

# EMPOWERING TOMORROW'S JOURNEY FOR ALL

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Our mission is to accelerate the transition to sustainable mobility for all people with reliable, affordable and accessible EV charging solutions.



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## Introduction

**For the UK to achieve its Net Zero objectives by 2050, it is imperative that electric vehicle (EV) ownership becomes a reality. For this to become a reality, EV charging infrastructure must be convenient and accessible to everyone in society regardless of social status or geography.**

According to the [2016 English Housing Survey](#), 62% of society is reliant on public charging infrastructure, either without driveways or with dedicated parking that has no domestic power supply. The percentage is higher still in urban areas where people are most adversely affected by poor air quality and where the need for EVs is greatest.

Comparably, the findings of our 2020 annual report, “Electric Vehicles: Moving from early adopters to mainstream buyers”, show that 67% of EV drivers would not have bought an EV if they had not been able to charge at home, while 89% of drivers would be inclined to buy an EV as their next car if charging points were made available to them where they park overnight or at work.

At Connected Kerb, we focus on deploying long-lasting, cost-effective and sustainable charging infrastructure in long-dwell locations, such as workplaces, public, residential and commercial car parks – where data has proven drivers want to charge their cars.

## Our community



# A new approach to EV charging

In developing and deploying our award-winning charging system, we continuously analyse existing charging infrastructure, driver needs and the future direction of the auto industry.

The learnings we have gained from this process are core to the system we have developed to date and will continue to drive the innovation of our solution moving forward.

These are the core principles we follow to deploy in our market-leading way:

## 1. Network Convenience & Confidence

For mass scale adoption, EV charging must offer a comparable or better experience than that of fuelling a traditional internal combustion engine (ICE) vehicle. That means charging infrastructure must be deployed at a greater scale and with far higher reliability, giving drivers confidence that charging points will be available when and where they need them.

## 2. Paired Deployment of Smart Technologies

Deploying EV charging points is costly and disruptive, and today, only deliver value to the 2-3% of drivers who own an EV. To minimise disruption and maximise the benefits across society we should seek to pair the deployment of complementary technologies, such as IoT sensors and 5G, alongside planned EV charging point deployments.

## 3. Sustainable Deployment of Infrastructure

Today's average charging infrastructure is short life (<10 years), costly to maintain and upgrade and entirely made of non-recycled / unsustainable materials. Increasing awareness of our impact on the environment means that maximising the long-term sustainability of the infrastructure we deploy is a must.

## 4. Future Proofing

Much of the EV charging infrastructure deployed to date risks becoming quickly obsolete. This is due to provider solutions not supporting technological advancements, such as wireless/ inductive charging. Rather than betting on the future, infrastructure solutions deployed today should be flexible and adaptive to future technological advancements.

## 5. Commercial viability

When working with our clients, depending on the preferred model, we take one of two approaches: A) We take risk on the performance of the charge points with no fixed payment from our client for operation and maintenance (O&M), but with a more significant share of profit. B) We are paid a fixed annual fee for O&M and all the profits are returned to the client.

For large-scale deployment exceeding capital available or where the risk is too high, we're also able to bring in external funding. This suited towards large-scale infrastructure-type deployments where payback period will be longer, but stable.

In all scenarios, our team of experts can recommend the best option based on your specific needs and objectives

**The Connected Kerb solution has been designed with these imperatives in mind and has been recognised in the UK and around the world for its market leading capabilities.**

## Generate revenue streams through EV drivers



### Generate new revenue streams and faster ROI

- Leverage our bespoke electric car charging solutions by setting multiple tariffs and different levels of access and priorities (customers, employees, staff, etc.). Alter the tariffs based on the time of the week (weekdays, weekends, night-times, etc.) to receive a reliable new income from your investment.
- Attract visitors and guests looking for EV charging facilities, as well as loyal customers who will stay longer and spend more and return to your destination for an enhanced experience.
- Increase footfall and generate revenue by making your business a preferred destination for EV drivers.



### Hit your Net Zero goals

- Reduce emissions and improve air quality for your customers, your employees and the community.
- Install long-life charging stations that are manufactured using recycled materials and powered by renewable energy where and when possible.
- Get ahead of your competition by becoming a sustainability leader.



