

Eliminating EV Barriers: Future Proofing the Experience

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11:00 AM CT

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Agenda

- **Role of Energy in IoT**
- **EV Adoption and Range Anxiety**
- **Charging Stations**
- **IoT Platforms and Future of EV Infrastructure**
- **Role of Government Funding**
- **Charging Experience for Consumers**
- **Partnerships and Metrics for Success**



Replay Webinar



Eliminating EV Barriers: Future Proofing the Experience



Daniel Elizalde
Product Executive &
Advisor - Climate Tech



Paddy Gogin
Enterprise Sales,
International - Smart Energy
Particle



Elizabeth Parks
President & CMO
Parks Associates



4th Industrial Revolution



**Converging Markets Require
Integration**

**The Role of the Platform is
Critical**

EV Ownership & Purchase Intention

Adoption stalled, but purchase intentions charge ahead.

EV ADOPTION

2019	2020	2021
7%	7%	6%

EV PURCHASE INTENTIONS

2019	2020	2021
10%	15%	19%

Addressing Range Anxiety



Hyundai Kona Electric = **258 miles**
Hyundai Kona SE (Gas) = **390 miles**



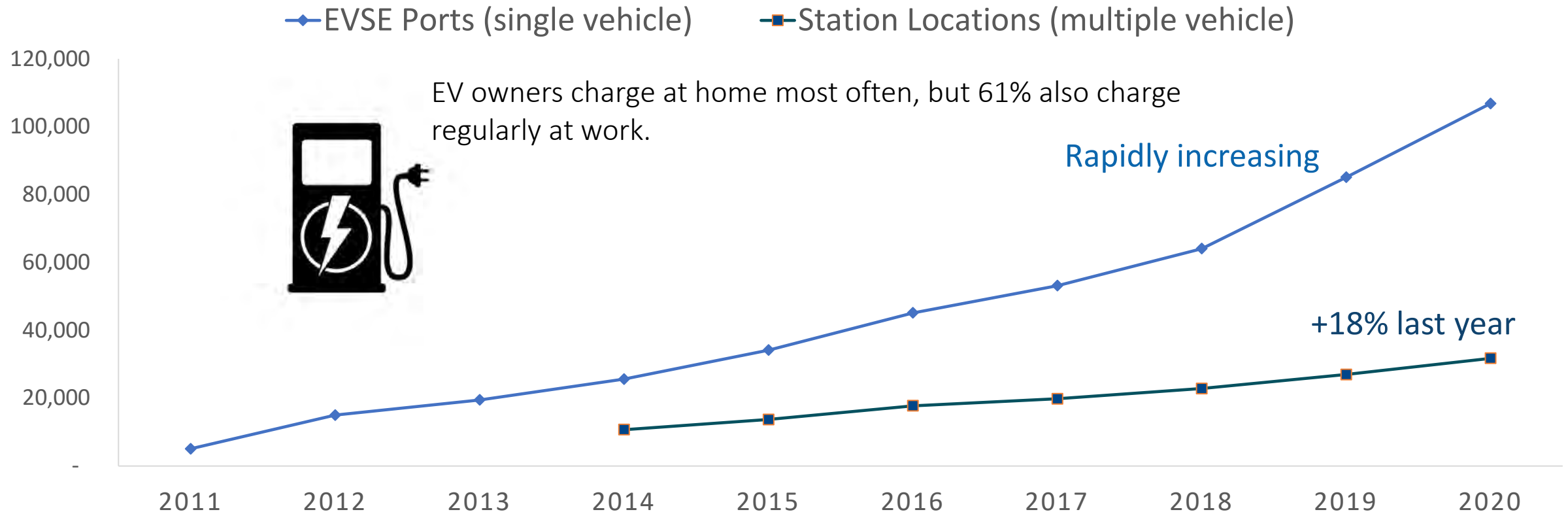
Ford F-150 Lightning Lariat = **300 miles**
Ford F-150 Lariat (Gas) = **506 miles**



