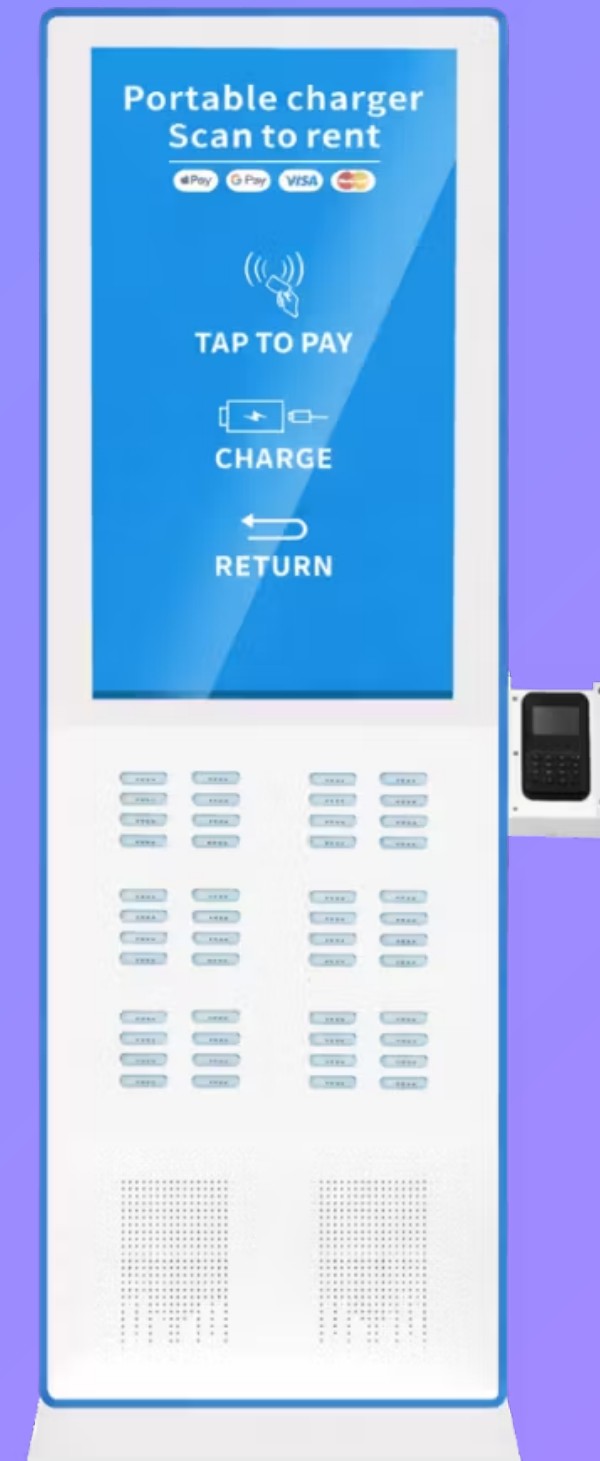


# CITY POWER HUB



# PROBLEM

Smartphones are essential for urban life — navigation, payments, work, communication.

Outside home or office, battery drain is a frequent and unpredictable problem.

Personal power banks are unreliable: forgotten, not charged, inconvenient to carry.

Cities lack a standardized, on-demand charging infrastructure.

# SOLUTION

CityPowerHub is a city-wide network of power bank rental stations.

Users can take a power bank in one location and return it at another within the network.

The service is designed for everyday urban use: cafes, meetings, walking, working outside the office.

The system provides instant, on-demand charging without the need to own or carry a personal power bank.

# Existing solutions / Competition

## PERSONAL POWER BANKS

Cheap, but often forgotten, not charged, or too bulky.

## CHARGING AT CAFES / SOCKETS

Free, but requires staying in one place and leaving the phone unattended.

