



Business Plan

Accelerating EV Adoption in Saudi Arabia



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## Executive Summary

MOTeVS is set to revolutionize Saudi Arabia's EV infrastructure, pioneering the first comprehensive Charge Point Operator network and enabling seamless EV adoption by 2030.

MOTeVS is transforming Saudi Arabia's electric vehicle (EV) infrastructure, aligning with Vision 2030's ambitious goals to reduce carbon emissions by 50% and transition 30% of Riyadh's vehicles to EVs by 2030. As a pioneering Charge Point Operator (CPO), MOTeVS addresses critical gaps in the EV ecosystem by providing real-time charging station data, seamless payment solutions, and integrated marketplace services.

Our innovative approach combines state-of-the-art technology with strategic partnerships to accelerate EV adoption and ensure a sustainable future. By deploying over 4,800 AC and 376 DC charging stations by 2030, MOTeVS aims to capture a 20% to 40% market share in Saudi Arabia's rapidly growing EV sector.

We are seeking SAR 15M in seed funding to establish our foundation and strategically scale operations with SAR 60M (Series A) and SAR 140M (Series B). With profitability projected by 2029 and an ROI exceeding 90% by 2030, MOTeVS offers investors a unique opportunity to drive impactful growth while achieving substantial returns.

### Mission:

To simplify the EV charging experience for drivers while accelerating Saudi Arabia's Vision 2030 for clean energy adoption.

### Vision:

To become Saudi Arabia's leading Charge Point Operator (CPO), deploying over 4800+ charging stations by 2030.

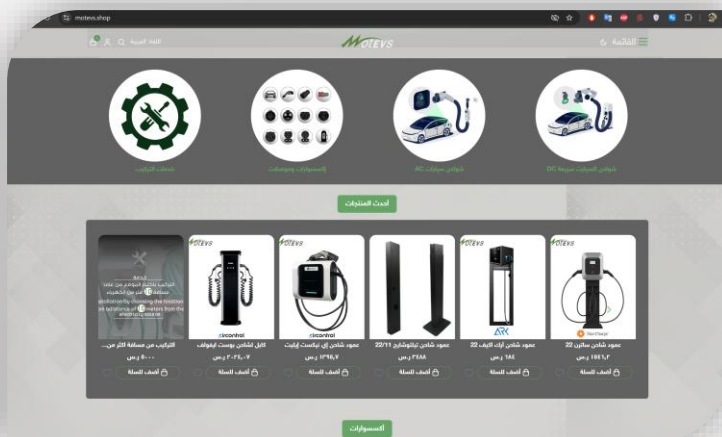
### Objectives:

1. Launch MOTeVS app and deploy 550 Charging stations by 2025.
2. Achieve profitability by 2029 through optimized utilization and diverse revenue streams.
3. Establish interoperability with other networks and lead the national EV infrastructure market.



## MOTEVS Now

- **Authorized Supplier & Installer** for 4 leading EV charging manufacturers.
- **11 Chargers SASO approved** starting from 11 KW up to 180 kw.
- **Saudi Electricity Company approved** EV charging installers for All modes of charger
- **#1<sup>st</sup>** EV charging solutions showroom in Saudi Arabia.
- **#1<sup>st</sup>** online store for EV charging solutions in Saudi Arabia
  - AC & DC Chargers.
  - EV charger's accessories.
  - Installation Services.
- Excellent experience in civil and electrical works.
- Beta app testing with initial charging stations deployed and strategic partnerships secured.
- Completed projects:
  - Hotels:
    - Radisson Blu Riyadh
    - Hilton Luxury Parking
  - Governments:
    - Directorate of Border Security
    - Royal Air Defense
  - Residential installations with Auto dealerships:
- Signed Agreement with gas stations :



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## Addressing Critical Gaps in EV Charging Infrastructure

### Challenges Faced by EV Drivers in Saudi Arabia “The problems”

EV drivers in Saudi Arabia face significant challenges due to the underdeveloped EV charging ecosystem:

1. **Lack of charging stations:** Limited availability of chargers makes long-distance travel difficult and increases range anxiety.
2. **Absence of established CPOs:** The market lacks reliable Charge Point Operators managing a seamless charging experience for EV users.
3. **Unreliable data on station availability:** Existing solutions do not provide real-time information on charger functionality, availability, or pricing.
4. **Fragmented user experience:** Drivers need to rely on multiple platforms to locate stations, pay for sessions, and plan routes, leading to frustration.