**Will it get me there or
leave me stranded?**

2015-2020: Charging Stations Doubled

EV CHARGING EQUIPMENT OVER TIME BY NATIONAL RENEWABLE ENERGY LABORATORY



Overcoming Perceptions of Charging

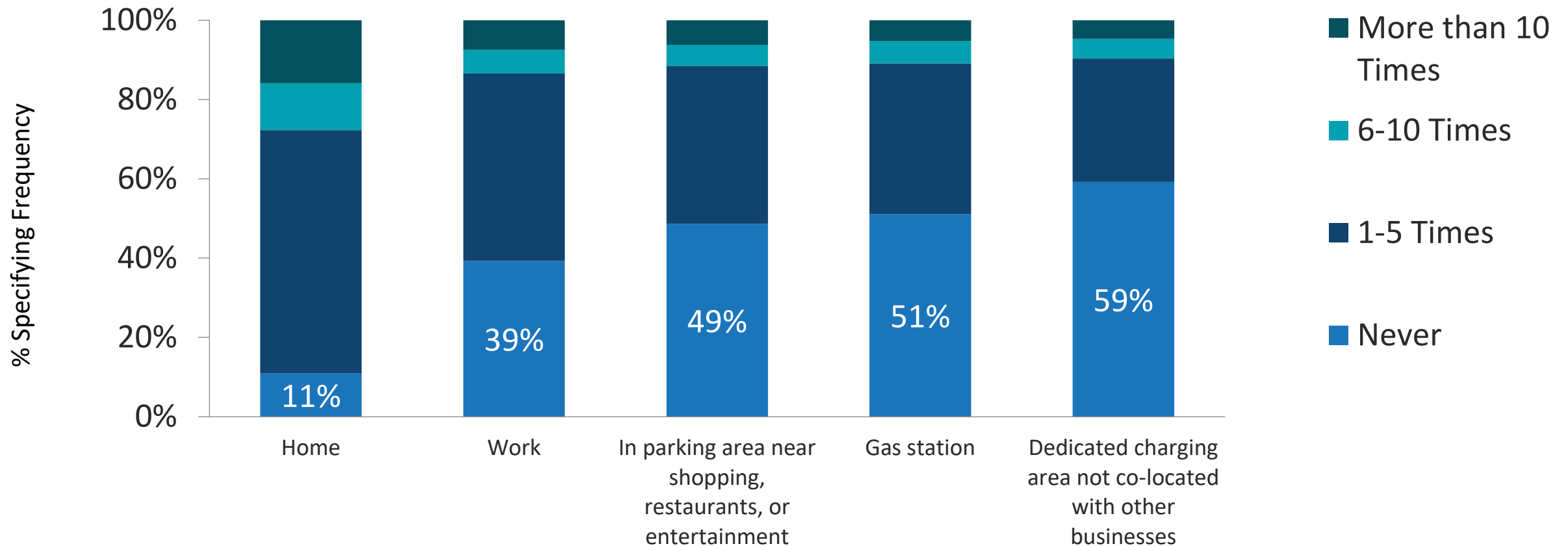
- Chargers in office building parking garages
- Chargers near shopping, restaurants, cinemas
- Chargers at home for use over night



