

POWER BANK RENTAL NETWORK • SOFIA • PRE-SEED

Media & Charging Infrastructure.
Capitalizing on Sofia's 2027 Economic Boom

CITY POWER HUB

THE PERFECT STORM: SOFIA 2026–2027

EUROVISION 2027 & EUROZONE INTEGRATION:

- Rapid digitization of payments coupled with an influx of 55,000–75,000 tourists will generate over €25M in direct local cluster spending.

CRITICAL URBAN NEED:

- Device battery depletion causes immediate revenue leakage for local retail, hospitality, and digital payment networks.

EUROPEAN STANDARD:

- Power bank sharing is a default urban utility across the EU; international visitors expect the same seamless, digital-first experience in Sofia.

STRATEGIC B2G SPRINGBOARD:

- Leveraging the event to secure exclusive, long-term municipal contracts (Metro & Transit Hubs), ensuring network dominance and sustainability post-Eurovision.

MARKET OVERVIEW

EUROPEAN MARKET TRENDS

- Growth: Power bank rental sector is projected to grow at a 20–25% CAGR through 2032.
- Adoption: In major hubs (Paris, Prague), ~15% of active mobile users use shared charging monthly.

SOFIA: THE UNTAPPED BLUE OCEAN

- Target Audience (SAM): 320,000+ active urban residents (18–45 yrs, mobile-first lifestyle).
- Competitive Gap: The lack of established city-wide competition in Sofia ensures a rapid path to 80%+ market share.

THE 2027 EUROVISION MULTIPLIER

- Traffic Boost: 55,000–75,000 unique tourists expected in May 2027.
- Economic Impact: 3.0x Revenue Multiplier during the event month due to hyper-dense foot traffic in fan zones.

COMPETITIVE LANDSCAPE: THE SOFIA MARKET GAP

PERSONAL POWER BANKS

Cheap, but often forgotten, left uncharged, or too bulky.

CHARGING AT CAFES / SOCKETS

Free, but requires staying in one place and leaving the phone unattended.

REGIONAL COMPETITION

SmartBox
(launched in 2020)

- **Regional Landscape:** Markets in Athens, Bucharest, and Belgrade are already saturated by established players like MrCharge, Brick, and Bank of Energy.
- **The Sofia Gap:** As the only regional capital lacking a citywide infrastructure, Sofia represents a fully open, untapped market.
- **Strategic Entry Window:** The absence of a consolidated local player creates a time-sensitive opportunity to capture 80%+ market share before international entrants gain a foothold.
- The project demonstrated strong initial market demand across shopping malls and the airport, but ultimately failed due to insufficient marketing execution, an abandoned mobile application, and an overly fragmented station network that never achieved the critical density required to build sustainable consumer habits.

SOLUTION: CITYPOWERHUB INFRASTRUCTURE

GRID NETWORK INFRASTRUCTURE:

- A high-density network of smart charging terminals seamlessly integrated into Sofia's municipal and transit infrastructure.

ZERO-FRICTION ADOPTION MODEL:

- An ad-subsidized model enabling free initial usage intervals to accelerate mass consumer adoption and eliminate payment friction.

SMART CITY INTEGRATION:

- Live digital mapping integrated with Sofia's open-data public transport ecosystem, ensuring on-demand charging access within a 300-meter walking radius.

COMPETITIVE ADVANTAGES

FIRST SCALABLE NETWORK IN SOFIA:

- Rapid deployment across premium locations and key event zones through fast operational execution and immediately available proprietary hardware — a strategy designed to secure market dominance before the entry of international operators.

ZERO-FRICTION NETWORK EFFECTS:

- A fully ad-subsidized 30-minute free usage plan funded by programmatic advertising budgets from leading telecom and fintech brands displayed across our Full HD media screens.

PROVEN PLATFORM & FULL DEPLOYMENT READINESS:

- European-proven software infrastructure combined with a first batch of smart charging stations already delivered to Sofia and available for live demonstrations today. All core technology and development risks have been fully eliminated.

HOW IT WORKS



SCAN & UNLOCK

Scan the station
QR code via our app for
instant unlock.



CHARGE ON THE GO

Fast charge anywhere. First
30 mins 100% FREE via
sponsor.



DROP OFF ANYWHERE

Return to any station within
our 300-500m dense urban
clusters.

OUR APPROACH: MAKING IT EFFORTLESS AND COOL

- **Lifestyle Positioning:** Marketed as a daily urban habit, not an emergency fix. Integrated with lifestyle brands and and official Eurovision 2027 event maps.
- **Capped Loss Protection:** Low €20 safety deposit. This is the absolute maximum capped fee if lost — zero risk of hidden extra-charges.
- **Brand-Sponsored Tier:** Telecom giants fund the free 30-minute intervals to access premium video ad inventory on our Full HD screens.

