WHITEPAPER

🇺🇸 (English Version)

«MOTORWATT»

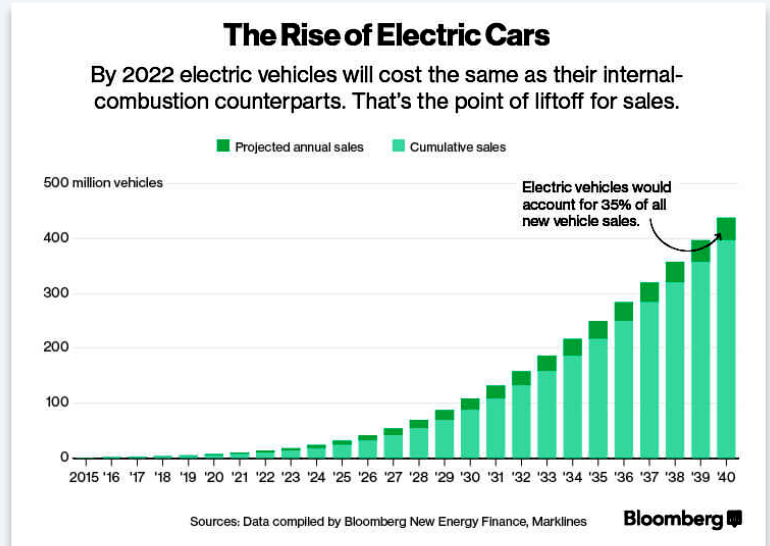Worldwide Electric Vehicles Marketplace & Community

www.motorwatt.com
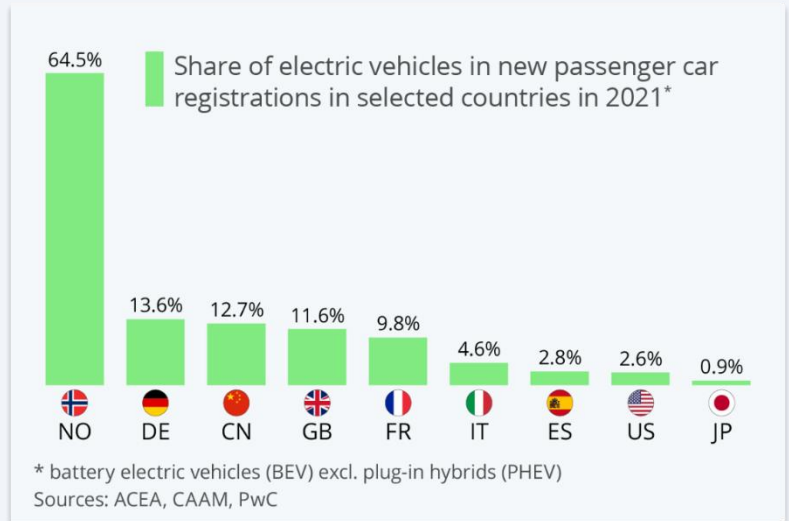
ABSTRACT

EV REVOLUTION

The electric vehicle revolution could turn out to be more dramatic than governments and oil companies have yet realized. New research by Bloomberg New Energy Finance suggests that further, big reductions in battery prices lie ahead, and that during the 2020s EVs will become a more economic option than gasoline or diesel cars in most countries.

The study forecasts that sales of electric vehicles will hit 41 million by 2040, representing 35% of new light duty vehicle sales. This would be almost 90 times the equivalent figure for 2015, when EV sales are estimated to have been 462,000, some 60% up on 2014.

The Rise of Electric Cars

By 2022 electric vehicles will cost the same as their internal-combustion counterparts. That's the point of liftoff for sales.

■ Projected annual sales ■ Cumulative sales

Electric vehicles would account for 35% of all new vehicle sales.

500 million vehicles
400
300
200
100
0
2015 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30 '31 '32 '33 '34 '35 '36 '37 '38 '39 '40

Sources: Data compiled by Bloomberg New Energy Finance, Marklines

Bloomberg

This projected change between now and 2040 will have implications beyond the car market. The research estimates that the growth of EVs will mean they represent a quarter of the cars on the road by that date, displacing 13 million barrels per day of crude oil but using 1,900 TWh (Terra Watt-hours) of electricity. This would be equivalent to nearly 8% of global electricity demand in 2015.