New stations have fast L2 and super-fast DC chargers

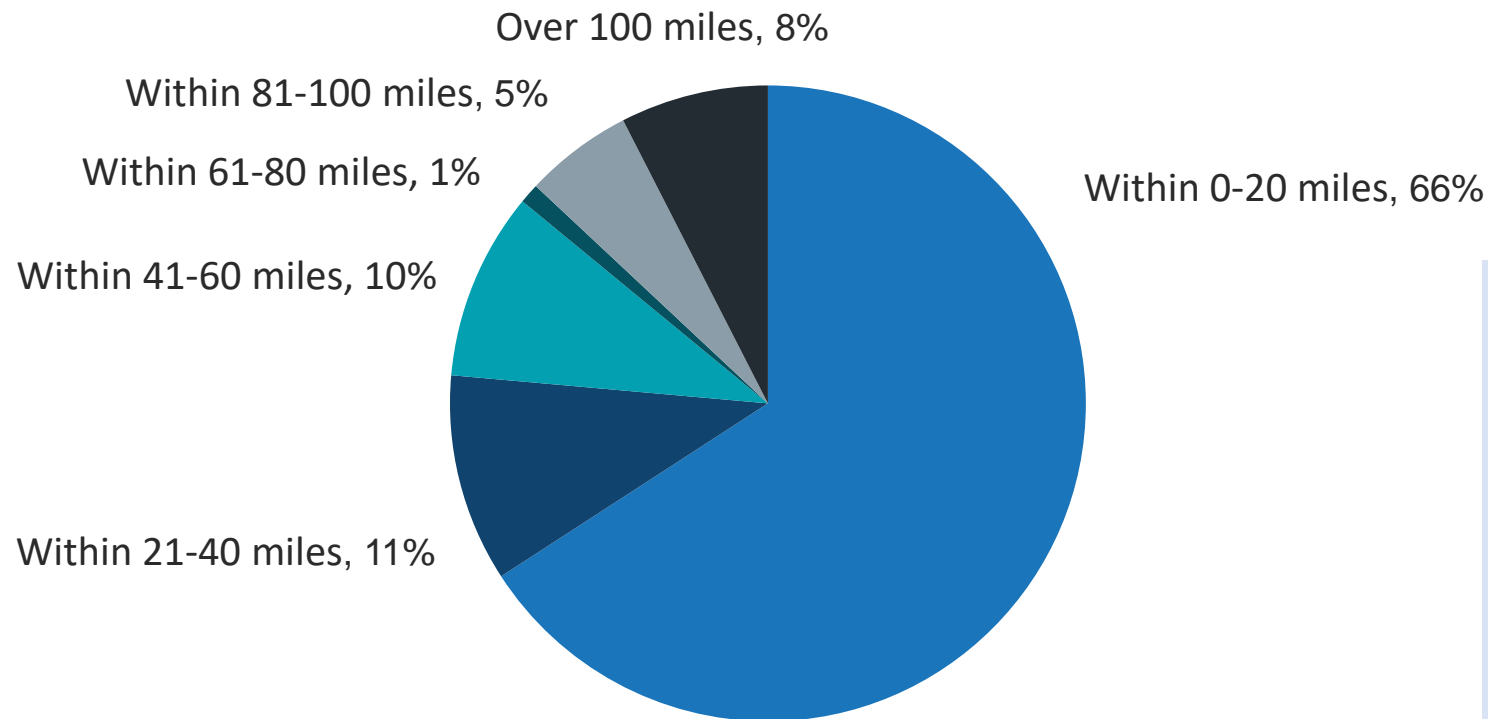


EV Owners Charge at Home Most Often but 61% also Charge Regularly at Work

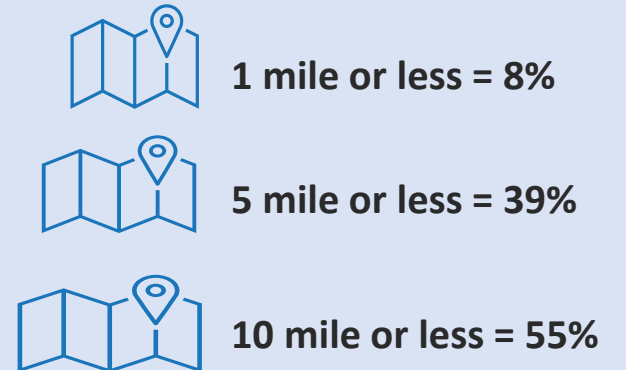


20 Miles or Less – Distance Consumers Want

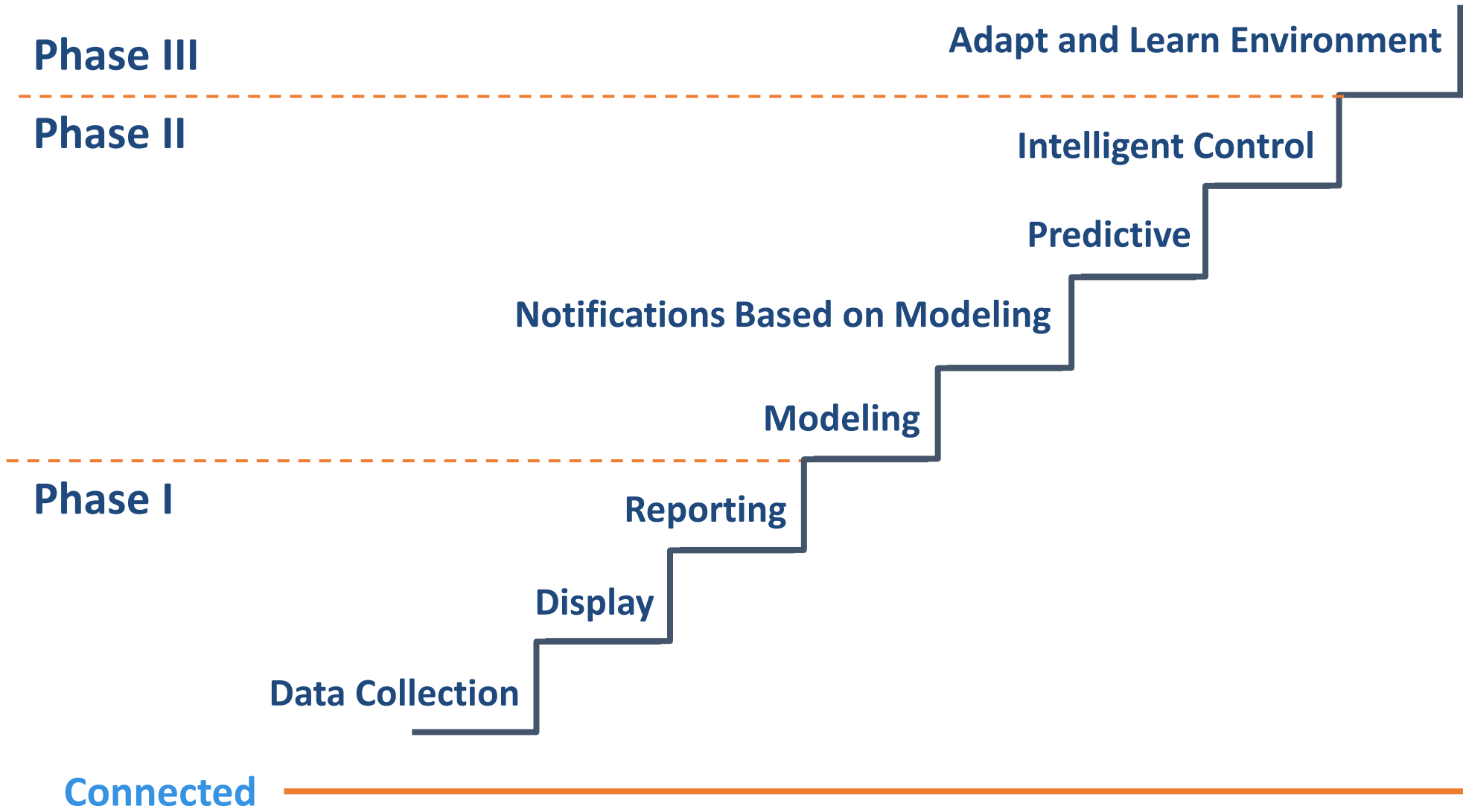
Electric Vehicles Purchase Incentives: Widespread Availability of Charging Stations



Short Distance Breakout



From Connected to Smart



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The Leading Integrated IoT Platform

Powering the future of electrified mobility

Particle empowers innovators
to solve the problems of
industry

We Have Organizational Focus On 3 Key Verticals



Light Electric Vehicles

Helping the next generation of light electric vehicle manufacturers and operators to get to market faster, and win in competitive markets



Industrial Machinery & Equipment

Connecting industrial equipment from pumps to washing machines, and enabling remote monitoring for sensor based condition reporting, and downtime prevention