## What do you get from the Connected Kerb Solution?



### Flexible, scalable & future-proof infrastructure

- Passive charging infrastructure, protective underground steel chambers, is installed on day one, which is activated as demand rises removing the need for additional construction and consequently minimal disruption to residents.
- Flexible and adaptive to both rising demand and new technologies including wireless charging and eMobility hubs.
- Our system also supports Internet of Things technologies, such as air quality or traffic sensors that can be added with ease when required.



### Power & grid management

- The advanced load management capabilities minimise the need for future upgrades and the costs associated with this.
- Dynamic load management capabilities ensure electricity is distributed in the most efficient way, from both an environmental and economic perspective, across the EV charging points.
- Smart charging algorithms and load management systems ensure all charging solutions offer the optimum amount of charge to each vehicle, accounting for everything from high priority requests and sudden changes in tariffs to changes in capacity and the availability of green energy and give residents access to renewable tariffs.



### Hassle-free solution

- From identifying your organisation's needs to creating and delivering a bespoke solution that will meet your objectives, we will guide you through each stage of installing electric vehicle charging points.
- Your time is invaluable, and we bring our expertise to assist you in everything from design reviews & site surveys, to installation, maintenance, engagement with your residents, unit management so you can focus on your business.
- Our advanced software ensures your charging network is automatically monitored 24/7 with Over The Air updates, providing market leading up-times and allowing issues to be resolved immediately and remotely, therefore supporting your EV drivers to have a hassle-free charging experience.



### Easy reporting and billing systems

- Our automated, on-demand reporting allows you to have a full view on charging sessions and the data that matters to your organisation.
- With our consolidated billing system, you can easily manage access and usage.



Concept Design



### Connected Kerb funding options

- Connected Kerb can offer funding, leasing, financing and profit/revenue share options to make the switch as convenient as possible.
- Our seasoned team will leverage their expertise to give reliable ROI and revenue generation analysis; together we will find the right funding option for you.



### Government grants for electric car charging points

- We can provide guidance with applying for the government's OZEV grants.
- OZEV WCS - Workplace Charging Scheme offers up to £350 per socket off the installation of commercial EV chargers for up to 40 sockets per business.
- OZEV EVHS - Electric Vehicle Homecharge Scheme allows drivers (including Fleet and Company Car drivers) to claim up to £350 off the installation of a charge point at their home.

## Meet the Connected Kerb Offer

### Gecko



- **On-street residential environments**
- Discreet – fits to post or bollard
- Multiple colour options
- Hardwearing and secure with double-skin

- ✓ **Manufactured in the UK.**
- ✓ **Discreet**, low visual impact charging units.
- ✓ **3.5kW - 22kW smart charging, load management.**
- ✓ **Innovated** for intensive use, robust, durable.
- ✓ **Prolonged uptime**, 45-minute repair/replacement.
- ✓ **Easy-to-use** User Interface, Mobile App & RFID payment.
- ✓ **All support IoT Technologies**, ultra-fast Wi-Fi, 5G, air quality, traffic & parking sensors

### Limpet



- **Multi-storey car parks & perimeter walls**
- Wall-mounted, no excavation required
- Partially made from recycled tyres
- Positioned in groups of up to 10

### Power & Data Pack



- **Subterranean charge point controller**
- Connects to fast fibre
- Supports wireless / inductive charging
- Deployed in all scenarios

### Concept Design Chameleon



- **On-street residential environments**
- Discreet, low impact on street appearance
- Cost effective option with dual sockets

### Market leading software



#### Open Charge Point Protocol (OCPP 1.6 / 2.0) compliant intelligent software & features:

- Mobile app for both Apple & Android
  - Advanced energy management functionality
  - Smart tariff, charging & booking functionality
  - Contactless payment options with RFID, mobile web payments
  - 24/7 customer service with remote problem solving
- **Surface or landscape car parking**
  - Partially made from recycled tyres
  - High durability – ideal for fleet & public use
  - Ground-mounted, minimal visual impact

### Armadillo



## Our awards

2020 WINNER



**Best On-Street Charging &  
Best New Product or Service**

2020 WINNER



**Most Innovative Start-Up  
of the Year**

2019 WINNER



**Environmental Initiative**

FINALIST



**Best On-Street Charging &  
Best New Product or Service**

2020 WINNER – ONGOING



**Net Zero Homes Programme**

2018 WINNER



**Civic Innovation Award**



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