



Powering Africa's electric mobility shift

EV charging infrastructure, smart mobile power, and renewable energy storage — built for Africa's grid realities.

PRE-SEED PITCH DECK
Lagos, Nigeria • 2026



OUR VISION

Building the energy infrastructure powering Africa's electric future.

Powering, maintaining, and accelerating electric mobility across Africa — charging, repairs, fleet services, and energy storage, built for Africa by Africans.

The Problem

Nigeria's EV transition is stalling on four interconnected fronts

Nowhere to charge



Public EV charging points remain scarce outside a few Lagos & Abuja clusters, leaving drivers with real range anxiety and no reliable refuelling solution.

An unreliable grid



Frequent outages mean charging stations tied only to the grid can't guarantee uptime — the one thing EV drivers and fleet operators need most.

Costly, dirty backup power



Businesses lean on diesel generators for stability, paying a steep, volatile cost that renewable battery storage can permanently undercut.

No EV repair infrastructure



EV adoption is rising — but there are almost no certified EV workshops, trained technicians, or genuine spare parts available. Fleet operators risk long downtime with no reliable after-sales support.

\$25B spent annually on petroleum imports — and almost zero infrastructure exists to support EVs after purchase. PCE solves both.

Why Now

Five forces have converged. The window is open now.

- | | | |
|----|---|---|
| 01 | Petrol subsidy removed — permanently | EV total cost of ownership is now cheaper than petrol for Lagos commuters. This structural shift will not reverse. |
| 02 | EV adoption accelerating — no infrastructure to serve it | Fleets are deploying EVs. Public charging infrastructure is near-zero. Demand is forming faster than supply. |
| 03 | Solar economics at a decade low | Solar + battery costs have fallen 80%+ since 2015. A station uneconomic in 2019 is now fundable at \$30,000 all-in. |
| 04 | Global EV capital entering Africa — first movers win | TotalEnergies, Qoray, and Spiro are entering Lagos. Local operators who move first secure sites, fleets, and brand. |
| 05 | Nigeria grid policy shifting toward renewable energy | NERC deregulation and government-backed EV targets have reduced regulatory risk to its lowest point ever. |

The window is open. PCE is moving now — before competitors lock in the sites, fleets, and brand recognition that define this market.

The Solution

One integrated platform. One shared technology backbone. Four business lines.



EV Charging Network

Solar-hybrid charging stations built for grid-constrained markets. Starting Lagos.

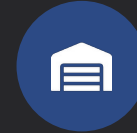
PHASE 1 — NOW



Mobile EV Power Banks

Portable charging units that extend reach, reduce range anxiety, and serve drivers anywhere.

PHASE 2



Battery Energy Storage

Large-scale BESS cutting diesel dependence for businesses, facilities, and the grid.

PHASE 3



EV Repair & Service Network

Certified EV workshops, diagnostics, battery replacement, and fleet maintenance across Africa.

PHASE 4

All four businesses share the same technology stack, software platform, customer base, and energy infrastructure — creating compounding competitive advantages with every phase.

Market Opportunity

Nigeria's EV charging market is entering its growth curve

\$13.97B

Projected Nigeria EV charging market size by 2035

27.4%

CAGR forecast for the market, 2026–2035

\$25B

Spent annually on petroleum imports (2023)

WHERE IT'S HAPPENING

Lagos, Abuja & Port Harcourt

lead infrastructure activity. Growth today is driven by commercial fleets, ride-hailing, and two/three-wheelers — not yet private car owners at scale.



Petrol subsidy removal

has sharply improved EV cost-of-ownership economics versus petrol — the strongest tailwind this market has had in years.

Business Model

Eight recurring revenue streams across four business verticals — layered as the platform matures



Pay-as-you-go charging

Per-kWh pricing at every station for casual and first-time drivers.



Battery energy storage (BESS)

Storage-as-a-service for businesses replacing diesel backup power.



Fleet service contracts

Scheduled maintenance plans, annual service contracts, genuine parts supply, and extended warranties for fleet operators.



Site & host partnerships

Revenue-share charging installations at hotels, malls, fuel stations & depots.



EV servicing & diagnostics

Battery diagnostics, repairs, motor servicing, software updates, and preventive maintenance.

● Charging

● Energy Storage

● EV Services

EV servicing activates in Phase 4. All revenues compound as each new vertical acquires the same customer base built by charging.