HARDWARE FLEET: CITY MEDIA HUBS



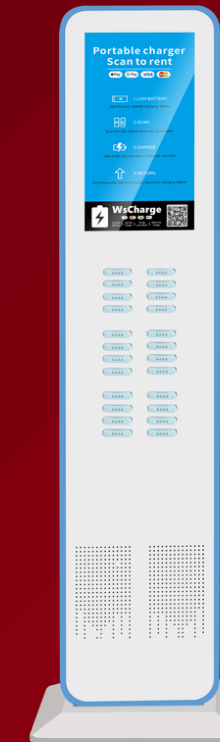
COMPACT HUB

8 Slots | 10.1" HD Screen.
Optimized for hyper-dense deployment across cafes, restaurants, and bars to build walkable cluster coverage.



OUTDOOR TERMINAL

High-capacity floor-standing station. Heavy-duty infrastructure designed for high-traffic transport hubs and open-air Eurovision Village zones.



PREMIUM HUB

24 Slots | 21.5" Full HD Screen. Supports programmatic MP4 video ads. Our core B2B telecom revenue engine for prime venues.

** Full modular hardware range available from 4 to 24+ slots to dynamically fit any venue capacity.*

INITIAL ROLLOUT: SOFIA GEOGRAPHIC CLUSTERS

CLUSTER 1

TOURISM & EVENT EPICENTER

Vitosha Boulevard & NDK Square.
Hyper-dense rollout mapping
directly to the Eurovision Village
and the 300-meter zone.



CLUSTER 2

INFRASTRUCTURE

Central Railway & Key Metro Hubs.
Capturing peak visitor traffic
around stations, metro, stadiums,
and other high-traffic locations



CLUSTER 3

LIFESTYLE & DOMINANCE

Sofia's prime HoReCa networks.
Post-event scaling to lock down
80% of the market share in the
capital.



UNIT ECONOMICS: HIGH-MARGIN MEDIA INFRASTRUCTURE

AVERAGE PERFORMANCE (24 MONTHS)