### A Comprehensive EV Charging Solution

MOTEVS is designed to bridge these gaps by creating a **comprehensive EV charging ecosystem** that includes:

- **Real-time charger data:** Availability, speed, and pricing through an intuitive app.
- **Route optimization:** Helping drivers find the best charging locations on their journey.
- **Marketplace integration:** A one-stop shop for EV-certified chargers and accessories.
- **Reliable CPO services:** Ensuring a seamless experience by managing charger networks with maintenance, diagnostics, and customer support.

### Market Opportunity “Riding the EV Adoption Wave”

- **Saudi Arabia's Vision 2030** aims for **30% of vehicles in Riyadh to be electric by 2030**.
- EV market in Saudi Arabia is projected to reach **10% of total vehicles market by 2030**.
- The global EV charging market is expected to grow to **\$150 billion by 2030**, presenting massive opportunities for infrastructure providers like MOTEVS.

| Metric | Value (USD)                      | Description                                     |
|--------|----------------------------------|-------------------------------------------------|
| TAM    | ~\$150 billion (SAR 562 billion) | Total EV charging market size globally by 2030. |
| SAM    | ~SAR 550M–800M annually          | Addressable Market in Saudi Arabia.             |
| SOM    | ~SAR 86M–123M annually           | Realistic market share (15–20% by 2030)         |

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## Business Model “Diversified and Scalable Revenue Streams”

### Revenue Streams

- 1. Charging Fees:**  
Freemium app model with paid premium features for fleets and frequent users.
- 2. Marketplace Sales:**  
Revenue from selling EV chargers and accessories through the app and showroom.
- 3. B2B/B2G Projects:**  
Supplying and installing chargers for businesses and government entities.
- 4. Partnership Revenue:**  
Commissions from collaborations with other charging station operators.
- 5. In-App Advertising:**  
Ads from EV-related brands (e.g., car dealerships, accessories).

### Value Proposition

- For EV Owners:  
Real-time charger availability and seamless charging experience.
- For Fleet Operators:  
Comprehensive fleet management tools integrated into the app.
- For Partners:  
Integration opportunities for third-party charging networks.

## Operational Plan “Building Saudi Arabia’s Leading EV Charging Network”

### Key Activities

- Deploying AC and DC charging stations nationwide.
- Developing and maintaining the MOTEVs app and platform.
- Partnering with EV dealerships, gas stations, and municipalities.

### Key Resources

- Human Resources: Project team, App development team, operations team, and customer support.
- Technological Resources: OCPP-compatible chargers, cloud infrastructure, and analytics tools.
- Financial Resources: Seed and Series A/B funding rounds.

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## Milestones

- 2025 :Launch app, deploy 550 Charging stations.
- 2026 :Scale to 800+ Charging stations.
- 2028 :Enable interoperability with other networks.
- 2030 :Achieve national rollout with 4800+ Charging stations.

## Marketing Plan “Engaging the EV Community for Growth”

### Target Audience

- **Primary Users:** EV drivers in Saudi Arabia.
- **Secondary Users:** Fleet operators, rideshare drivers, and public transportation entities.

### Channels

- Social media campaigns targeting EV owner communities.
- Partnerships with dealerships, municipalities, and fleet companies.
- Events, trade shows, and educational campaigns via your showroom.

### Customer Acquisition

Initial user onboarding via incentives like free charging credits or discounts on chargers.