While several European markets as well as China achieved double-digit market share in 2021, the United States lags behind with a BEV share of just 2.6 percent. Like in previous years, Norway was a positive outlier with a 65-percent share of electric vehicles, while Iceland, Sweden, Denmark and Finland also featured high on the list – a testament to the quick adoption of electric cars in Nordic countries. China, which is by far the largest market for electric cars in terms of unit sales, also more than doubled its electric market share to 12.7 percent of new registrations.

Share of electric vehicles in new passenger car registrations in selected countries in 2021*

Country	Share
NO	64.5%
DE	13.6%
CN	12.7%
GB	11.6%
FR	9.8%
IT	4.6%
ES	2.8%
US	2.6%
JP	0.9%

* battery electric vehicles (BEV) excl. plug-in hybrids (PHEV)
Sources: ACEA, CAAM, PwC

MISSION & KEY FEATURES

MISSION

MOTORWATT PROJECT MISSION: Popularization of environmentally friendly models of transport and creation of convenient mechanisms for promoting the ideas of a safe environment

DESCRIPTION

The MOTORWATT project is an international platform for the popularization of electric vehicles, which includes:

- **MARKETPLACE** - a convenient, multifunctional marketplace that allows you to place offers for the sale of vehicles powered by electricity, conduct sales transactions, and advertise the products of key manufacturers of electric vehicles
- **CLASSIFIEDS** - listing directory for private and corporate sellers
- **DATABASE** - a constantly growing database of electric vehicles with detailed information about the vehicles themselves and their manufacturers
- **SOCIAL NETWORK** - own Community with the full functionality of a social network designed for communication between owners of electric vehicles
- **NEWS** - news blog with materials on trends in the electric vehicle market, descriptions of new models, test drives and analytical materials on the topic
- **SOCIAL MEDIA** - own YouTube channel, reflecting the main topics of the news blog and the most interesting events of MOTORWATT social network

Analysis of the functionality of the main competitors in comparison with the potential capabilities of the MOTORWATT project

domain	GREENCARS greencars.com	EV MARKETPLACE theevmarketplace.com	EV COMPARE evcompare.io	JUST GO EV justgoev.co.uk	EVGLOBE evglobe.com	EZOOMED ezoomed.com	EV DATABASE ev-database.org	MOTORWATT Motorwatt.com
WEB Platform	✔	✔	✔	✔	✔	✔	✔	✔
Mobile App	✖	✖	✖	✖	✖	✖	✖	✔
Marketplace	✔	✔	✖	✔	✖	✔	✖	✔
Classifieds	✖	✔	✖	✖	✖	✖	✖	✔
EV Database	✖	✖	✔	✖	✔	✖	✔	✔
Own Community	✖	✖	✖	✖	✖	✖	✖	✔
News Blog	✔	✔	✔	✔	✔	✔	✖	✔
Own YouTube Channel	✖	✖	✖	✖	✖	✖	✖	✔

At the moment, among the main competitors, there are several Internet sites specializing in the subject of electric transport. All of them are seriously inferior in basic parameters to well-known car sales sites and have a rather narrow range of functionality. **The intensive development of the electric transport market implies the emergence of multifunctional sites that can quickly respond to changes in the industry, as well as provide users with simple and convenient mechanisms for business and communication.**

KEY ELEMENTS & PROJECT STRUCTURE

KEY ELEMENTS

WEB Platform
- WEB-site – BASIC (**www.motorwatt.com**)
- Web-based admin interface for managing the general operation of the application, that is, control of payments, advertising, tariffs, clients, wizards, reports, and statistics, etc.
- Web-based admin panel for managing Classifieds and Advertising.
- Web-based admin panel for managing platform financial instruments.