Founder

Pre-seed founder. Lagos-based. Building Africa's EV infrastructure backbone.



Onyeka

Founder & CEO

Lagos, Nigeria

“My ambition is to build a generational infrastructure company that creates enduring enterprise value across Africa. I am not optimising for an exit. I am building the backbone of electric mobility on this continent.”

WHAT I HAVE BUILT BEFORE RAISING

Full 3-year financial model

3-year P&L, unit economics, break-even, and capex built before seeking capital.

Deep market research

Two years of ground-level EV market research across Lagos before committing.

Competitor benchmarking

TotalEnergies, Qoray, AMP Charging, and Spiro Swap benchmarked. Gaps identified.

Financial discipline

\$30,000 capex verified with suppliers. 10.4-month payback. 25% haircut stress-tested.

Capital efficiency by design

Station 1 first. Scale only from its own cash generation. No premature equity dilution.

WHAT INVESTORS NEED TO KNOW

Disciplined execution

Station 1 is the test. No pivots without data.

Coachable by design

Co-founder search active. Board observer seat offered to lead investor.

Long-term capital mindset

Decade-level commitment. PCE is designed to compound, not to exit.

Recruits for gaps

Operations Lead and EV Technician hired Month 1–2. No vanity hires.

Africa-native insight

Lagos-based. Direct access to fleet operators and site hosts global capital cannot reach.

Why We Believe This Will Work

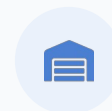
Every critical variable researched, modelled, or supplier-verified before the first investor conversation.

Financial model built from first principles



3-year P&L + unit economics built pre-raise. 10.4-month payback. 58.2% gross margin. Break-even at 12.3 sessions/day.

Hardware pricing verified with suppliers



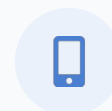
\$30,000 all-in capex based on actual supplier quotations, not estimates. Equipment specified and ready to order.

Charging infrastructure market mapped



Lagos EV charging landscape fully mapped — locations, pricing, grid constraints, and competitor gaps documented.

App architecture designed



App architecture complete: locator, USSD + card + wallet payments, fleet dashboard. OCPP protocol selected.

Competitor analysis completed



Four competitors benchmarked in depth. PCE's differentiation is derived from this analysis — not assumed.

Solar hybrid model verified



Lagos irradiance data reviewed. Battery sized for 8-hour outage coverage. Solar reduces electricity cost below grid-only.

Validation Tracker

Done. In progress. Funded by this raise.

COMPLETED	
✓	3-year financial model — P&L, unit economics, break-even, capex
✓	Lagos EV charging market mapped
✓	Competitor analysis — 4 operators benchmarked
✓	Hardware supplier quotations received
✓	Station capex verified at \$30,000 all-in
✓	App architecture designed — OCPP protocol selected
✓	Solar irradiance modelled for Lagos — battery sizing complete
✓	Business registered, legal structure in place
IN PROGRESS	
→	Site-host discussions — 3 candidate locations in assessment
→	Technical advisor recruitment in progress
→	Fleet operator conversations underway
→	Co-founder / Operations Lead search active
→	App developer selection — 3 candidates shortlisted
FUNDED BY THIS RAISE	
◆	Station 1 deployment and commissioning
◆	PCE app launch — payments, locator, fleet dashboard
◆	Commercial launch — fleet operators and public

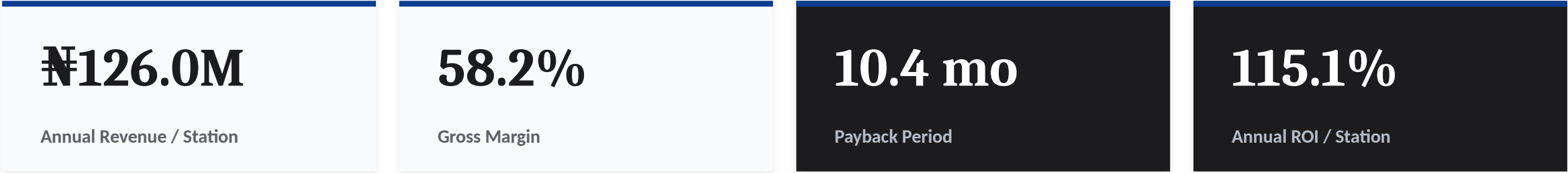
Why Our Strategy Wins

Advantages that compound with every passing month.