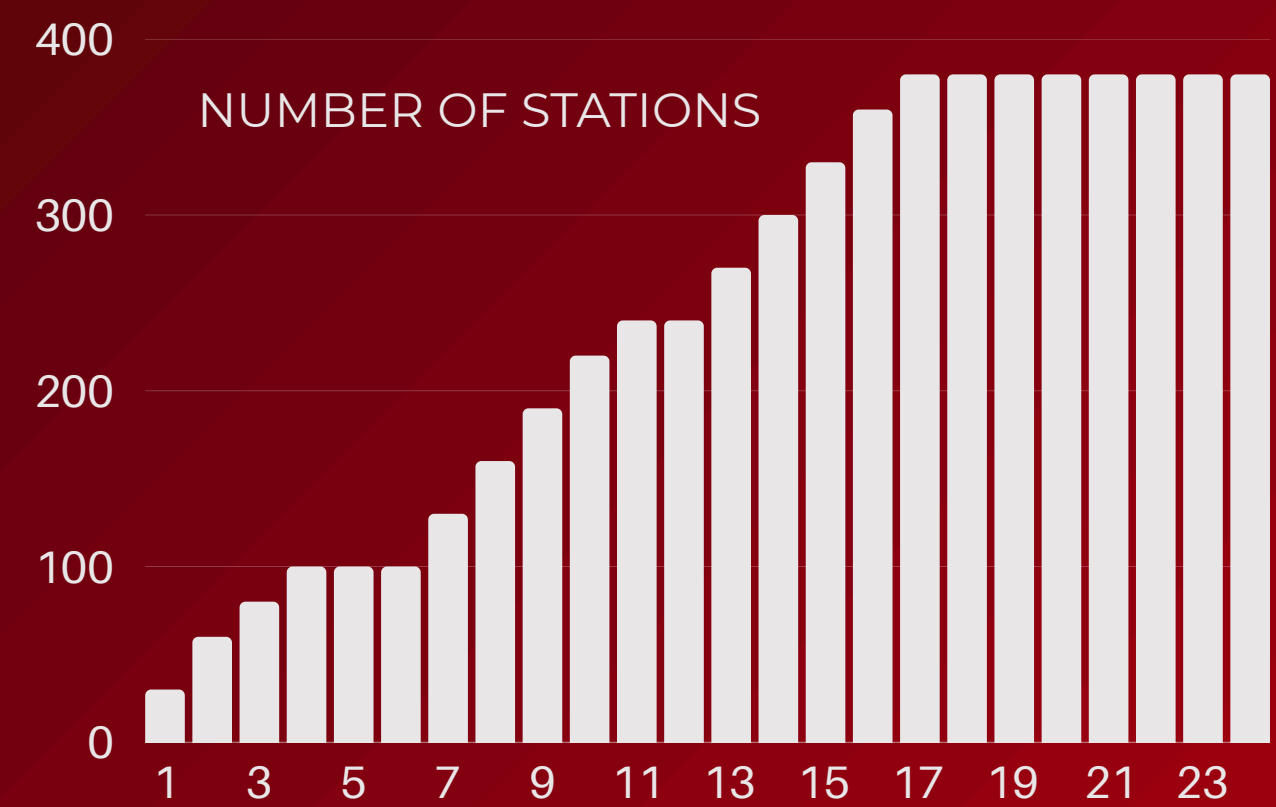
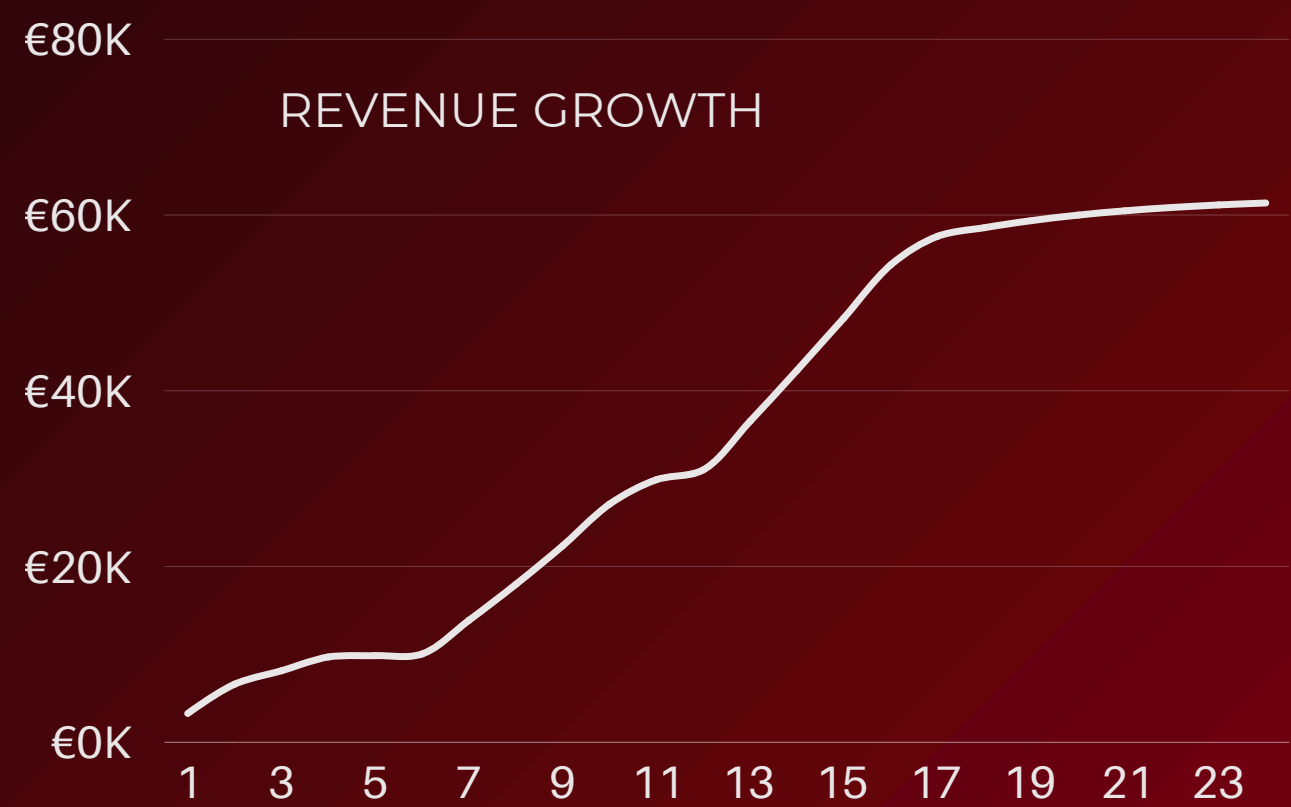
- CAPEX per Station: €595.03
- Daily PB Utilization: 26.8%
- Average Check: €1.00
- Monthly Revenue: €146.47
 - Rental Income: €107.73
 - B2B Ad Revenue: €38.74
- Monthly OPEX: €69.99
- Operating Profit: €76.48 / mo
- Payback Period: 7.8 Months