MOBILE APPLICATIONS
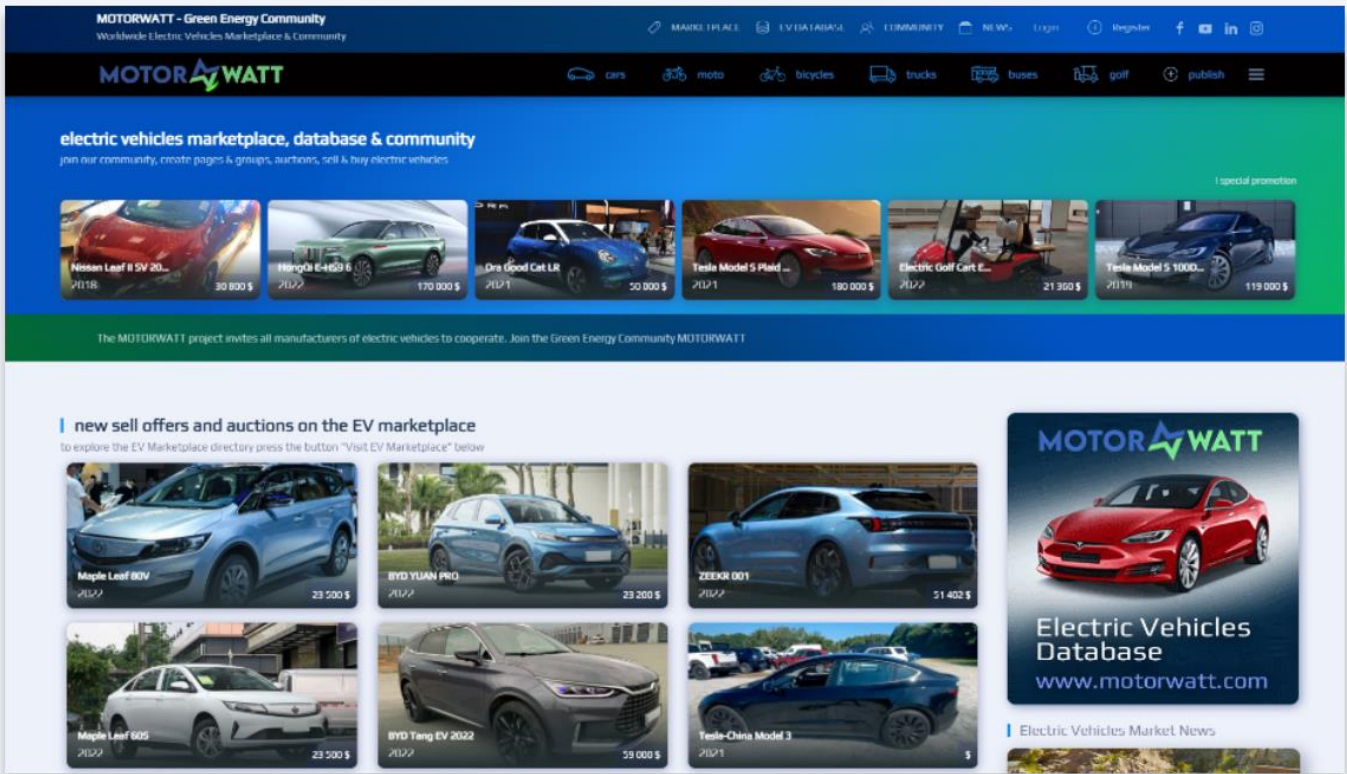- Application for iOS
- Application for Android

MVP STRUCTURE

BASIC PLATFORM FUNCTIONS

WEB Platform

EV MARKETPLACE FRONTPAGE

Preliminary Design of the MOTORWATT Marketplace FRONT Page

EV Classifieds Marketplace:

The Classifieds Marketplace designed as a multifunctional listing Directory with ability of Free and Paid Submissions of ads. Classified's system allows users to upload all necessary information about their electric vehicles, upload images and attach videos and files. It has the internal system of paid promotions, subscription plans and many other useful features. The user can make the direct sells and auctions.