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## SMARTBOX (LOCAL POWER BANK RENTAL, LAUNCHED IN 2020)

- In Athens, services like MrCharge and Brick operate in malls and the airport.
- In Bucharest, Bank of Energy and MrCharge run growing networks of rental power banks.
- In Belgrade and across the Balkans, players like Brick and PowerBrick are expanding power bank sharing.
- Sofia is the only capital in the region where no city-wide network has taken off after the first failed attempt (SmartBox)

## SMARTBOX (LOCAL POWER BANK RENTAL, LAUNCHED IN 2020)

- Showed initial demand with stations in malls and the airport, but the network was too thin and not clustered enough – critical mass of stations was never reached.
- With almost no marketing and an abandoned app/brand, users never formed a stable habit of using the service.

# COMPETITIVE ADVANTAGES

## FIRST SCALABLE NETWORK IN SOFIA

- Securing prime locations now, before international players or a second-wave local competitor enter the market

## NETWORK EFFECTS

- More stations → higher utility → more users → better unit economics and stronger bargaining power with venues

## TURNKEY OPERATIONS PARTNER

- Proven tech platform with European deployments
- Faster launch vs building from scratch

## LOCAL MARKET EXPERTISE

- 15+ years retail/venue relationships
- Deep understanding of Bulgarian consumer behavior

## EXECUTION-READY

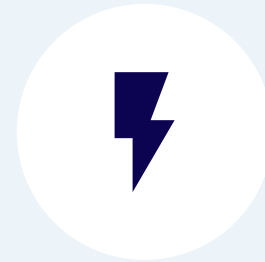
- Turnkey solution sourced, venues engaged
- Comprehensive financial model and validated launch plan based on lessons from previous Sofia attempt

# HOW IT WORKS



## Rent

Scan QR code at any station  
and take a power bank.



## Charge

Use it anywhere while moving  
through the city.



## Return

Return at any station within  
the network.

### OUR APPROACH: MAKING IT EFFORTLESS AND COOL

- Lifestyle positioning - marketed as a daily urban habit, not an emergency fix. Instagram-worthy stations, "charge on the go" culture.
- Zero friction - minimal deposit (€5 max hold, auto-released), no punitive late fees, transparent pricing: first 30 min free, then €1/hour, €3/day cap, €15 lost price).
- Design for adoption - first rental free, gamification in app, partnerships with lifestyle brands and events.

# MARKET OVERVIEW

## EUROPE SHARED POWER BANK RENTAL MARKET

- Europe power bank rental services market valued at ~€125-450M (2024) and expected to grow at ~20-25 % CAGR by 2032.
- In major urban hubs, shared charging solutions are rapidly adopted - in markets where they operate, up to 60-70% of active urban smartphone users rely on on-the-go charging at least occasionally.

## USAGE BENCHMARKS IN MAJOR EUROPEAN CAPITALS

- London / Paris / Amsterdam: ~15 %+ monthly user adoption in metro/airport/retail locations
- Prague / Budapest: ~10-12 % monthly adoption among active mobile users

## SOFIA MARKET POTENTIAL

- Population~1.3M TAM
- revenue range €1.4M - €2.7M
- Active 300-320K residents (18-45 yrs)
- Monthly adoption estimate 8 - 12 % of active users
- European Capital Comparison Similar to Prague/Budapest adoption

## KEY PLAYERS IN THE EUROPEAN MARKET

- Major operators like ChargeBox, PowerMobi, and YooHoo are currently active in Prague and Budapest. Power bank rental services in these cities are growing rapidly.
- At the time of launching the project in Sofia, competition is minimal, which provides a unique early-mover advantage for the startup.

# CLUSTER-BASED DEPLOYMENT



## Dense urban clusters

Stations are deployed in dense clusters within high-foot-traffic urban areas.



## Walkable coverage

Each cluster covers a 300–500 m walkable radius, enabling pick-up in one location and return in another.



## Operational efficiency

This model maximizes availability, usage frequency, and operational efficiency.

