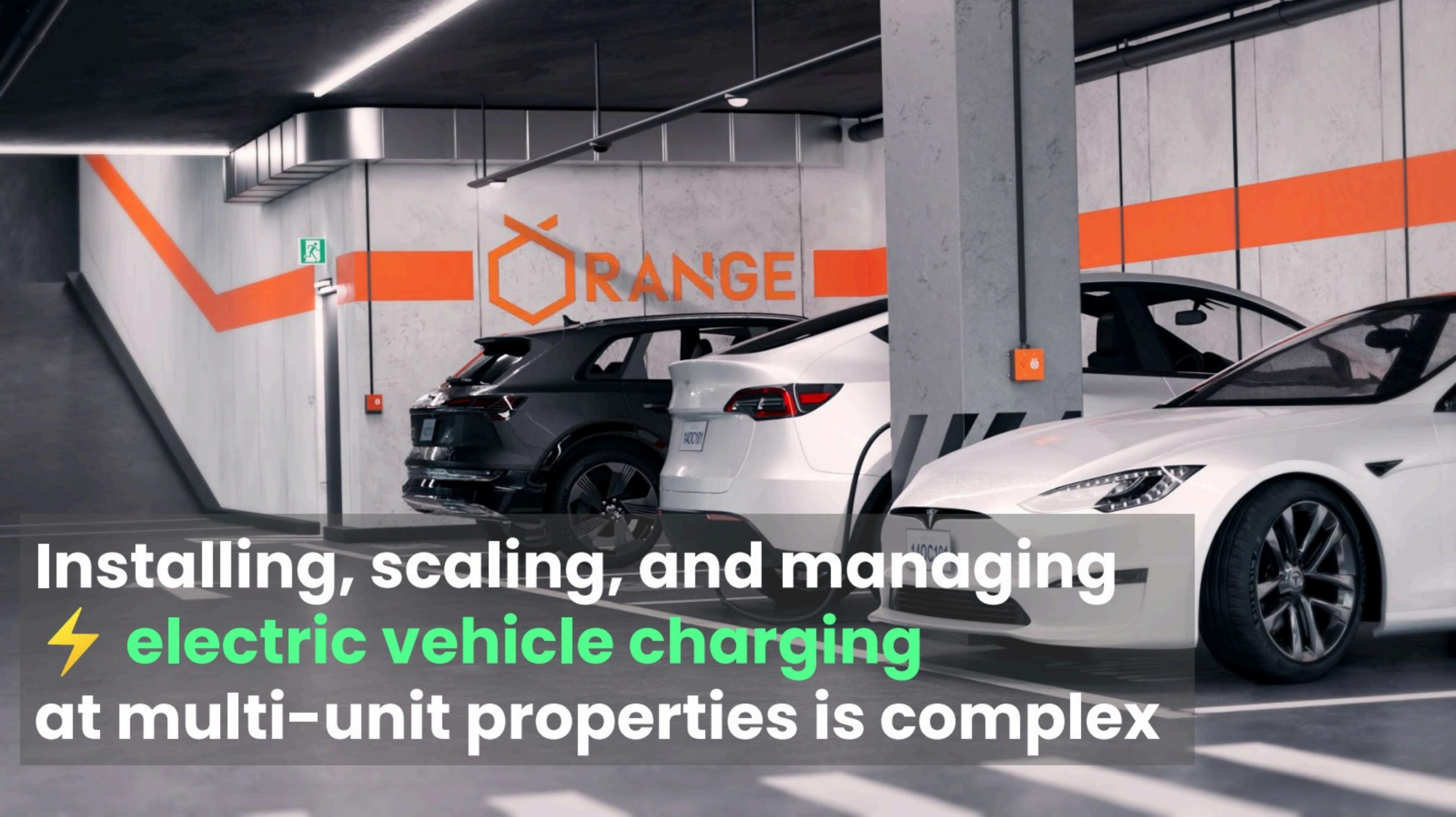


ORANGE

An affordable
⚡ electric vehicle charging
solution for multi-unit properties



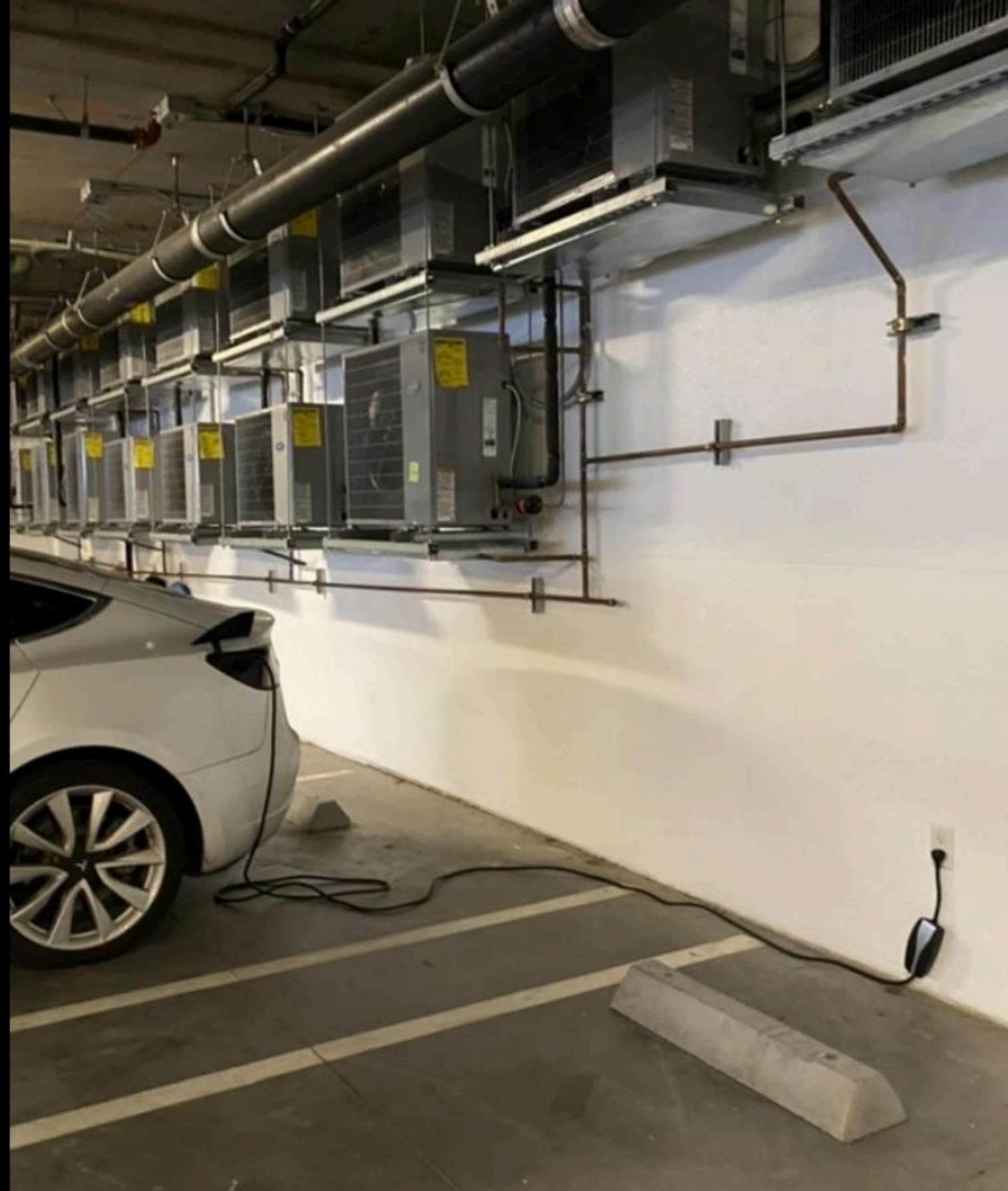
SEED ROUND
Nicholas Johnson
6.27.22
www.orangecharger.com



Installing, scaling, and managing
⚡ electric vehicle charging
at multi-unit properties is complex