Classifieds Marketplace Key Features:

- Frontend Ads Submission

- Multilevel categorized Front-end submission system for private and corporate sellers
- Reviewing and Internal Comments system
- Sellers contact form
- Localization with geo-coordinates
- Sellers Profile with Ads Management system
- Buy Now and Auction features
- Listing Promotions System connected with fiat and crypto payment gateways: 2checkout, Skrill, Paypal, Mercado Pago, Ideal, Stripe, Sofort, Authorize.net, Przelewy24, PayU (Poland), PayU biz (India), PayU South Africa, PaymentSense, Paysafe Card, QuickPay, eTranzact, AliPay, CoinGate, PayFast, Google Wallet, Fondy, DotPay, Portmone, PagSeguro, IPayTotal, MyFatoorah, Offline payment, Coinbase Commerce
- Video and file attachments. Image upload and rendering with a Built-in editor
- Separate (associated with Community) user profile
- Sellers Own Adverts analytics system
- Internal Simple and Advanced Search engines with geo-search functionality
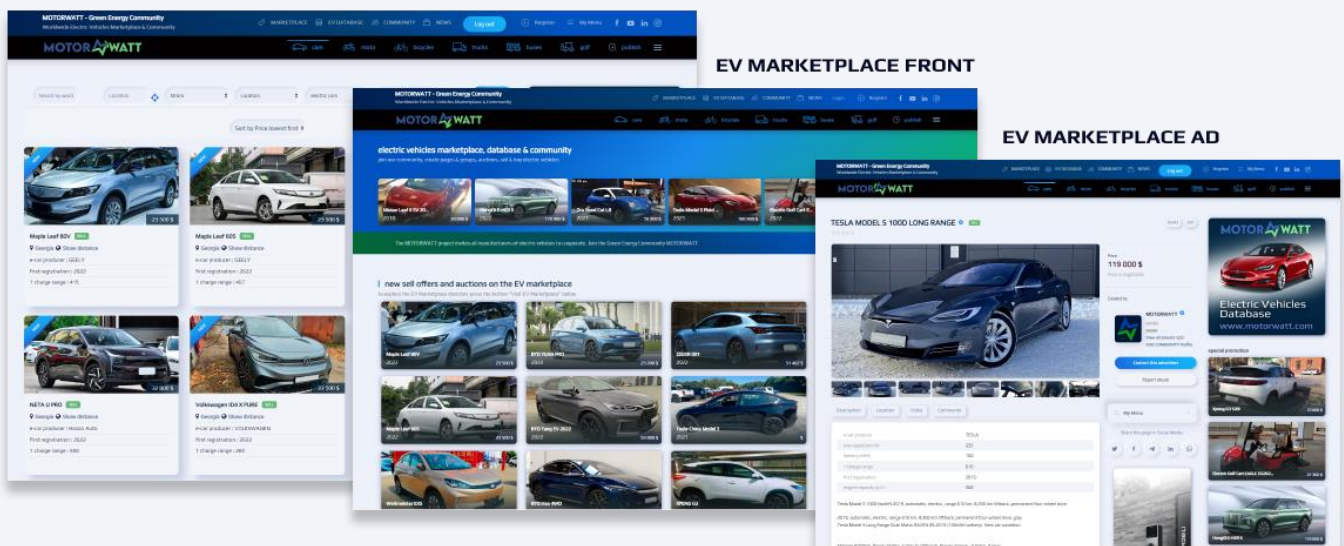
Preliminary Design of the Marketplace Pages

EV Database:

Database of electric vehicles containing the main characteristics of vehicles, images and videos with descriptions and test drives. All vehicles are categorized into six main categories. Also, the database contains basic information about electric vehicle manufacturers. You can compare electric vehicles and place purchase orders.
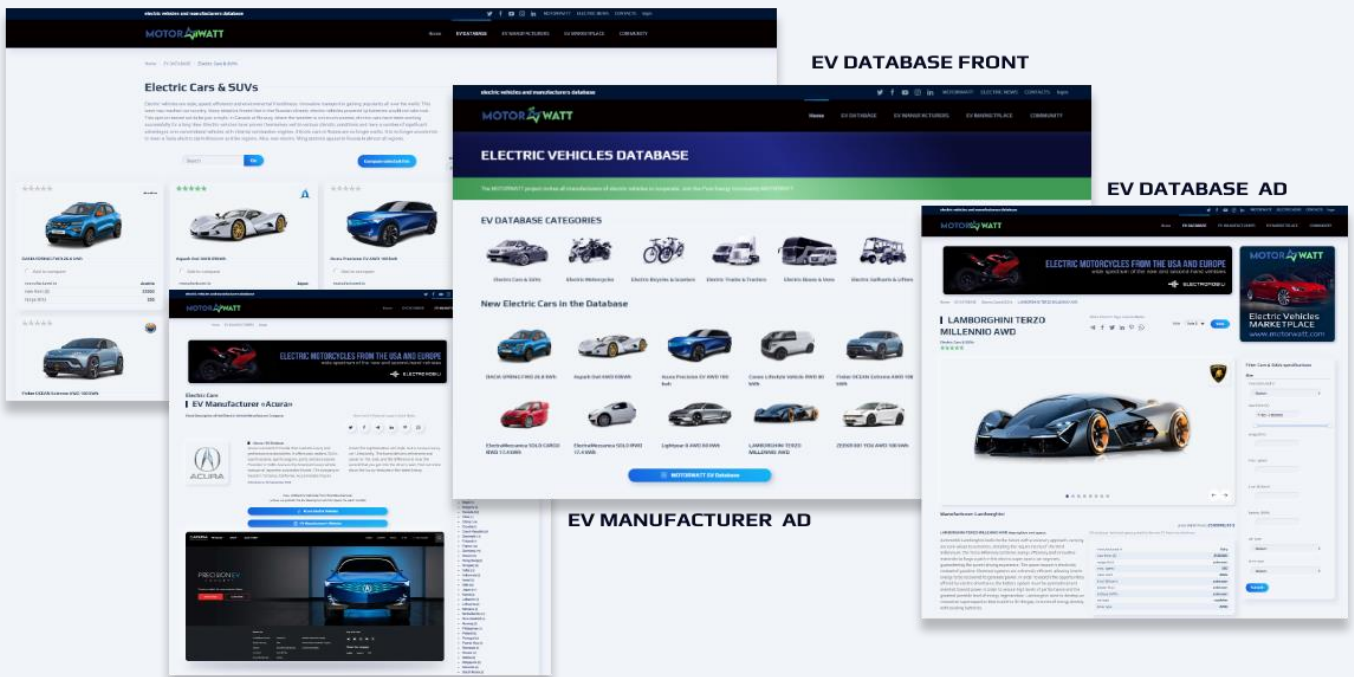
Preliminary Design of the MOTORWATT Database Pages

EV Database Key Features:

- Catalogue based EV Listing
- Multilevel categorized database Front-end submission system
- Comparison Feature
- EV Manufacturers Database
- Reviewing and Internal Comments system
- Wish listing function
- Add to Favorites function
- Video and file attachments
- Image upload and rendering. Built-in editor.

Social Network and Community News Blog:

The internal MOTORWATT Social Network has the whole set of common features available in the famous Social Platforms (Facebook etc.). Community users have all the instruments for online communication, creating groups, own pages, events, and pools. Uploading images, videos, and audio files. Streaming posts and sharing. Publishing Community Blog Posts. Commenting and reviewing. Activity streams and wide spectrum of useful features makes MOTORWATT Community one of the most attractive parts of the project. It will allow to collect a huge amount of interested content, discussions, and opinions. Internal Community Marketplace and Rewards System makes our community attractive for businessman and everyone who has ambitions to make money.
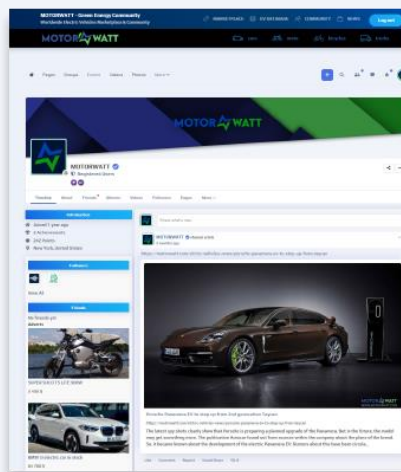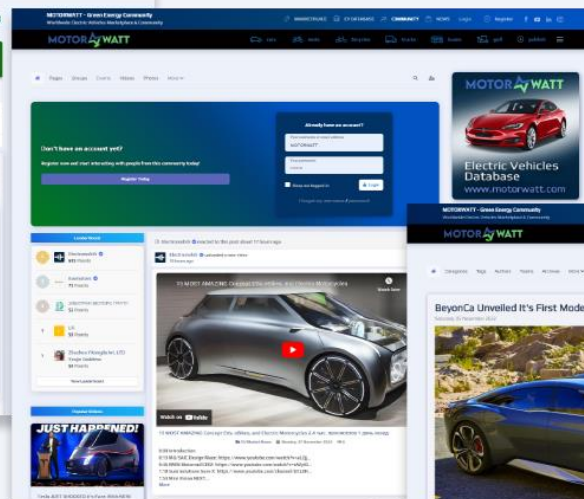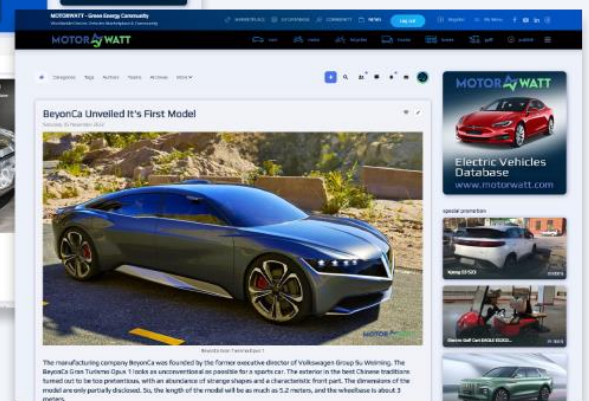

Preliminary Design of the main Community and News Blog Pages

Social Network and Community News Blog Key Features:

- **Activity Stream:** Highlights brand new status updates, profile pictures, upcoming events, photos, videos or audio uploads, interactive polls and much more.
- **Curated Stream Filters:** Users can now easily search through the activity streams with the stream filters based on the different conditions and post types.
- Story Form: Along with the UI & UX of the story form, it also allows user to pick their favorite post types for quicker access.
- **Interactive Polls:** Create and post questions that allows friends and followers to cast their votes. Create polls with multiple votes to hear out what people have to say on a particular matter.
- **Repost:** Allows user to quickly share any story updates to all their friends or followers. It'll also reference the original user of the post.

- **Tags:** User can tag a person whose post might be of their interest, and it will also notify them after being tagged.
- **Groups:** Empowering similar interest groups by collaborating over discussions, organizing events, and numerous other activities such has polls, rich media uploads, files sharing and much more.
- **Memberships:** Group admins can filter, approve, or disapprove any pending members from joining the group.
- **Reviews and Ratings:** Receive star ratings and reviews from all members. On top of that, page owners can also moderate all reviews before publishing it onto the page. (Group reviews app is required)
- **Events:** Organize exclusive events for the members of the group and they can choose to accept or decline the invitation.
- **Announcements:** Disseminate important information to your group members and notify everyone instantly.
- **Rich Media Uploads:** Share amazing audio tracks, videos, or even photos only to the members of the group.
- **Pages:** A place for people to get connected with your business. Suitable for any startups or businesses within the community to interact with their customers.
- **Discussions:** An avenue for users to discuss and share constructive feedback which can be used as opportunities to further nurture your businesses or services. Internal live CHAT for Community Members
- **RSVP:** Know your guests - keep track the number of possible attendees for all events.
- **Files Sharing:** Share files and collaborate with one another, giving access to attendees to contribute their part as well.
- **Locations:** Built in with Google Maps integration to pinpoint the exact venue of the events.