# INITIAL ROLLOUT: SOFIA

## Cluster 1

City center & high-foot-traffic areas



## Cluster 2

Lifestyle districts & transport hubs



## Cluster 3

Expansion to secondary neighborhoods



# UNIT ECONOMICS

## AVERAGE PERFORMANCE (24 MONTHS)

### Revenue per Station:

- Rental income: 120 €/month
- Advertising: 12 €/month
- Total: 132 €/month

### Cost Structure:

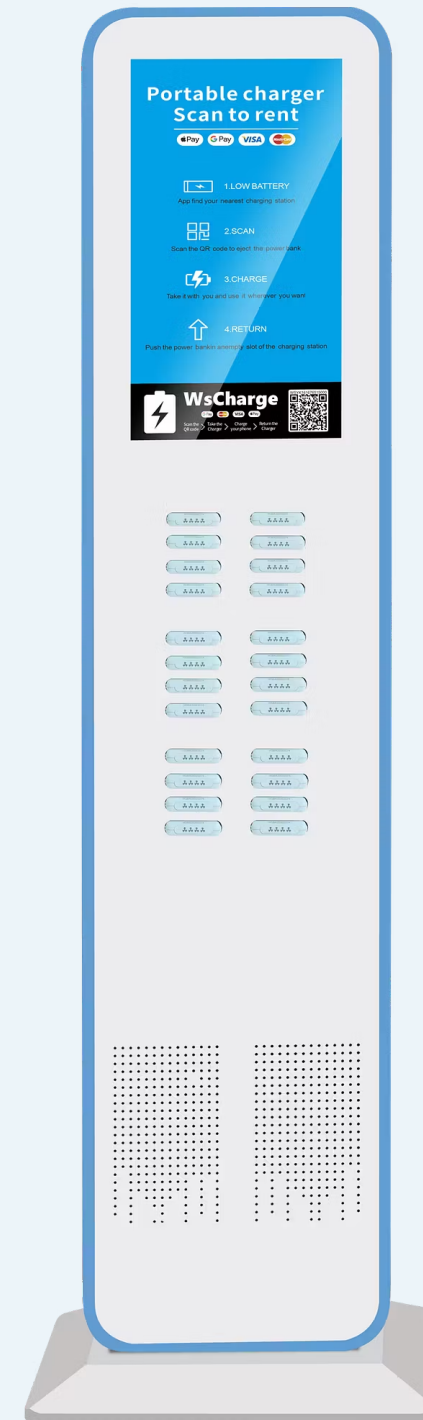
- CAPEX: 595 €
- OPEX: 82 €/month
- Average check: 1,38 €