### Metrics:

- **Customer Acquisition Cost (CAC):** SAR 200 per user (initial estimate).
- **Expected User Growth:**
  - 2025: 5,000 users.
  - 2027: 15,000 users.
  - 2030: 75,000 users.
- **Campaign Metrics:** Social media engagement, website visits, and app downloads.
- **Conversion Rate:** Target 10%-15% from campaigns to active users.



## Competitive Advantage “What Sets MOTEVs Apart”

MOTEVs stands out by offering Saudi Arabia's first EV app with real-time availability data for all types of charging stations, not limited to a single EV brand. Key differentiators include:

- **Real-Time Station Data:** Provides up-to-the-minute updates on station availability, charging speeds, and wait times.
- **Location-Based Recommendations:** Suggests optimal stations based on the driver's location and preferences.
- **Community-Driven Insights:** Includes user reviews and ratings to ensure transparency and reliability.
- **Marketplace Integration:** Offers Saudi-certified EV chargers, alongside a platform for EV listings, meeting a critical need for accessible charging equipment.

| Factors                                      | Our Business                                                                        | Competitor 1<br>Electromin                                                          | Competitor 2<br>Eviq                                                                | Competitor 3<br>E-fill by AsX                                                        | Competitor 4<br>iCHARGE                                                               | Competitor 5<br>Shahnat                                                               |
|----------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Logo                                         |  |  |  |  |  |  |
| Approved Installer by Saudi Electric company | ✓                                                                                   | ✓                                                                                   | ✗                                                                                   | ✓                                                                                    | ✓                                                                                     | ✗                                                                                     |
| Saudi standards EV charger supplier          | ✓                                                                                   | ✓                                                                                   | ✓                                                                                   | ✓                                                                                    | ✓                                                                                     | ✓                                                                                     |
| CPO                                          | ✓                                                                                   | ✗                                                                                   | ✓                                                                                   | ✓                                                                                    | ✓                                                                                     | ✓                                                                                     |
| Mobile App                                   | ✓                                                                                   | ✓                                                                                   | ✗                                                                                   | ✗                                                                                    | ✗                                                                                     | ✗                                                                                     |
| Real-time app service                        | ✓                                                                                   | ✗                                                                                   | ✗                                                                                   | ✗                                                                                    | ✗                                                                                     | ✗                                                                                     |
| Marketplace                                  | ✓                                                                                   | ✗                                                                                   | ✗                                                                                   | ✗                                                                                    | ✗                                                                                     | ✗                                                                                     |

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## Financial Reports (2025-2030) Sustainable Growth and Profitability

### 1. Key Assumptions

- **Revenue Streams**

- 1. **Project Revenue (B2B, B2G, B2C):**

| Year | Revenue (SAR) | Profit Margin (%) | Profit Amount (SAR) |
|------|---------------|-------------------|---------------------|
| 2025 | 1,000,000     | 25%               | 250,000             |
| 2026 | 2,500,000     | 30%               | 750,000             |
| 2027 | 3,000,000     | 35%               | 1,050,000           |
| 2028 | 3,600,000     | 38%               | 1,368,000           |
| 2029 | 4,320,000     | 42%               | 1,814,400           |
| 2030 | 5,184,000     | 45%               | 2,332,800           |

- 2. **Marketplace Revenue:**

- Starts at SAR 100,000 in 2027 with a 30% to 50% annual growth rate:
      - 2027: SAR 100,000
      - 2028: SAR 130,000 (30% growth)
      - 2029: SAR 195,000 (50% growth)
      - 2030: SAR 292,500 (50% growth)

- 3. **CPO Revenue per users:**

- Revenue per user: SAR 2,000 annually.
    - Users:
      - 2027: 15,000
      - 2028: 30,000
      - 2029: 50,000
      - 2030: 75,000

- 4. **App Revenue (Subscriptions/Ads):**

- Revenue per user: SAR 150 annually.
    - Users match CPO adoption rates.