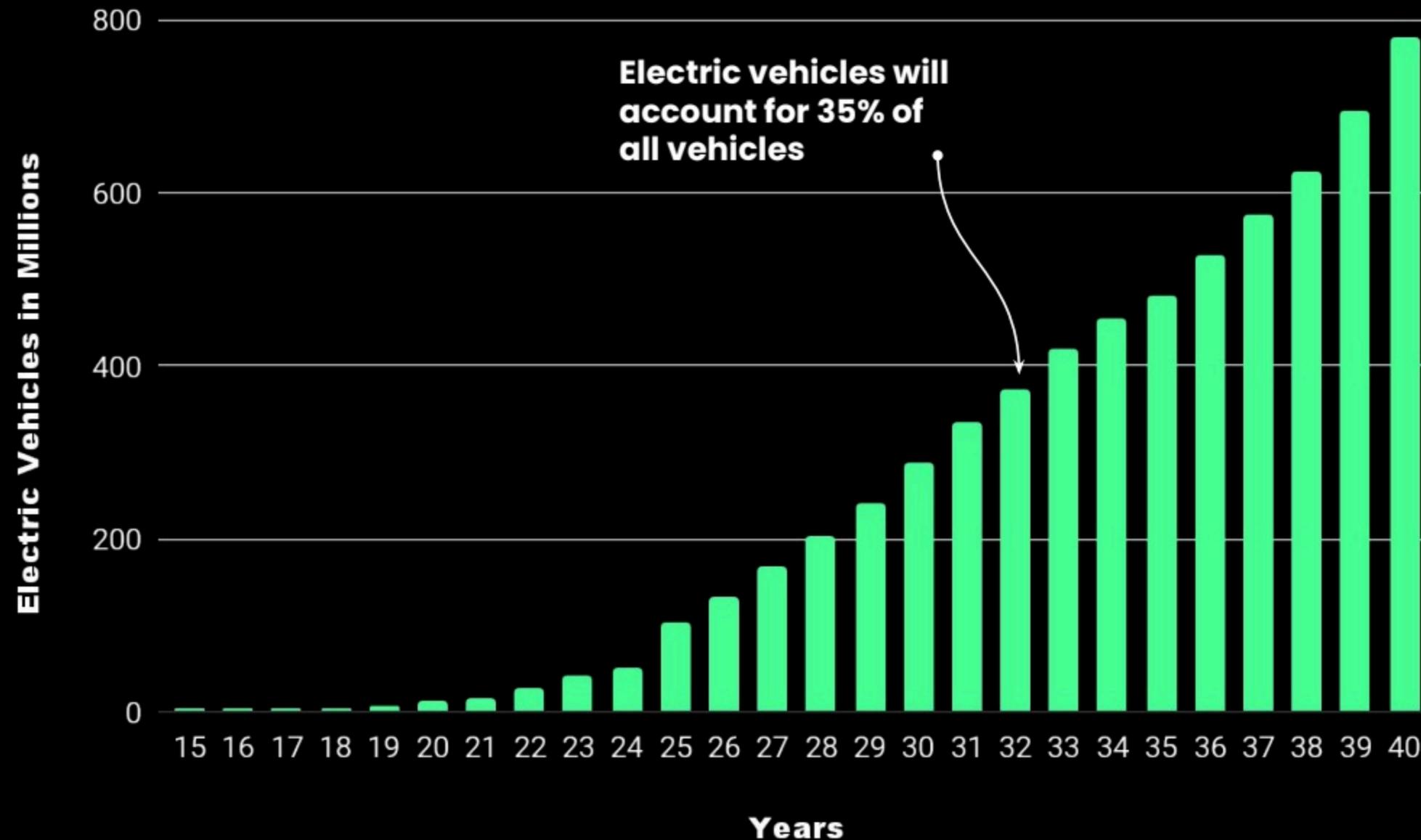
Problem with Current EV Charging Solutions.

- EV **charging** is becoming **required for new construction** and renovation in a growing number of states.
- Existing EV **charging** solutions are expensive and limit the number of possible charging stations a property can support without costly panel or service upgrades.



EV Sales are Growing Faster than Properties Can Install Current Charging Solution

By 2025, electric vehicles will cost as much as gasoline powered cars.
Creating a tipping point in sales to a wider market!



