MAKE MY DAY

Finally, EV Charging for All

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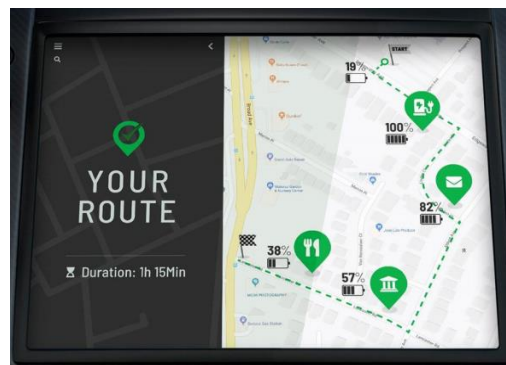+972-(0)544-724-606

Website: www.makemydayapp.com

MAKE MY DAY optimize, simplify, and manage Electrical Vehicle (EV) Charging for fleets and drivers.

Based on its field-tested technology, Make My Day offers a proven comprehensive solution for **managing the task of charging EV fleets and drivers**, including providing the **optimal route for EV drivers**.

EV CHARGING OPTIMIZATION

Make My Day connects to the fleet **calendar/CRM** in order to understand the daily needs of drivers and fleets. It also connects to the **EV itself** and retrieves in real-time key data of the battery status. It collects data on the **location of the driver** and charging stations and any impediments on his or her route. Then, its proven algorithm combines all this data in real-time, creating the **optimal route** and a recommendation for an **optimal fast charging time**.

GO-TO-MARKET STRATEGY

Make My Day is targeting two types of **large enterprises:**

(i)   **EV fleet operators**, and

(ii)   **Public charging station operators**, who serve private EV owners and EV fleets.

The company has begun pilots with both types (see *Milestones* on the right). Working in a **SaaS** (Software-as-a-Service) model of $8-12 per month per EV, Make My Day presents a net ROI of around $40 per month per EV, a cost-effective offering that will aid it penetrate the EV market, which was **$162 billion** in 2019 and growing at 22.6% a year will reach **$802 billion** by 2027 (Allied Market Research, 2020).

COMPANY BACKGROUND

Founded: 2017.

MILESTONES

Developed an **award-winning** solution:

- 2018: Winner of VW challenge.
- 2019: Promising startup of NAISAS (US).
- 2020: received the "Solar Impulse Efficient Solution" Label

Generated initial **revenues** from:

- **Centrica** and **LafargeHolcim**, both companies with large fleets.
- **Enel X**, one of the largest public charging station operators.
- Signed distribution and commercial agreements with additional partners.

TEAM

Mr. **Nisan Katz**, *CEO & Co-founder*
Experience: 20 years of experience as a CEO and biz dev in the Media and Tech industries

Mr. **Cnaan Aviv**, *CTO & Co-founder*
Experience: R&D Manager of Golan Telecom, Co-founder of Underdog Projects, and R&D Manager at ACE.

Dr. **David Feitelson**, *Consultant*
Experience: CTO at The.com Chase, Founder of ProActive Modeling, and a Software Specialist at TTI Telecom.

Mr. **Dani Zeevi**, *Strategic Advisor*
Experience: Serial entrepreneur who found several companies, e.g. YCD Multimedia and Eco-Net.