STAGES OF THE MOTORWATT PROJECT DEVELOPMENT IN 2022-2023

PRE-SEED STAGE - Project Structure Development
May – December 2022 (duration - 8 months)

- Project idea description
- Preliminary market research & Strategy planning
- Selection of the Key software Solutions
- Classifieds Listing Directory design and development
- EV Database structure and design development
- Community (Social Network) structure and design development
- NEWS BLOG structure and design development
- Whitepaper development
- Pitch Deck Development
- Project Investment Plan for the SEED Stage
- Preliminary Project Budget for 2023-2024

Pre-seed stage expenses:
TOTAL EXPENSES (PRE-SEED STAGE): $52.100

SEED STAGE - Project ROADMAP (MVP Development & Promotion) 20234
*MVP (Minimum Viable Product)

1. Build a Fully Featured and Scalable MVP
January - March 2023 (duration - 3 months)

- Setting up the server for the required configuration and connecting all the necessary components and services.
- Creation and configuration of the main elements of the project.
- Filling the database with all existing EVs from the TOP manufacturers
- Correction and adaptation of text and graphic materials of all applications
- Adjustment of key services (lists of services provided by masters, etc.)
- Introduction of demo content (real people - employees of ELECTROMOBILI.RU)
- Testing and debugging of the GEO positioning system (Google Maps API)
- Correction of design and optimization. Branding.
- Creation and optimization of the main WEB-site of the project.
- Setting up a payment system connection scheme.
- Setting up the connection of the SMS messaging system.
- Debugging of interaction of elements and preliminary testing.
- Mobile Apps structure and design development
- Uploading mobile applications and installing WEB-panels.
- Launching the project in test mode.

2. Testing and final MVP debugging
April – June 2023 (duration - 3 months)

- Fully functional testing of the project with the involvement of private and corporate Sellers in order to eliminate possible shortcomings and errors.
- Connection and testing of the advanced search system.
- Final debugging of the interaction of all elements of the project.

- Working out the schemes of work of technical and customer support services.
- Connection and testing of the payment system.
- Connection and testing of SMS messaging system.
- Updating mobile and WEB-applications.

3.   Creating Community and Attracting Users, Brand Merchandising
July – October 2023 (duration - 4 months)

- Social Network activity to attract people from the existing social groups
- Mass mailing and posting the information about MOTORWATT Community, benefits for users and possibilities in our community, like rewards, making profit with marketplace etc.
- Supporting the most interesting accounts, Pages and Groups in MOTORWATT Community – Free Promoting inside and outside community
- Attracting Media influencers to the Community Actions
- Attracting Media Sponsors
- Developing and Promotion of the Social Media Channels
- Providing a Social Medea Advertising Campaign (YouTube, Facebook, Twitter, Instagram, Reels & TikTok)
- Starting The MOTORWATT YouTube Channel with 3-4 Videos (stars test-drives, ev-news etc.)

4.   Attracting Corporate Clients and Social Media Promotion
November - December 2023 (duration - 2 months)

- Starting a Media Campaign for attracting the Corporate Clients
- Preparing the Media Coverage and Legal Documentation for Corporate Clients
- Active Social Media Campaign
- YouTube Advertising Campaign
- Preparing and starting a Mass Media Campaign with publications in the News and Automobile Media resources
- Preparing a structured detailed plan of the MOTORWATT PROJECT Promotion and Development for 2024

Required investments:
TOTAL (SEED STAGE 2023): $499,650

FINACIAL DETAILS

detailed financial planning data will be provided upon request

2023 EXPENSES

TOTAL EXPENSES IN 2023:   **$499 650,00**

FINANCIAL INCOME SOURCES & Preliminary Planed* Results at the END of the SEED STAGE 2023

TOTAL MONTHLY (NET) INCOME: *   **$46 000,00**

TOTAL YEAR (NET) INCOME: *   **$552 000,00**

*All the figures are presented taking in account the average market prices and understanding the common conditions of trade relations with the Corporate Clients and Partners based on more than 5 years' experience of ELECTROMOBILI.RU Sales Department. Banner Advertising and all figures in terms of Community Financial Details are corresponding to the average monthly user engagement criteria. We plan to attract about 100k active members to the MOTORWATT Community and prognose 200-250k daily page loads at the end of 2023.

MOTORWATT

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