TARGET STATE (MONTH 24)

- CAPEX per Station: €595.00
- Daily PB Utilization: 35.0%
- Average Check: €1.00
- Monthly Revenue: €161.48
 - Rental Income: €123.59
 - B2B Ad Revenue: €37.89
- Monthly OPEX: €53.36
- Operating Profit: €108.12 / mo
- Payback Period: 5.5 Months

** Based on a rigorously calculated, detailed financial model factoring in verified local operational metrics.*

GROWTH & SCALING PROJECTIONS



** Based on a rigorously calculated, detailed financial model factoring in verified local operational metrics.*

ABOUT THE TEAM

FOUNDER & CEO | PAVEL DOYNOV

- 15+ years of senior executive experience in corporate finance, capital allocation, and large-scale operations.
- Founder of Gulliver (retail network) with a proven track record in supply chains and commercial scaling.
- Deep commercial real estate and HoReCa venue network in Bulgaria.

ADVISOR | MAKSIM FURSOV

- Proven Scale: 4+ years directing major power bank sharing networks with 25,000+ stations across 100+ cities.
- Hyper-Growth: Successfully scaled regional network infrastructure from 50 to 430 active stations in just 6 months.
- Core Expertise: Deep mastery of hardware unit economics, high-density location deployment, and complex urban logistics.
- UX Pioneer: Expert in executing zero-friction user experience and high-retention lifestyle positioning strategies.

POST-FUNDING HIRING PLAN

OPERATIONS & CONTROL (FOUNDER-LED)

- Managed personally by the Founder to eliminate early executive cash burn, maintain strict P&L discipline, and monitor growth metrics.

B2B SALES & PARTNERSHIP LEAD (MONTH 0)

- Dedicated to aggressive venue acquisition, closing contracts with prime HoReCa networks, and maximizing location footprint.

HARDWARE & LOGISTICS SPECIALIST (MONTH 0)

- Full ownership of on-the-ground deployment, hardware stress-testing, logistics, and rapid station maintenance.

SYSTEMS ADMINISTRATOR & BACKEND DEVELOPER (MONTH 0)

- Managing the core software infrastructure, frontend/backend stability, secure payment gateway integrations, and flawless transaction flows.

GO-TO-MARKET ROADMAP

	PILOT LAUNCH months 0-6	EXPANSION months 7-12	MARKET DOMINANCE months 13-24
DEPLOYMENT	Scale from 30 to 100 active hubs. Focus on Cluster 1 (Vitoshа Blvd & NDK Square).	Scale from 100 to 240 stations. Activate Cluster 2 (Central Station & transport hubs).	Achieve a full city-wide network of 380 stations.
MARKETING	Targeted social media marketing, securing sponsor contracts, and growth hacking.	Aggressive multi-channel digital advertising & high-impact Eurovision-2027 campaigns.	Tier-1 telecom brand sponsorships & user retention programs.
OPERATIONS	Core team onboarding (4 FTE), hardware logistics setup, and workflow optimization.	Service route optimization, field tech deployment, and automated asset monitoring.	Predictive hardware maintenance, advanced data analytics, and mature logistics automation.
KEY METRICS	18.0% – 19.9% Daily Utilization Reaching €10.0K Monthly Revenue by Month 6.	20.7% – 26.4% Daily Utilization Reaching €31.0K Monthly Revenue by Month 12.	27.8% – 35.0% Steady-State Utilization Reaching €61.3K Monthly Revenue 80%+ Market Share.

PRE-SEED INVESTMENT ROUND: €180,000

Investment Instrument: SAFE or Convertible Note

Target Valuation Cap: €1.2M

USE OF FUNDS (€180,000)

- €90K — Hardware & Logistics
 - 100 initial hubs + funding for aggressive scaling towards Month 7.
- €25K — Software & Tech
 - Core platform, servers, and payment gateway integrations.
- €65K — Ops & Contingency
 - 12-month runway, marketing, and ~30% safety buffer.

TARGET

- Scale: 380 Hubs deployed city-wide.
- Break-Even: Reached by Month 8.
 - Peak Cash Deficit: Maximum cumulative cash deficit of €138.8K occurs in Month 7 due to massive hardware scaling.
- Revenue: €61.3K / month (~67% Operating Margin) by Month 24.
- Cashflow: €322K+ cumulative within 2 years.

JOIN THE URBAN TECH REVOLUTION

Pavel Doynov | Founder & CEO



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