### Utilization:

- Daily usage PB: 24.2%
- Avg. PB/station: 12

### Profitability:

- Operating profit: 49 €/month
- Payback period: 12 months



## STEADY STATE (MONTH 24)

### Revenue per Station:

- Rental income: 149 €/month
- Advertising: 15 €/month
- Total: 164 €/month

### Cost Structure:

- CAPEX: 595 €
- OPEX: 69 €/month
- Average check: 1,38 €

### Utilization:

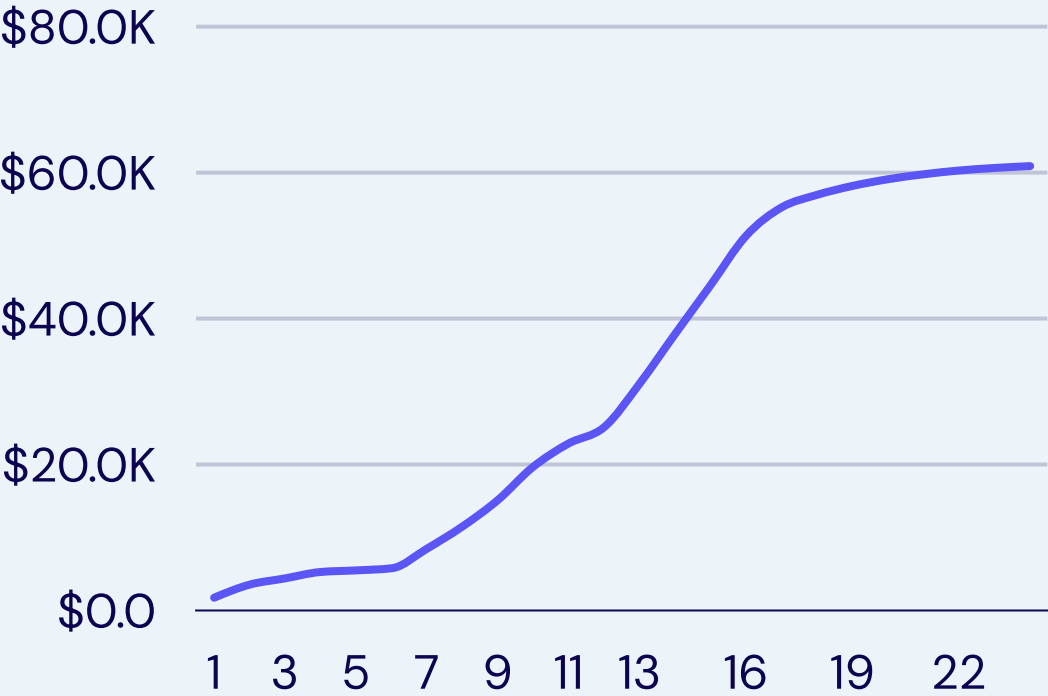
- Daily usage PB: 30,0%
- Avg. PB/station: 12

### Profitability:

- Operating profit: 95 €/month
- Payback period: 6 months

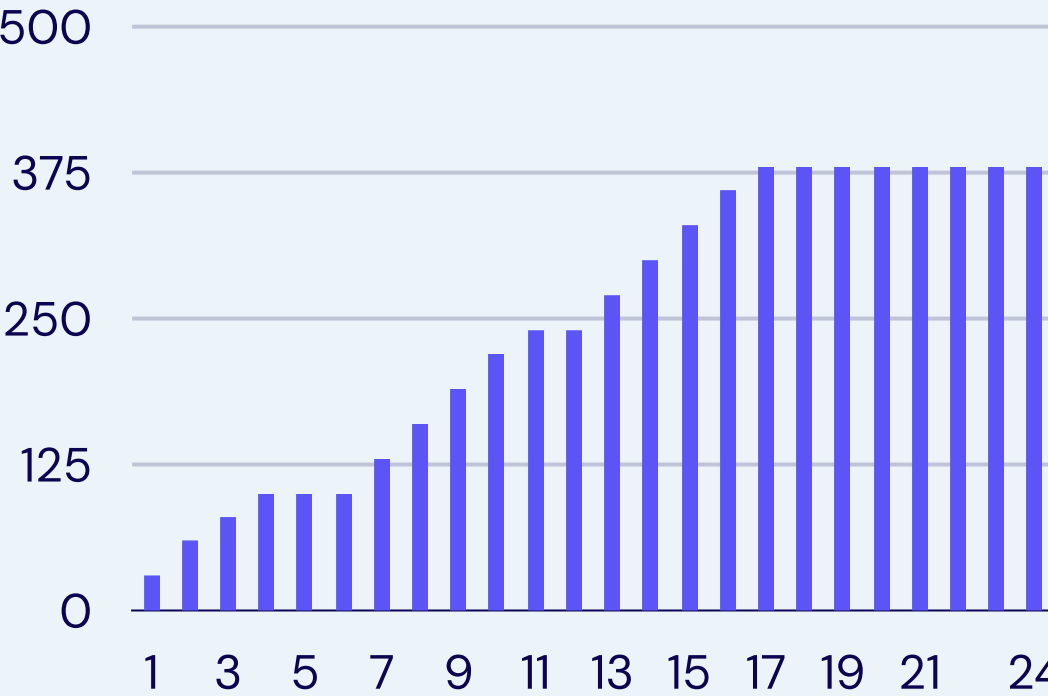
\* Includes 10% venue share (conservative). Upside: €10-15 per station through owned locations and better terms.  
Alternative: free accounts for staff (much better for the model). Average OPEX reflects higher early-stage CAC.

