



plug home

PLUGHOME – DEMOCRATIZING ACCESS TO EV CHARGING

A peer-to-peer platform that opens private home chargers to EV drivers.

PROBLEM

- Public charging infrastructure is not growing fast enough to match the rapid increase in EV adoption.
- Drivers struggle to find available, affordable charging points especially outside large cities.
- Home chargers sit unused up to 90% of the time.
- Building new charging stations is slow and capital-intensive for operators.

SOLUTION

**Plughome – a marketplace connecting EV drivers
with private charger owners (hosts):**

- Fast discovery, reservation, and payment in one app.
- Hosts earn from the charger they already own; drivers save time and money.
- Peer-to-peer model = rapid scale without infrastructure costs.

WHY NOW?

- **EV adoption is accelerating across Europe.**
- **Home wallboxes are becoming standard with solar installations and new residential developments.**
- **EU policy and incentive programs strongly support electrification.**
- **Sharing infrastructure (like Airbnb, Uber, BlaBlaCar) is now mainstream.**

MARKET

- **European EV charging market is projected to exceed \$25B by 2030.**
 - **Hundreds of thousands of private chargers already exist**
 - **most unused during the day.**
- **Plughome enables the fastest expansion of a charging network without building hardware.**

BUSINESS MODEL

CORE MODEL:

10% commision per charging session.

ADDITIONAL REVENUE STREAMS:

OPTIONAL ADD-ON SERVICES PROVIDED BY HOSTS, SUCH AS:

coffee • local transportation / short rides • other micro-services enhancing the experience.

STRENGTHS:

- Low operational cost.
- Strong network-effect potential.
- Highly scalable marketplace.

THE ASK

International expansion targets: **France & Germany**

Potential customers - EV counts:

FRANCE:

In January 2025, **19,923** new electric cars were registered

GERMANY:

As of October 1, 2025, Germany had **1.93 million fully electric cars (BEV)** on the road. Germany is Europe's largest EV market, providing a massive expansion opportunity for Plughome.

FUNDING REQUEST

FUNDS WILL BE USED FOR:

- Product development and payment infrastructure
 - User and host acquisition in Poland
- Launching operations in France and Germany
- Scaling marketplace features and community growth

„Join us in building the largest community-driven EV charging network in Europe.”