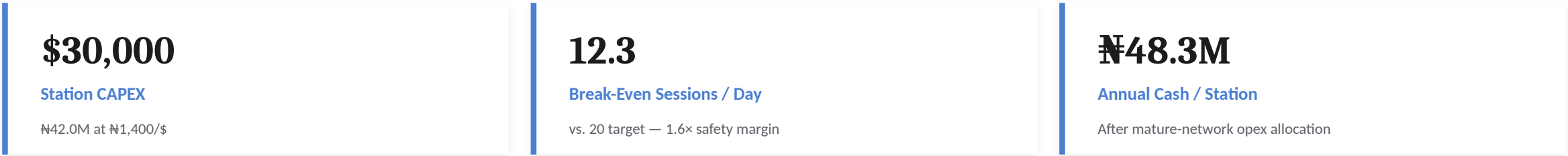
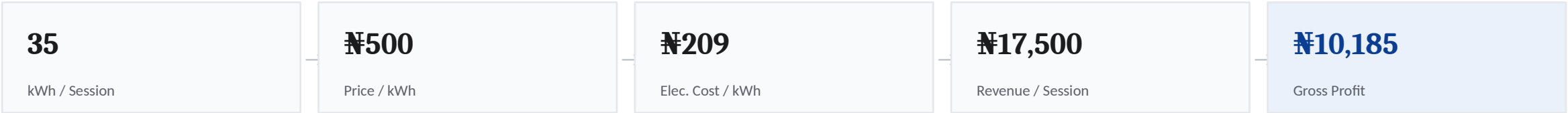
LAYER 1 — PRODUCT ARCHITECTURE	
Solar-hybrid is a structural product requirement, not a feature	Grid-only stations fail during Lagos outages — the most common condition. Solar + battery is the minimum viable product here.
USSD + multi-rail payments unlock 100% of the market	Smartphone-only payments reach 40% of Lagos drivers. USSD reaches 100%. This is a distribution moat, not a UI feature.
LAYER 2 — GO-TO-MARKET & CUSTOMER RELATIONSHIPS	
Fleet-first creates locked-in, high-utilisation anchors	Fleet operators become operationally dependent. Switching costs — windows, SLAs, billing — make each contract a long-term anchor.
Site-host revenue-share model creates aligned, sticky partnerships	Hosts earn from PCE stations on their premises. A competitor cannot deploy on a site PCE already occupies.
LAYER 3 — PLATFORM & NETWORK EFFECTS	
Software platform creates switching costs across all four verticals	One app, one account across charging, servicing, diagnostics, and billing. Each vertical added increases switching cost without a new sale.
Local operational expertise is the moat global capital cannot buy quickly	Lagos deployment requires local knowledge — site conditions, grid topology, supply chains — that global operators do not yet have. PCE builds this with every station.

UNIT ECONOMICS

One charging station, fully reconciled to the financial model.



PER-SESSION BUILD



Payback uses mature, steady-state network economics (Year 3 opex allocated per station) so it isn't distorted by Year 1 carrying a single station against full HQ overhead. All figures pulled directly from PCE_PreSeed_v3.xlsx.

Risk & Mitigation

Known risks. Built-in responses.

RISK	LIKELIHOOD	MITIGATION
Low EV adoption in Year 1	Medium	Fleet-first GTM — fleets charge regardless of retail EV adoption. Break-even is only 12.3 sessions/day.
Grid unreliability / power outages	High	Solar + battery is baked in from day one. Not a future upgrade — the minimum viable product.
Site acquisition delays	Medium	Revenue-share host model removes land purchase and permitting from the critical path. Three sites in discussion.
Regulatory risk (EV/energy sector)	Low	Petrol subsidy removed. NERC deregulation active. Solar energy deregulated. Regulatory risk trending lower.
Utilisation below break-even	Medium	Model stress-tested at 15 sessions/day — still above break-even. Station 1 validates before further capital is deployed.
Founder-dependent concentration risk	High	Acknowledged. Operations Lead hired Month 1. Co-founder search active. Board observer seat offered to lead investor.

We do not claim to be risk-free. We claim to have thought carefully about every risk and structured the business to address the ones within our control.

Execution Milestones

Month-by-month milestones for this raise.