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- **Key Insights:**

- Profitability is projected to begin in **2029**, driven by steady growth in marketplace revenue and CPO adoption.
- Strong ROI by 2030 at **90.9%**, indicating substantial returns for investors.
- Strategic focus on CapEx reduction enhances scalability and cost efficiency.

- **Competitor Benchmarking:**

Initial investment estimates for competing CPOs in the region:

- **Competitor A (EVIC - PIF Company):** Initial investment of SAR 250M for national infrastructure rollout and advanced app development.
- **Competitor B (Electromin - Subsidiary of Petromin):** Estimated SAR 100M focusing on deployment of AC and DC chargers across key urban locations.
- **Competitor C (ASX by Alsharif Holding):** SAR 50M targeting strategic partnerships and medium-scale deployment.

MOTEVs seeks SAR 15M in seed funding to establish a competitive foundation, strategically expanding with SAR 60M (Series A) and SAR 140M (Series B) to target a meaningful market share by 2030.

- **Cost Structure**

1. **CapEx (Charging Station Deployment):**

- AC Charging station cost starts at SAR 40,000 in 2025, reducing by 15% annually.
- DC Charging station starts at SAR 200,000 in 2025, reducing by 15% annually.

2. **Operating Expenses:**

- Salaries: SAR 3.4M in 2025 and 2026, growing by 10% annually starting in 2027.
- Office & Showroom Rent: SAR 300,000 annually.
- Admin, Vehicles, and Product Certifications: SAR 150,000 annually.



- **Funding Rounds and Utilization**

1. **Seed Round (2025): SAR 15M**

- 70%: Initial CapEx for AC and DC stations.
- 10%: App development and IT infrastructure.
- 20%: Marketing, salaries, and operational expenses.

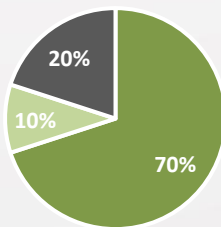
2. **Series A (2026): SAR 60M**

- 70%: Scaling CapEx for infrastructure expansion.
- 10%: App feature enhancements and fleet management integration.
- 20%: Marketing and customer acquisition.

3. **Series B (2028): SAR 140M**

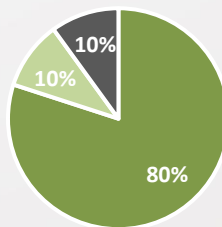
- 80%: National rollout of AC/DC stations.
- 10%: Advanced app features.
- 10%: Market expansion and operational reserves.

Seed Round (SAR 15M)



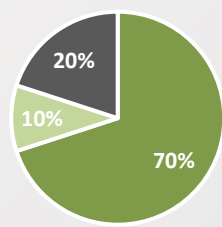
- Initial CapEx for AC/DC chargers.
- App development and IT infrastructure.
- Marketing, salaries, and operations.

Series A (SAR 60M)



- National expansion.
- Interoperability features.
- Strategic partnerships.

Series B (SAR 140M)



- Infrastructure scaling.
- Advanced app features .
- User acquisition.

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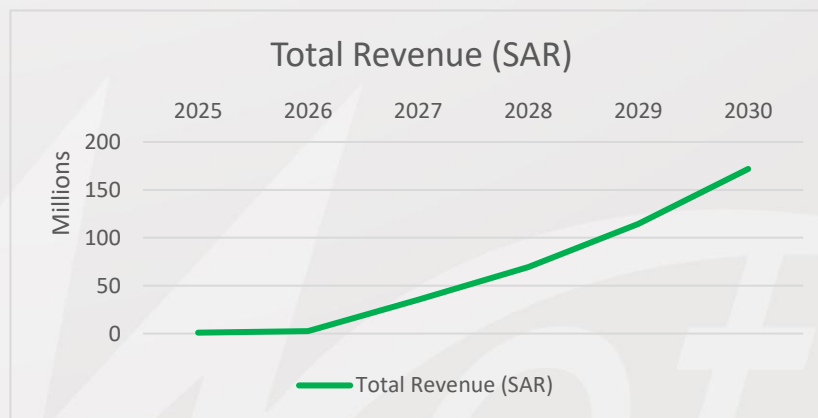