Smart Energy

Generating insights and monitoring electricity for Mobility, Infrastructure and improved performance of energy equipment

Enabling You To Simplify And Scale Your Energy Transformation



Create New Revenue Streams & Subscriptions

Leverage data and add services like remote troubleshooting and preventative maintenance for recurring revenue



Develop A More Reliable And Efficient Energy System

Gain visibility all the way to through the meter, and boost operational efficiency via diagnostics of the complete energy system



Gain Competitive Advantages With Product Differentiation

Next-gen IoT capabilities give you endless ways to compete and drive product innovations



Enhance Your Customer Value Proposition

Make better decisions using real-time data to help your customers increase efficiency, reduce costs and save energy

Our Ecosystem: Applying Hardware, Connectivity, Software & Cloud to EV Infrastructure

75% Of Iot Projects Fail Because Of Lack Of Relevant Expertise



Particle is a Widely-Recognized Market Leader Powering Thousands of IoT Products and Projects



Named Major Player in
IDC MarketScape of
Worldwide IoT Platforms



Leading IoT Platform



Top 20 IoT Startups
to Watch



Highest customer
satisfaction rating of any
IoT platform



750,000+

Devices shipped by Particle

8,500+

Companies around
the world using Particle

50%+

Fortune 500 companies use
Particle

60,000,000,000+

Messages delivered per
month by the Particle platform

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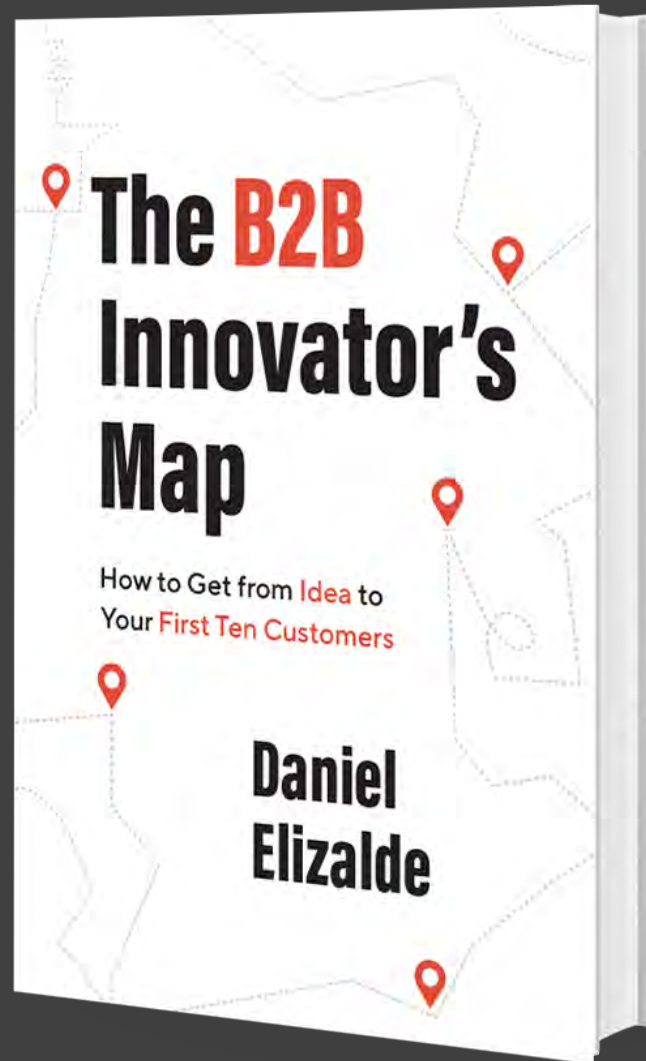
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"Climate tech startups will especially appreciate his framework for investing time and effort where it matters most."

- **Katie Geusz**, Sr Director at Greentown Labs

"This is a book that every B2B strategist, product manager, investor and company founder needs."

- **Rich Mironov**, CEO

[Available on Amazon](#)

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Questions

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Thank You



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