Solving Multi-Family EV Charging US Market Opportunity

\$8.4B US TAM

Assumption:
Orange makes
\$350 per
hardware sale

Recurring
revenue
\$240 per
EV driver
per year

\$100M ARR
÷ **\$590 Per Sale**
**170k Active EV
Drivers**

276
million
vehicles
(US)

96.6
million
electric
vehicles
(2032)



52.6 million
people live
in multi
family
housing

52.6M x 32% EV
Adoption.
16.8M x \$504
\$8.4B Market Size

www.nahb.org



Orange Charger Inc Copyright 2022

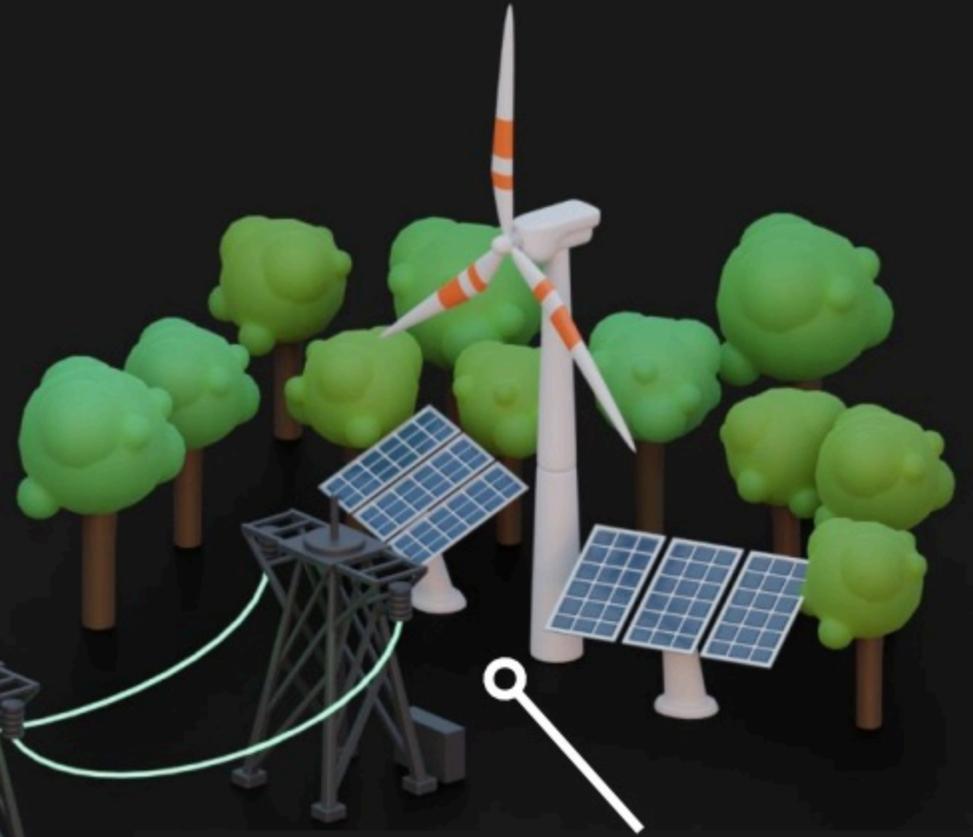
Orange, An Affordable Charging Solution That Scales

2. Orange collects payments and energy data costs.

3. Orange reimburses property owner for electricity cost.

4. Orange uses proprietary software to source clean energy.

1. EV driver uses **mobile app** to pay for electricity.



Hardware & Software Solutions

**Property
Owner**

\$400

Per Outlet +
Installation

Installation cost
ranges from
\$600-\$1600



**EV
Driver**

¢/kWh

Electricity
Margin

Orange makes ~\$240
per year from each
driver who uses it for
their primary charging.



Orange Outlet Technical Specifications



Outlet 520

Standard Voltage 120V

Active Energy 1.92KWh

Continuous Current 16 Amps

Miles Added Per Hour 5mph*

Connectivity Cellular or Wifi all With
BLE Mesh



Outlet 620

Standard Voltage 240V

Active Energy 3.84KWh

Continuous Current 16 Amps

Miles Added Per Hour 15mph*

Connectivity Cellular or Wifi all With
BLE Mesh

Orange understands each user's needs

- The average commute is **50 miles** per day, which takes Orange's NEMA 6-20 Outlet **3.3 hours** to recharge.
- Orange Outlet reduces the property's installation cost by **60%** compared to other level 2 solutions.
- By removing the cable we remove the main point of failure, reducing the property's ongoing maintenance costs.