## 2. Financial Projections (2025-2030)

| Year | Total Revenue (SAR) | Operating Expenses (SAR) | CapEx (SAR) | Net Cash Flow (SAR) | Cumulative Cash Flow (SAR) |
|------|---------------------|--------------------------|-------------|---------------------|----------------------------|
| 2025 | 1,000,000           | 3,850,000                | 11,660,000  | -14,510,000         | -14,510,000                |
| 2026 | 2,500,000           | 3,850,000                | 19,811,000  | -21,161,000         | -35,671,000                |
| 2027 | 34,850,000          | 4,235,000                | 27,840,000  | 2,775,000           | -32,896,000                |
| 2028 | 68,340,000          | 4,658,500                | 35,040,000  | 28,641,500          | -4,254,500                 |
| 2029 | 101,676,000         | 5,124,350                | 42,048,000  | 54,503,650          | 50,249,150                 |
| 2030 | 147,476,500         | 5,636,785                | 55,660,800  | 86,178,915          | 136,428,065                |

## 3. Revenue Breakdown

| Year | Project Revenue (SAR) | Marketplace Revenue (SAR) | CPO Revenue (SAR) | App Revenue (SAR) | Total Revenue (SAR) |
|------|-----------------------|---------------------------|-------------------|-------------------|---------------------|
| 2025 | 1,000,000             | 0                         | 0                 | 0                 | 1,000,000           |
| 2026 | 2,500,000             | 0                         | 0                 | 0                 | 2,500,000           |
| 2027 | 3,000,000             | 100,000                   | 30,000,000        | 1,650,000         | 34,850,000          |
| 2028 | 3,600,000             | 130,000                   | 60,000,000        | 4,100,000         | 68,340,000          |
| 2029 | 4,320,000             | 195,000                   | 100,000,000       | 6,500,000         | 101,676,000         |
| 2030 | 5,184,000             | 292,500                   | 150,000,000       | 9,750,000         | 147,476,500         |



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#### 4. P&L Summary (Profit and Loss)

| Year | Total Revenue (SAR) | Total Expenses (SAR) | Net Profit (SAR) | Net Profit Margin (%) |
|------|---------------------|----------------------|------------------|-----------------------|
| 2025 | 1,000,000           | 15,510,000           | -14,510,000      | NA                    |
| 2026 | 2,500,000           | 26,661,000           | -21,161,000      | NA                    |
| 2027 | 34,850,000          | 32,075,000           | 2,775,000        | 7.96%                 |
| 2028 | 68,340,000          | 39,698,500           | 28,641,500       | 41.91%                |
| 2029 | 101,676,000         | 47,172,350           | 54,503,650       | 53.60%                |
| 2030 | 147,476,500         | 61,297,585           | 86,178,915       | 58.44%                |

#### 5. CapEx (AC/DC Station Costs)

| Year | AC Station (SAR) | DC Station (SAR) | AC Stations | DC Stations | Total CapEx (SAR) |
|------|------------------|------------------|-------------|-------------|-------------------|
| 2025 | 40,000           | 200,000          | 254         | 22          | 11,660,000        |
| 2026 | 34,000           | 170,000          | 763         | 45          | 19,811,000        |
| 2027 | 28,900           | 144,500          | 1,272       | 95          | 27,840,000        |
| 2028 | 24,365           | 122,825          | 1,900       | 150         | 35,040,000        |
| 2029 | 20,710           | 104,401          | 2,900       | 230         | 42,048,000        |
| 2030 | 17,604           | 88,741           | 4,424       | 376         | 55,660,800        |