REVENUE & NETWORK GROWTH



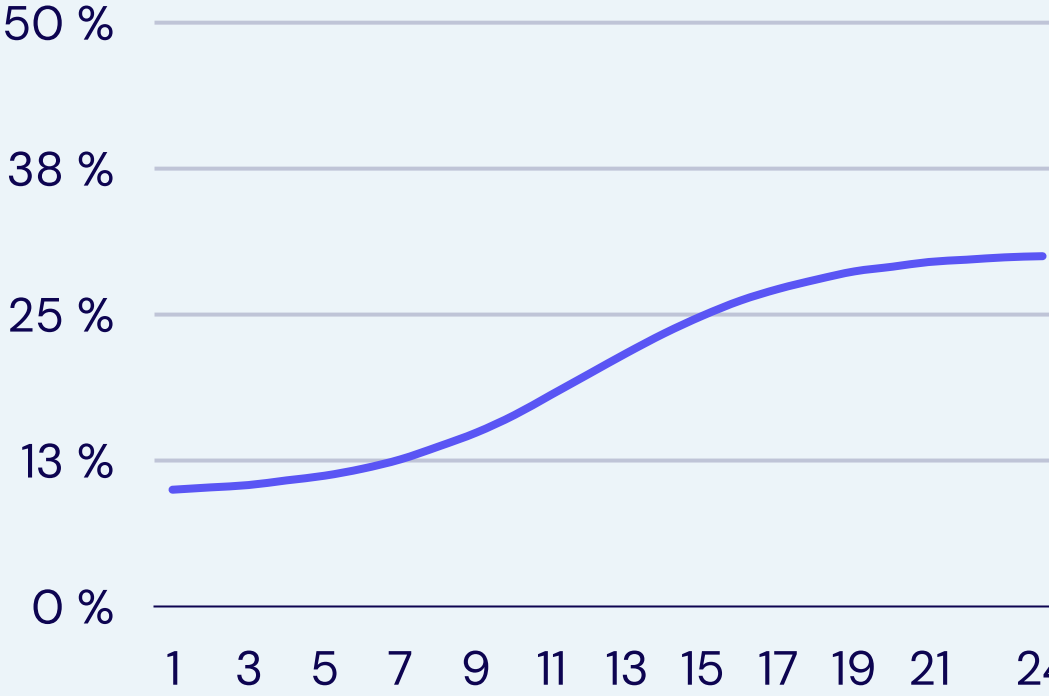
REVENUE GROWTH

Rental + advertising revenue scaling from €1,6K to €55,5K /month as network expands to 380 stations



