

# EVMotion LLC

Deal Room Email: [evmotion.llc@tcee.angelgroups.net](mailto:evmotion.llc@tcee.angelgroups.net)

**One Line Pitch:** EVMotion is an innovator in electric drive technology providing practical solutions to the transportation sector for transforming fleet vehicles.

**Business Summary:** Practical and innovative solutions are provided for implementing electric drive concepts in fleet vehicles, such as trucks and vans, that are tailored to individual requirements. Cost effective prototypes have reduced fuel and operating costs while retaining versatility and reduced emissions. Model-based design concepts are utilized to produce Intelligent vehicle controllers that are upgradeable with new innovations.

**Management:** The team has extensive experience in using model-based design tools for providing optimal designs that satisfy specific vehicle technical specifications. The company president, an engineering professor at Mississippi State University, was the faculty advisor for the national award winning Challenge X team and currently the EcoCar team. He led the development of the automotive program at MSU and the Center for Advanced Vehicular Systems.

**Customer Problem:** Despite the increasing availability of electrified passenger cars, there has been limited development of commercial vehicles. Potential impact is disproportionately great because of usage and driving pattern.

**Product/Services:** EVMotion develops prototype electric drive commercial vehicles to specific customer requirements. Experience with model-based design tools and familiarization with many suppliers facilitate optimal solutions that are cost effective. Specialized components employing smart controllers have been developed that complement electric systems on vehicles such as those employing on-board vehicle power (OBVP).

**Target Market:** There are approximate 500,000 class 3 to class 5 vehicles deployed by fleet owners that would benefit from an engineering company that addressed their specific requirements. It is anticipated that growth would begin with one major customer and rapidly expand at a rate of 40% each year to have revenues of \$50 million in five years.

**Customers:** Federal Express to develop electric drive delivery vehicles.

D.R.S. to provide engine speed controllers for military vehicles.

Potential customers for delivery vehicles are Frito-Lay and TVA.

**Sales/Marketing Strategy:** EVMotion will develop business relationship with select fleet owners by demonstrating modeling capabilities and expected fuel savings. Vehicle prototypes will be developed that are generic in nature with the exception of intelligent controllers.

**Business Model:** The EVMotion business model includes engineering services to major fleet owners who desire to deploy electric drive vehicles whose requirements are not met by the limited models currently available.

**Competitors:** Hybrid electric and all-electric vehicles in class 3 to class 5 are currently available from Eaton, Azure Dynamics, and several foreign suppliers. These models do not meet requirements of many fleet owners.

**Competitive Advantage:** Experience with model-based design tools and vehicle technology, and access to facilities at CAVS through a MURA arrangement provide a competitive advantage. Initial start-up costs represent a major barrier.



## Company Profile:

URL: [ElectricVehicleMotion.net](http://ElectricVehicleMotion.net)

Industry: Industrial/Energy

Employees: 3

Founded: July 2009

## Contact:

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## Financial Information:

Funding Stage: Prototype Ready

Previous Capital: \$0

Monthly Burn Rate: \$0

Pre-Money Valuation: \$50,000

Capital Seeking: \$50,000

## Additional Information:

### Management:

G. Marshall Molen, President

Angela Card, Research Engineer

### Advisors:

Lawyer: David Dunn

Accountant: T. E. Lott

### Investors:

### Referred By:

Work Colleague

EVMotion LLC 2141 Wood Ridge Rd. Starkville, MS 39759 United States	Financials* (\$)	2009	2010	2011	2012	2013
	Revenues	25	250	2,000	5,000	8,000
	Expenditures	15	150	1,500	3,000	5,000
	Net	10	100	500	2,000	3,000

\* In Thousands (000) in USD - US Dollar

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