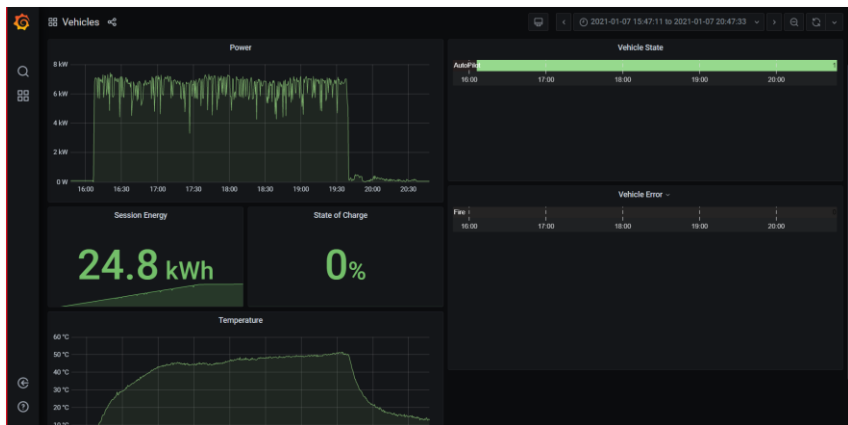
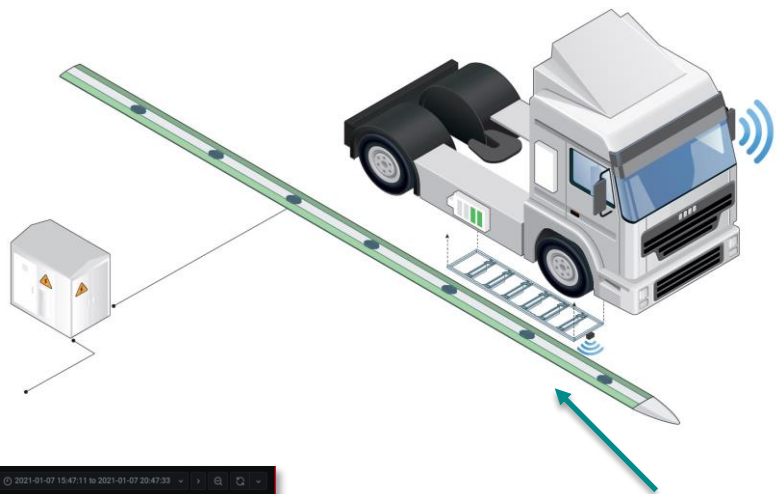
# Technology





# The System

- Safe activation
- Billing system
- Operation
- Smart Road
- Sensors



# The team behind the wheels

## **Andreas Sörensen, CTO**

*M.Sc. Eng*

- 15 years of experience from electrical engineering.
- Has designed and produced self-guided vehicles and battery management systems.
- Has worked with Husqvarna, Volvo and SAAB.

## **Karin Ebbinghaus, CEO**

*LLM, MBA*

- Internationally experienced, results-oriented leader with extensive experience of the transaction market. Vinge & Linklaters.
- Has spent 10 years with valuation of early stage startups and raised over 10 M USD.

## **Kim Svedmark, CIO**

- 20+ years developing digital solutions
- Worked with global brands like Volvo, IKEA and UNICEF.
- Extensive skills and knowledge within programming, architecture, design, analysis, concept development, leadership and strategy.

## **Johan Telemann, Tech Lead**

*PhD Bioinformatics, MSc Applied Physics*

- 4 years as a software developer and team lead.
- Focused on software systems and development of the sophisticated interaction between vehicle and road.

## **Dan Zethreus, Founder & Inventor**

- Inspiring inventor and problem solver, with an exceptional ability to realize ideas. Has successfully taken the idea of an electric road to extensive prototyping and now a full scale demo project in Lund.
- Background as a musician, sound technician, video games producer and 20 years as a film maker at Swedish Television SVT.