NUMBER OF STATIONS

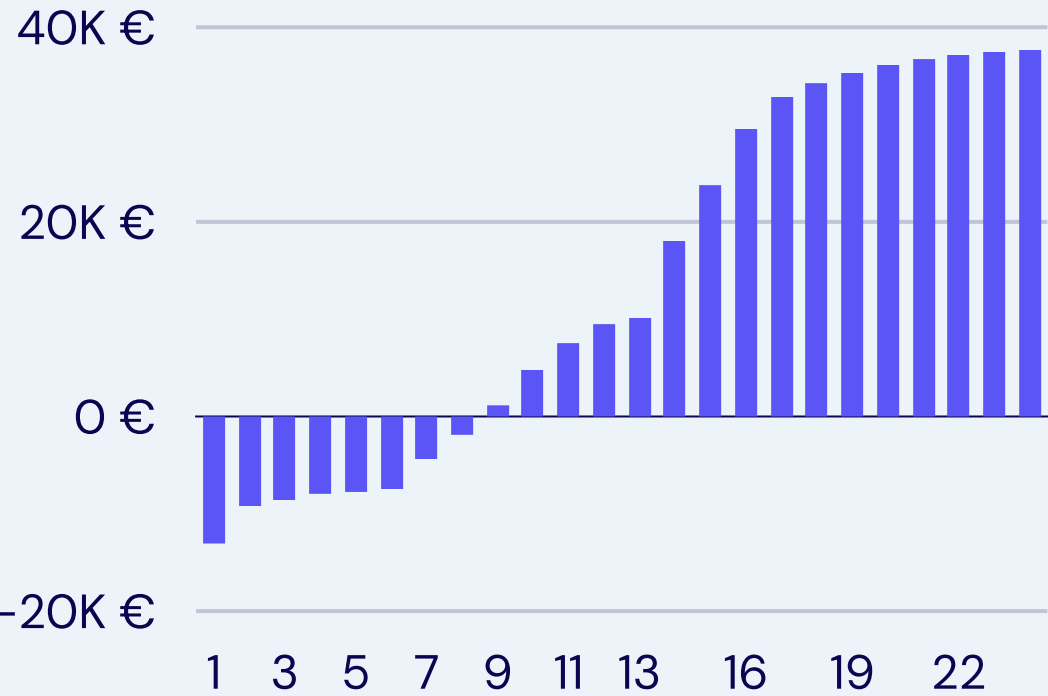
Gradual rollout: 100 stations in months 1-6, accelerating to 380 stations by month 24



UTILIZATION – % USAGE

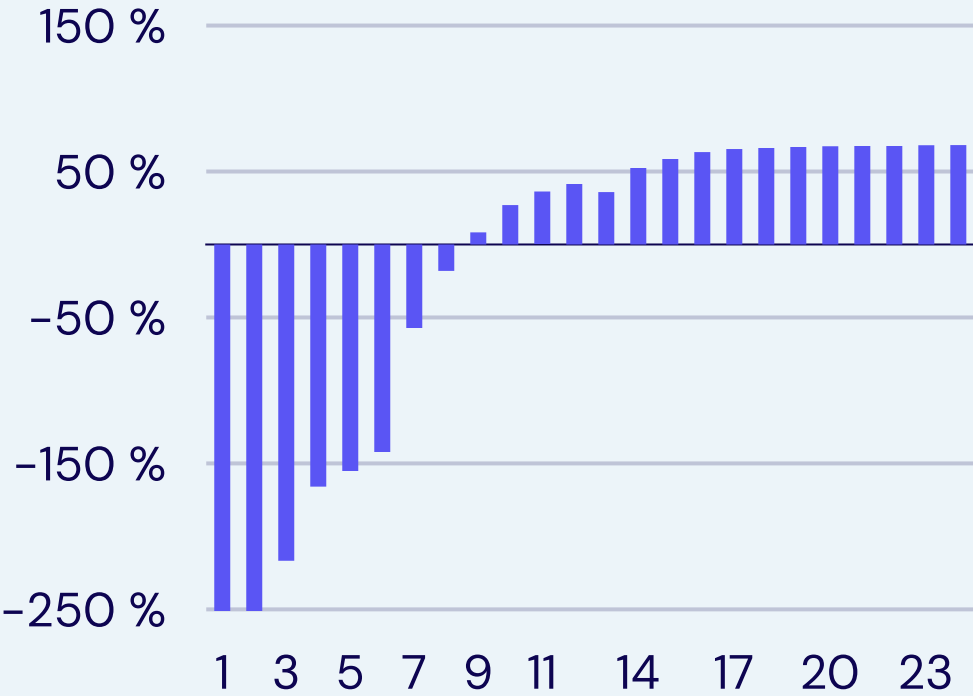
Daily power bank usage increasing from 10% to 30% as brand awareness and network density improve