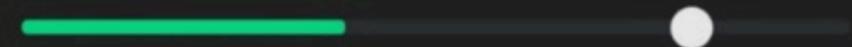
Rosie

117 mi

2hr 25m Remain · 16/16A · 15/15 mi/hr

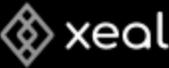
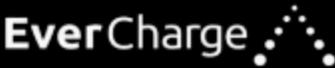


Charge limit: 240 mi



Stop Charging

Orange Saves Money for Properties Compared to the Competition

		 PLUGZIO	 -chargepoint+	 xeal	 EverCharge
Hardware Cost	\$350	\$400	\$2,000	\$1,500	\$2,000
Electrical Permits & Licenses	\$150	\$150	\$1,500	\$1,500	\$1,500
Setup Fees	0	0	\$500	\$450	0
Installation	~\$800	~\$800	\$2,000	\$2,000	\$4,500
Total Fixed Install Cost	\$1,100	\$2,000	\$6,200	\$5,600	\$6,200
Annual Service Fees	\$216	\$72	\$300	\$240	\$340
Commissions on Revenue	5%	5%	15%	20%	20%%
Total Yearly OPEX	\$216	150	\$500	\$400	\$420
Meets CDFA Code to Sell \$/kWh	Yes	No	Yes	No	Yes
Tracks Utility Energy Cost	Yes	No	No	No	No

Orange Creates ROI Where the Competition Fails

Example Orange Project Cost Analysis

	Level 2 Networked	OCP Service Provider	Orange Outlet
Number of EVSE Installed	10	10	20
CAPEX Installation	\$ (70,000)	\$ (70,000)	\$ (22,000)
Yearly OPEX	\$ (3,000)	\$ (2,400)	\$ (1,440)
10 Year Total Cost	\$ (100,000)	\$ (94,000)	\$ (36,400)
Total	\$ (73,000)	\$ (72,400)	\$ (23,440)
Cost of Electricity to Driver (\$/kWh)	0.39	0.39	0.39
Revenue From Chargers	\$ 14,040	\$ 14,040	\$ 28,080
Total Cost of Electricity	\$ (7,200)	\$ (7,200)	\$ (14,400)
% Payed to Charging Provider	\$ (2,404)	\$ (2,106)	\$ (1,404)
Total Yr Profit to Property	\$ 5,436	\$ 4,734	\$ 12,276
10 Year Profit Factoring in EV Adoption	\$ (70,102)	\$ (67,963)	\$ 31,118
Years to Break Even	33	36	5

Others talk about revenue, hiding they often lose the properties money.

Orange promotes profits.





