



<ul style="list-style-type: none">• Company name: STOP & RUN• Description of the activity of the company: STOP & RUN offers a service of three charging models for electric vehicles. Conventional recharge points for cable, charge for induction in private points and home recharge service; with a goal of extending the recharge by induction to the points of the traffic lights intended for motorcycles. In a fast and convenient way, we obtain the sufficient amount of energy to carry out the desires projects, saving in costs, time and helping the environment.• Description of the founding team: Formed by: <u>Carmen Arnal López</u>: Electrical Industrial Engineer specialized in Renewable Energy and Energy Market. Optimizer of ideas, trying to develop and improve the ideas provided by the team. <u>María Calzada Revilla</u>: Chemical Engineer specialized in Renewable Energy and Energy Market. Implementer of ideas, creation and introduction of new ideas. <u>Pablo Pisonero Pérez</u>: Mining Engineer specialized in Renewable Energy and Energy Market. Generator of ideas, in charge of looking for great ideas and improvements of the service. <u>Víctor Reoyo Pardos</u>: Environmental Engineer specialized in Renewable Energy and Energy Market. Optimizer of ideas, developing the factors that make the idea succeed. <u>Roberto Robles Mejido</u>: Mining Engineer specialized in Renewable Energy and Energy Market. Resolution, search for alternatives and definition of problems that may arise during the development of new ideas or in the service.• Summary of the business model: The value proposition of our company is comfort, pollution reduction, saving time and Money. Innovate service are offered thanks to the technology used and which will continue to be developed in the future.	<p style="text-align: center;">Company details</p> <hr/> <p>Web:www.stop&run.com Email:stop&run@gmail.com Contact person: Carmen Arnal Year of foundation: 2018 Sector: automóvil y energía Number of employees: 6</p> <p style="text-align: center;">Financial situation</p> <hr/> <p>Investments received: 30.000 € Premoney valuation: 200.000 € Capital sought: 55.000 €</p> <p style="text-align: center;">Team</p> <hr/> <p>The partners are part of all the departments of the business, initially dividing the functions as necessary and the decisions will be made after a group agreement.</p> <p style="text-align: center;">Investment destination</p> <hr/> <p>Recruitment:22.000 € Development: 32.000 € Marketing:1000 €</p>
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Our clients will know us through social networks, they will be able to make use of our service through three ways of downloading.
Our company wants to reach all electric vehicle drivers and potential customers of these vehicles and all carsharing and motorsharing companies that will be our keys partners at the same time.
Our company has fixed costs as variable for the implementation of the service, as well as personnel expenses, maintenance and recharges, which will be the way to obtain income, and can obtain rates for a constant and continuous use of the service.

- Problem that is solved:

The model of load by induction solves the problema of having to plug in the vehicle the recharging cable, in a simple way and by contact between the plates located in the car and on the ground, the car will begin to be loaded being able to visualize the state of charge.

In addition, the problem of waste of time is solved, since it can be recharged in moments when the car is not used or in a few minutes of waiting. It is an effective recharge so only a few minutes will be enough to have enough energy to make the desires journey.

The recharge home service is a method of taking advantge of the time that the vehivle is not used so that when you want to take it, the state of charge is complete

Both with conventional charging and induction, the pollution that cars produce is reduced

- Products or services offered:

The services offered by the company are:

- Conventional charging stations for plug
- Induction recharging in private parking with the aim of locating them also in public parking and waiting areas for traffic lights for motorcycles.
- Home service of recharge for electric vehicles.

- Description of the market:

The market to which our company is directed isa ll users of electric vehicles, potential drivers of this type of vehicle, that is, all those people who use any type of vehicle as a means of transport. And also all the carsharing and motosharing companies that offer the service of renting vehicles for use few minutes.

- Marketing strategy

After the analysis with several tools to identify strengths and opportunities, threats and weaknesses of our service, the main way to let us know will be through social rights such as Facebook, Instagram and Twitter. As well as being present at green energy events and urban mobility conferences.

The company will be announced with the website and the application. Our image will be on different website such as automotive magazines and green energy businesses. Several Internet advertisements are made and brochures on the street.

- Competition

Our competence is also potential prospects among them are the carsharing companies, all the car companies that are developing electric vehicles by induction as well as those brands that develop electric vehicles.

- Competitive advantages

STOP & RUN is a company that offers a recharge service in a fast, comfortable, efficient and accesible way to any point where to recharge thanks to our home service, in addition to a clean energy. This saves time, Money and reduces the pollution produced by the vehicles.