PROFITABILITY ANALYSIS



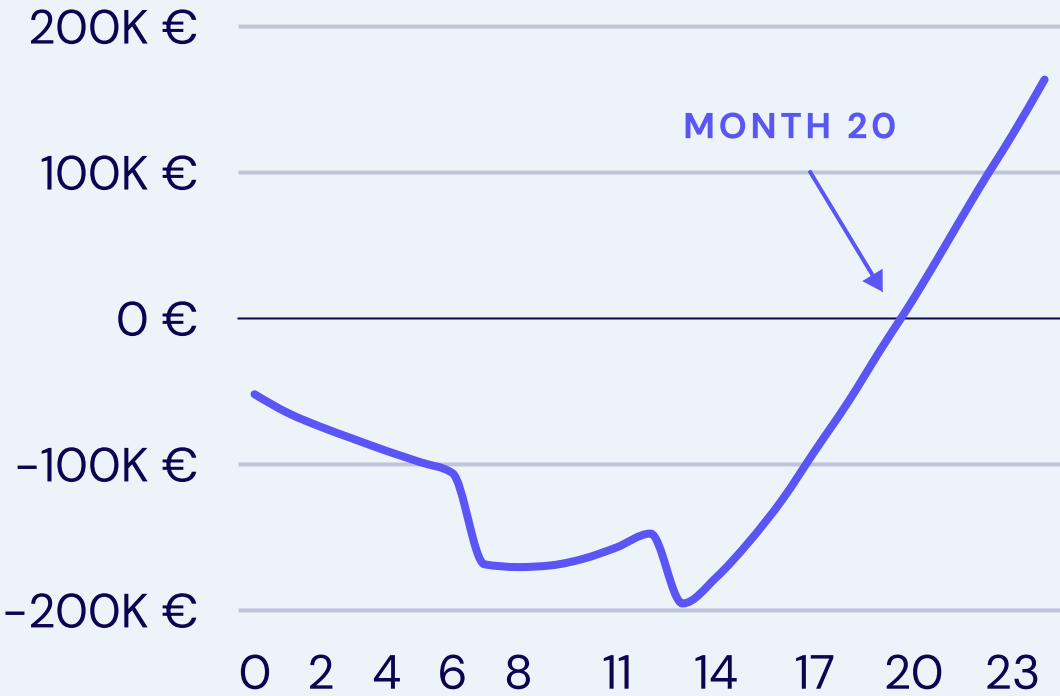
EBITDA

-13.0K € → +37.7K € monthly operating profit Positive EBITDA achieved by month 7.



EBITDA MARGIN

-250% → +60% operating margin Operational leverage and economies of scale drive profitability



CUMULATIVE CASHFLOW

Break-even: Month 20  
phased equipment procurement ensures controlled expenses and sustainable scaling, but delays reaching the breakeven point.

# FINANCIAL SCENARIOS – Range of Outcomes

Scenario	Stations	Utilization	Profit/ Station	Payback	Monthly Profit M24	Status
Base Case	380	30%	€92 /mo	7 mo	€34K /mo	✓ Strong
Lower Utilization	380	20%	€46 /mo	13 mo	€17K /mo	✓ Viable
OPEX +20%	380	30%	€78 /mo	8 mo	€29K /mo	✓ Strong
Slower Rollout	240	30%	€69 /mo	7 mo	€16K /mo	✓ Viable
Average check -20%	380	30%	€64/ mo	9 mo	€24K /mo	✓ Viable

PRICING MODEL: Pay-per-use: 1 € per hour, Average check: 1.38€ per rental

All scenarios remain profitable with positive monthly cashflow at Month 24, demonstrating strong operational resilience.