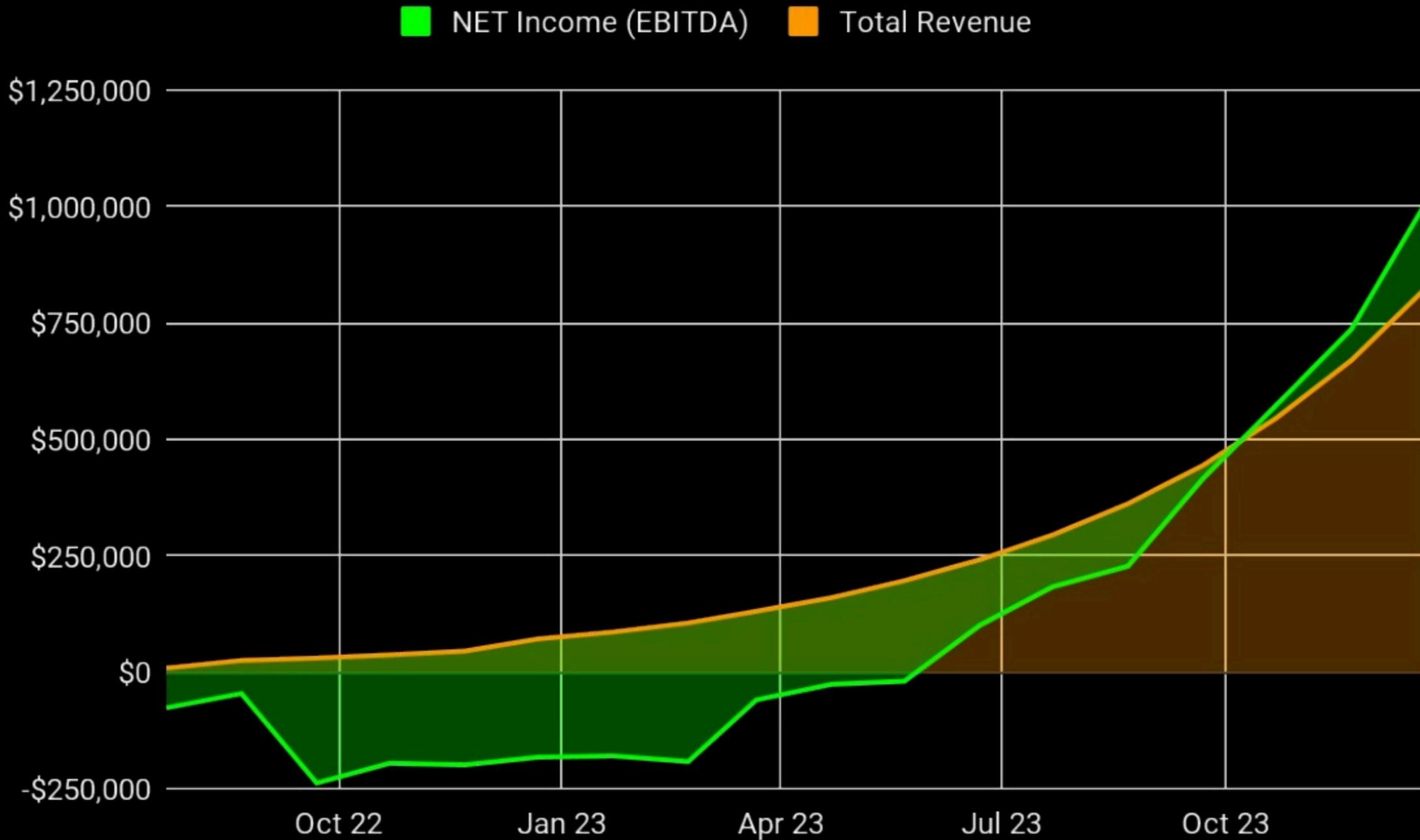
Orange's Business Model

Orange's business model is a hybrid of hardware sales, yearly SaaS fees, and a 5% of properties energy revenue.

Orange's Revenue

	Unit Cost	Number Units	Totals
Orange Outlets NEMA 620 (Cellular)	\$ 350	10	\$ 3,500
Orange Care (5 Year Warranty)	\$ 75	10	\$ 750
Yearly Network Revenue	\$ 240	10	\$ 2,400
Yearly Revenue Energy Fee	\$ 157	10	\$ 1,574
Total Yearly Revenue			\$ 8,224
Profit Margin On Sales			77%
CAC			\$ 3,000
LTV For 5 Years			\$ 10,211
LTV:CAC Ratio			3

Orange's Cash Flow for 10K Installations



Apartment Complexes Need Orange

B2B Sales

All new construction is required to install EV charging for some percentage of parking.

Orange is currently working with these firms to provide charging solutions for both new construction and retrofits.

SARES | REGIS

GREYSTAR

BLVD
RESIDENTIAL

AvalonBay
COMMUNITIES

 IRVINE COMPANY
APARTMENT COMMUNITIES

Orange's Team

The experience needed to build a national charging business.



Nicholas Johnson
CEO

Tesla thermal electrical engineer for Model 3 development. CTO and co-founder of LYT.ai



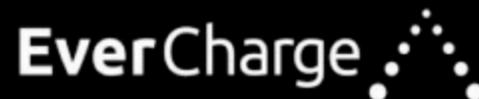
Neil Joseph
Head of Operations

CEO & founder of Stack Lighting, an IoT company acquired by Phillips. Tesla head of delivery for Model S.



Joseph Nagle
Head of Corporate Strategy & Marketing

6 years corporate strategy at EverCharge, acquired by S&K.



Volker Schönefeld
Fullstack Software Engineer

Serial entrepreneur with multiple highly successful mobile games.



Don MacNeil
Head of Sales

Previously sales at Tesla, Juice Bar, and Semaconnect.