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## 6. Cash Flow Statement (2025-2030)

| Year | Opening Balance (SAR) | Inflow (SAR)                      | Outflow (SAR) | Closing Balance (SAR) |
|------|-----------------------|-----------------------------------|---------------|-----------------------|
| 2025 | 15,000,000            | 16,000,000 (Seed Round + Revenue) | 19,510,000    | 11,490,000            |
| 2026 | 11,490,000            | 62,500,000 (Series A + Revenue)   | 24,661,000    | 49,329,000            |
| 2027 | 49,329,000            | 34,850,000                        | 32,075,000    | 52,104,000            |
| 2028 | 52,104,000            | 68,340,000 (Series B + Revenue)   | 39,698,500    | 80,745,500            |
| 2029 | 80,745,500            | 101,676,000                       | 47,172,350    | 135,249,150           |
| 2030 | 135,249,150           | 147,476,500                       | 61,297,585    | 221,428,065           |

## 7. ROI Analysis

| Year | Net Cash Flow (SAR) | Cumulative Cash Flow (SAR) | ROI (%) |
|------|---------------------|----------------------------|---------|
| 2025 | -14,510,000         | -14,510,000                | NA      |
| 2026 | -21,161,000         | -35,671,000                | NA      |
| 2027 | 2,775,000           | -32,896,000                | NA      |
| 2028 | 28,641,500          | -4,254,500                 | NA      |
| 2029 | 54,503,650          | 50,249,150                 | 33.5%   |
| 2030 | 86,178,915          | 136,428,065                | 90.9%   |

For a single AC charging station deployed in 2025, the ROI starts at **0%** due to zero revenue that year, increases to **54.4%** in the second year (2026), and grows to **262.6%** by 2030 due to declining CapEx and increasing utilization. In contrast, a single DC charging station has an ROI starting at **0%** in 2025, increasing to **35.0%** in 2026, and growing to **190.0%** by 2030 due to higher initial CapEx and significantly greater annual revenue.

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## Roadmap “Path to Leadership in EV Charging”

| Phase          | Timeline  | Milestones                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Phase 1</b> | 2025      | <ul style="list-style-type: none"><li>- Launch app with core features (real-time charger data, booking, and payments).</li><li>- Deploy 550 Charging stations to initiate infrastructure.</li><li>- Establish partnerships with gas stations and EV dealerships for station sites.</li></ul>                                                                                                       |
| <b>Phase 2</b> | 2026–2027 | <ul style="list-style-type: none"><li>- Expand infrastructure to <b>1300+ Charging stations</b> (cumulative).</li><li>- Introduce fleet management features in the app for corporate clients.</li><li>- Strengthen partnerships with municipalities and property owners.</li><li>- Ensure operational excellence as a CPO by implementing proactive station diagnostics and maintenance.</li></ul> |
| <b>Phase 3</b> | 2028–2030 | <ul style="list-style-type: none"><li>- National rollout: Reach <b>4800+ Charging stations</b> (cumulative).</li><li>- Enable interoperability with third-party charging networks.</li><li>- Launch advanced features like solar-powered EV stations and peak load management.</li><li>- Focus on achieving a dominant market share as Saudi Arabia’s leading CPO.</li></ul>                       |

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## Risk and mitigation “Addressing Key Challenges”

| Risk                                         | Impact                        | Mitigation Strategy                                                        |
|----------------------------------------------|-------------------------------|----------------------------------------------------------------------------|
| <b>inaccurate station data</b>               | User frustration and churn    | Partner with reliable data providers, offer user-verified station feedback |
| <b>Low user adoption</b>                     | Poor market entry performance | Focus on targeted marketing, early partnerships, and community outreach    |
| <b>Technical issues (bugs, crashes)</b>      | Negative user experience      | Rigorous testing, use crash analytics tools, ensure fast bug fixes         |
| <b>Competitor releases similar features</b>  | Market competition increases  | Emphasize unique value (community-driven feedback, real-time accuracy)     |
| <b>Scalability issues with rapid growth</b>  | Server slowdowns or outages   | Use scalable cloud solutions, monitor traffic, and plan for scaling        |
| <b>Negative reviews impacting reputation</b> | Damaged credibility           | Respond quickly to negative feedback, release regular updates and fixes    |

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