# Go-to-Market Roadmap

	PILOT LAUNCH month 0-6	EXPANSION month 7-12	MARKET DOMINANCE month 13-24
DEPLOYMENT	100 stations (24slot x20 + 8slot x80) Focus: Cluster 1 – Vitosha Boulevard Operational model testing	Scale to 240 stations Deploy Clusters 2 & 3 City-wide coverage	380 stations city-wide Premium locations Airport + transport hubs Multi-city preparation
MARKETING	On-site campaigns Social media launch Low-cost focus	Aggressive multi-channel Digital advertising launch Influencer partnerships Tourist season campaigns	Brand leadership campaigns B2B partnerships Event sponsorships Retention programs
OPERATIONS	Logistics setup Team building (3-4) Process refinement	Optimize service routes Implement monitoring system Scale team to 5 people	Full automation Predictive maintenance Team of 8-10 people Data analytics advanced
KEY METRICS	100 stations live 3K+ users onboarded 10 to 12% utilization Revenue: €5K /month	240 stations deployed 15K+ active users Up to 20% utilization Revenue: €20K /month	380 stations live 40K+ active users Up to 30% utilization Revenue: €55K /month Market share: 80%+

## INVESTMENT RETURNS

**IRR**  
**64.60%**

**NPV**  
**€ 85.974**

\* Based on 24-month financial model (20% discount rate). Full details available upon request.

# FUNDING ASK

## Pre-Seed Amount Requested:

- €120,000

### Use of Funds:

- Equipment & Stations & Platform: 60.000 €
- Marketing & User Acquisition: 30.000 €
- Operations & Team: 15.000 €
- Cash Flow Coverage: 15.000 €

### What We Will Achieve with This Funding:

- Deploy 100 stations in the first cluster on Vitosha Boulevard
- Onboard 3,000+ active users
- Achieve 12% daily utilization
- Generate approximately 5,2K € in monthly revenue by Month 6
- Prepare for the second stage of market expansion

## Second Round Amount Requested:

- €100,000

### Use of Funds:

- Equipment & Stations: 100.000 €
- Additional stations funded from operating cashflow

### What We Will Achieve with This Funding:

- Deploy 380 stations in the Lifestyle districts & transport hubs
- Prepare for expansion to secondary neighborhoods
- Onboard 40,000+ active users
- Achieve 30% daily utilization
- Generate approximately 55.3K € in monthly revenue by Month 24

# ABOUT THE TEAM

## FOUNDER & CEO

### – PAVEL DOYNOV

- Over 15 years of experience in the banking sector in Russia in leadership positions
- Founder of Gulliver (children's clothing retail)
- Experienced in business management, strategic planning, and operations
- Deep retail & venue relationships in Bulgaria
- Proven track record scaling operations

## ADVISOR

### – MAKSIM FURSOV

- 4+ years managing powerbank sharing networks: 25,000+ stations across 100+ cities
- Successfully scaled Minsk operations from 50 to 430 stations in 6 months
- Proven track record competing against established players in regulated markets
- Expert in station placement, venue partnerships, unit economics, and logistics
- Deep knowledge of low-friction UX design and lifestyle positioning strategies

## HIRING PLAN (with funding):

- **Operations Manager**

Responsible for daily operations, team coordination, and process optimization – retained by me. **Key tasks:** Oversee all operational processes, ensure smooth station management, and monitor growth.

- **Technical Specialist (Month 0)**

Responsible for installing and setting up stations. **Key tasks:** Installation, maintenance, and troubleshooting of power bank stations.

- **Sales & Partnership Manager (Month 0)**

Focus on establishing partnerships with businesses, venues, and other stakeholders to expand the network. **Key tasks:** Negotiate agreements, onboard new venues, ensure mutual benefit for stations and partners.

- **Technical Partner/System Administrator (Month 0)**

Ensures the proper functioning of the system, user interaction, payment system integration, etc. **Key tasks:** System upkeep, manage backend and frontend operations, ensure smooth transaction flow, handle security.