

## Making every home EV ready



[lectrium.io](https://lectrium.io) New York NY   

Hardware Technology Infrastructure Blockchains Real Estate

### LEAD INVESTOR



#### Gale Wilkinson

We are investing in Lectrium because:

1. The co-founders have a balance of skillsets: Peter has operational experiences building startups in the past and Zygi has deep EV hardware and software experience.
2. The US government is mandating a certain number of EV chargers by 2030, so Lectrium is in a good position to capitalize on these mandates.
3. The company is one of the early players in this space. It also has a unique go-to-market strategy by partnering with dealerships and connecting with customers at the point of EV sale.
4. The company has the majority of its round committed. The lead investor in this round, Link VC, is an institutional fund that focuses on energy, solar, and sustainable technology startups.

Invested \$1,000 this round

[Learn about Lead Investors](#)

## Highlights

- 1 🏆 Our pre-seed investor Antler has the #1 investor rank on Crunchbase (2021)
- 2 📊 Our MVP is revenue-generating
- 3 🗺️ We have a network of over 500+ electricians covering 8 states

## Our Team



#### Peter Barba CEO at Lectrium

3+ years on Wall Street, completed 10+ transactions (including public listing of a fintech on NYSE); Former Columbia University Basketball Captain



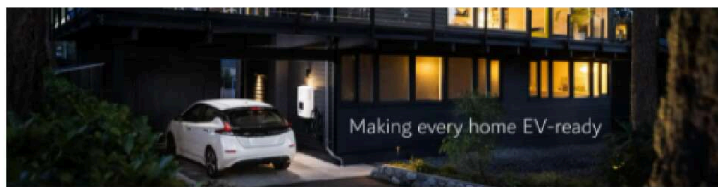
#### Zygimantas Zabieta Co Foudner at Lectrium

Deployed the national EV charging network in Lithuania & Ex-Founder of EV hardware startup; WEF Global Shaper, ex-curator of Vilnius HUB

## Pitch

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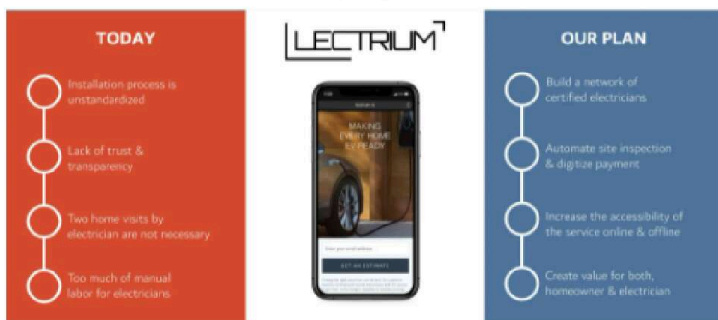
## THE RIGHT GO-TO-MARKET STRATEGY FOR THE FUTURE

EV charger as an instrument to connect every home in the US



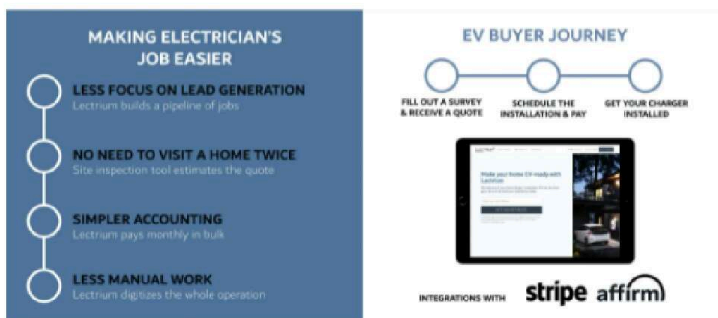
## THE MAIN BARRIER: GETTING THE CHARGER INSTALLED

We remove the barrier with our products and by doing so, we own the installation channel



## AUTOMATED INSPECTION SIMPLIFIES THE INSTALLATION

Our smart survey saves time and reduces complexity for electricians & homeowners



## JOB-SOURCING PLATFORM TO SERVE ELECTRICIANS

Our site inspection and scheduling tools will standardize and simplify electrician's work



## 500+ ELECTRICIANS IN 8 STATES

### REFINED PROCESS

To sign up additional networks of electricians quickly

### BLOCK SCHEDULING

With weekly time slots dedicated to Lectrium installations

### SIMPLIFIED ACCOUNTING

We pay the electricians in one bulk payment for all the installations

## GTM STRATEGY: ONLINE & OFFLINE

We are A/B testing the best market entry strategy

### TARGETED ADS FOCUSED ON EV BUYERS

- Optimize SEO
- Launch Google Ads campaign
- Build pipeline of potential EV buyers

### DIRECT INTEGRATION WITH DEALERSHIPS

- Start partnership at pilot dealership
- Be present & train F&A department
- Access the list of pre-orders

### SOCIAL MEDIA & ONLINE INTEGRATIONS

- Access targeted groups on Facebook
- Build presence in forums (e.g. Reddit)
- Integrate the survey with online EV retailers

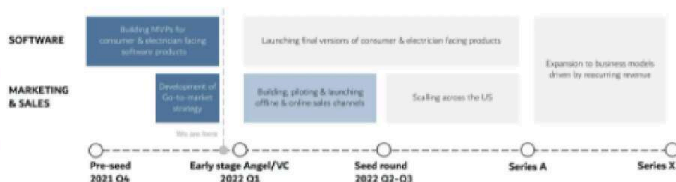
### TOP-TO-BOTTOM INTEGRATION WITH OEMs

- Establish trusted contacts through introductions
- Develop value proposition & integration strategy
- Get the terms for trusted partnership



## LECTRIUM PRODUCT DEVELOPMENT ROADMAP

Our product development map is aligned and interdependent with our investment strategy



Forward-looking projections cannot be guaranteed.



ZYGIMANTAS ZABIETA

Deployed the national EV charging network in Lithuania & Co-Founder of EV hardware startup

6+ years relevant professional experience

WEF Global Shaper, ex-curator of Vilnius HUB



PETER BARBA

3+ years on Wall Street, completed 10+ transactions (including public listing of a firm on NYSE)

Former Columbia University Basketball Captain

Connection to automotive heart of America (Midwest)



## OUR TRACTION

Pre-seed investment from Antler Global & 8 LOIs signed

### PRE-SEED INVESTMENT

#1 investment rank in Crunchbase (2021)  
Working with Norwegian & US teams

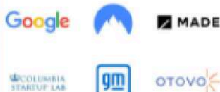


### NETWORK OF 500+ ELECTRICIANS

We signed partnership agreements with 6 networks of certified electricians offering them standardized pricing. We already cover 8/50 states.

OUR TEAM IS NOW 5 PEOPLE

## PEOPLE WHO OFFERED US THEIR HELP WORK AT:





Building the go-to-market team in New York leveraging our networks & Tech team in Lithuania (40,000 IT talents, #4 country by female in tech)

### WE ARE NO LONGER A PRE-REVENUE COMPANY!

We built the MVP ourselves with no-code solutions. The first installation was completed in mid-January generating our first revenue!

RECOMMENDED BY



RUBICON



Happy Money

Klarna.

## THE ASK

Join our investment round!



SHARE YOUR  
INSIGHTS

GET A CHARGER  
INSTALLATION

MAKE AN  
INTRODUCTION

Join us on our mission to make  
every home EV-ready

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