## **Anna Palmqvist, Production Manager**

*MSc Production Engineering*

- Several years of experience from the automotive industry, optimizing factory layout, tools, workflows and increasing automation
- Worked at Scania, Volvo Cars & Volvo Trucks.





# Addressing a growing global market – electrification of transportation

There is an increasing demand for commercial EVs globally driven by consumer demand for lower carbon footprint together with political ambitions to meet the climate goals.

It's estimated that 40% of all vehicles will be electric by 2040 but what is not developing in the same pace is the charging infrastructure. The **increased supply** of EVs will **require new ways of charging** to ensure **increase comfort** and **convenience** both for commercial fleets as well as individual.

€65B

Available Market

TAM: EV Recharging For  
Infrastructure

€2.4B

Serviceable Market

SAM: EV Recharging For  
Commercial Transport

€1.97B

Obtainable Market

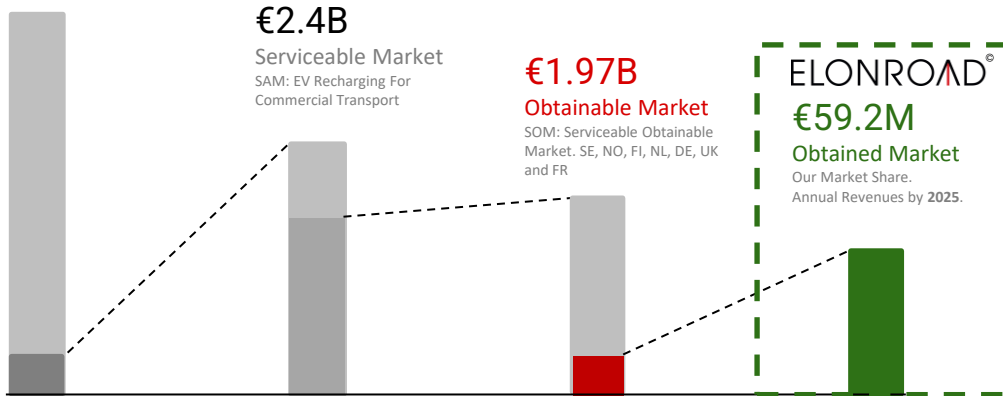
SOM: Serviceable Obtainable  
Market. SE, NO, FI, NL, DE, UK  
and FR

ELONROAD®

€59.2M

Obtained Market

Our Market Share.  
Annual Revenues by 2025.



Market size (EUR) 2025, given different market cuts

## Market opportunities

- Electric trucks are coming and need energy – both Volvo Trucks and Renault Trucks started production in 2019, while Daimler Trucks and MAN plan production for 2021.
- **Support from retailers** and transport operators for CO<sup>2</sup> legislation – IKEA, Unilever, Nestlé, Carrefour and Spar Austria, and transport companies Alstom, Geodis and DB Schenker all calls for cleaner trucks.
- Major European **cities calling for zero emission** urban logistics – e.g. Amsterdam and Rotterdam.
- Total cost of ownership between diesel and electric trucks is reaching parity – urban and regional haul (up to 200k) by early 2020's and long-haul trucks by late 2020's.

## Company risks

- **Competing with other solutions** like hydrogen, power cells & biogas
- Stationary charging currently seen as industry standard
- **Large investments** required to implement our system, long sales cycles
- **New market**, need innovation in business model



**IN A NEAR FUTURE....**





**IN OUR FUTURE...**

An aerial photograph of a two-lane road winding through a vast, golden-brown field under a soft, hazy sky at sunset. The sun is low on the horizon, creating a warm glow. A few cars are visible on the road, their headlights and taillights glowing. The overall mood is peaceful and scenic.

ELONROAD<sup>©</sup>

**MAKERS OF RANGE HAPPINESS!**

**THANK  
YOU!**

[dan@elonroad.com](mailto:dan@elonroad.com)