MONTH 1-2	MONTH 3-4	MONTH 5-6	MONTH 7-12
Foundation - Secure Station 1 site via revenue-share host agreement - Hire Operations Lead and App Developer (contract) - Place charging hardware & solar equipment orders - Finalise EV Workshop setup location	Deployment - Station 1 installation and commissioning - EV Workshop fit-out and tool procurement - PCE app beta: locator, payments, wallet live - Sign 2-3 anchor fleet operator pilots	Launch - Station 1 commercial launch — open to public - First revenue sessions recorded and benchmarked - Fleet pilot programme — measure daily sessions - PCE app full launch (iOS & Android)	Validate & Raise - Verify ≥12.3 sessions/day break-even hit by Month 8 - Compile station-level P&L for Seed deck - Begin EV Workshop revenue from diagnostic bookings - Prepare Series A / Seed fundraiser with live data

12-MONTH SUCCESS METRICS	Station 1 → ≥20 sessions/day	Revenue → N126M annualised	Break-even validated by Month 8	3+ fleet contracts signed	Workshop → first paid diagnostics	Seed-ready financial data
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The Ask

\$100,000 to prove Station 1. Phase 2 is funded by cash it generates.

USE OF FUNDS — PHASE 1		AMOUNT
EV Charging Station Setup (all-in)	\$30,000	30%
Operations Setup	\$10,000	10%
Working Capital	\$15,000	15%
Marketing & Brand Launch	\$10,000	10%
PCE Mobile App Development	\$4,000	4%
Team — Pre-Launch Salaries	\$8,500	8.5%
Contingency Reserve	\$2,500	2.5%
EV Service Workshop (Phase 2 — TBD)	\$19,000	→ P2
TOTAL PRE-SEED RAISE		\$100,000

Note on EV Service Workshop

The \$20,000 EV Workshop setup is included in our model but deferred to Phase 2. Phase 1 capital is focused entirely on Station 1. Workshop deployment begins from Station 1 cash flow — preserving investor capital for the core proof of concept.

Why this amount?

- Prove Station 1 unit economics on minimal capital.
- Reach break-even (≥12.3 sessions/day) by Month 8.
- Generate live data for the Seed round data room.
- Fund Phase 2 expansion from Station 1 cash flow.

TOTAL PRE-SEED RAISE

\$100,000

¥140.0M • \$900,000 pre-money • 10% equity • Stage: Pre-seed

PHASE 1 CAPITAL ALLOCATION

EV Charging Station	\$30,000	30%
Working Capital	\$15,000	15%
Operations Setup	\$10,000	10%
Marketing & Brand	\$10,000	10%
Team — Pre-Launch	\$8,500	8.5%
App Development	\$4,000	4%
Contingency	\$2,500	2.5%
Workshop (Phase 2 →)	\$19,000	19%

30%

to Station 1 — the rest builds the team, platform, and working capital to keep it running.

Station 1 payback: 10.4 months at 20 sessions/day • Break-even: 12.3 sessions/day • Phase 2 funded from Station 1 cash generation, not new equity.

Team & Hiring Plan

One founder. A clear plan to build the team.



Onyeka

Founder & CEO

Lagos, Nigeria

Vision, strategy, fundraising, financial model, market research, investor relations. Two years building PCE from conviction to investment-ready company.

Seeking a co-founder or experienced operator as first institutional hire. Equity allocation reserved. Background: EV/energy, operations, or mobility.

PHASE 1 HIRING PLAN — Funded by this raise

Operations Lead	Month 1-2	Site partnerships, installation logistics, fleet contracts
EV Field Technician	Month 2-3	Station maintenance, servicing, on-site support
App Developer (contract)	Month 1	PCE mobile app — station locator, payments, fleet dashboard

PHASE 2 HIRES — Gated on Station 1 cash flow (Month 9+)

Head of Energy Engineering	Solar integration, BESS commissioning, technical oversight
Sales & Partnerships Manager	Fleet operator contracts, site acquisition, B2B relationships
EV Workshop Technician	Diagnostics, battery replacement, certified EV servicing

ADVISORY BOARD — Actively recruiting

Seeking advisors with: EV hardware & charging systems • Solar & battery integration • Lagos infrastructure / regulatory • Mobility fintech



Let's power Nigeria's electric future, together.

Phoenix Creed Energy is raising a pre-seed round to build the charging backbone for Nigeria's EV transition — starting in Lagos.

[founder@phoenixcreedenergy.com]
[+234 XXX XXX XXXX] • Lagos, Nigeria