

# PlugAlert Business Overview

Last updated: February 26, 2026

## 1. Launch Strategy

### Two-phase market entry:

Phase	Markets	Data Source	Data Cost	Timeline
<b>Phase 1</b>	Norway + Sweden	NOBIL (free, government-backed)	<b>EUR 0</b>	Launch ASAP
<b>Phase 2</b>	Netherlands + Belgium	Eco-Movement (OCPI 2.2)	<b>EUR 345/mo</b> (year 1)	When revenue covers cost

**Rationale:** NOBIL provides free real-time EVSE status via WebSocket for the Nordics. This lets us prove product-market fit with zero data cost, build a subscriber base, and approach Eco-Movement's BE+NL expansion from a position of revenue — not hope.

## 2. App Pricing

Plan	Price	Trial	Apple Net (15% cut)
Monthly	<b>EUR 7.99/month</b>	None	EUR 6.79/mo
Annual	<b>EUR 49.99/year</b>	7-day free trial	EUR 42.49/yr (EUR 3.54/mo)

- **Hard paywall** immediately after onboarding — no free tier
  - Annual plan pre-selected with "Best Value" badge, "Save 48%" messaging
  - **Blended net revenue per subscriber: EUR 4.68/month** (assumes 65% annual / 35% monthly mix)
  - RevenueCat product IDs: `plugalert_premium_monthly`, `plugalert_premium_yearly`
  - Entitlement: `premium`

### Why these prices:

- EUR 49.99/yr matches ABRP (EUR 50/yr), justified by real-time alerts they don't offer
  - 29% higher blended revenue per subscriber vs EUR 5.99/EUR 39.99 — breakeven drops 23%
  - Hard paywalls convert 5.6x higher than freemium (12.1% vs 2.2% download-to-paid)

- 7-day trial on annual only: 45% trial-to-paid conversion (highest bracket), pushes users toward annual (44.1% 12-month retention vs 17% for monthly)

### 3. Monthly Costs

#### Phase 1: NOBIL Only (Norway + Sweden)

Service	Cost	Notes
Railway (hosting)	~EUR 5/mo	Hobby plan
Supabase (database)	EUR 0	Free tier (500MB)
Apple Developer	~EUR 8/mo	EUR 99/year
RevenueCat	EUR 0	Free up to \$2.5K/mo revenue
Mixpanel	EUR 0	Free tier (20M events/mo)
NOBIL data	EUR 0	Free government API
<b>Total</b>	<b>~EUR 13/mo</b>	

#### Phase 2: Eco-Movement (Netherlands + Belgium)

Service	Cost (Year 1)	Cost (Year 2+)
Railway	~EUR 5/mo	~EUR 5/mo
Supabase	EUR 0-25/mo	EUR 25/mo (Pro if >500MB)
Apple Developer	~EUR 8/mo	~EUR 8/mo
<b>Eco-Movement</b>	<b>EUR 345/mo</b>	<b>EUR 690/mo</b>
RevenueCat	EUR 0	1% above \$2.5K/mo
<b>Total</b>	<b>~EUR 365/mo</b>	<b>~EUR 730/mo</b>

### 4. Eco-Movement Deal

**Offer from Joseph Oldham (Business Development Manager), February 26, 2026:**

Detail	Value
Countries	Netherlands + Belgium
Connectors in scope	338,000+
Data modules	Standard Mastered + Dynamic (location data + real-time EVSE status)

Standard fee	EUR 690/month per country (NL+BE bundled at single-country rate)
Year 1 discount	<b>50% off</b>
<b>Year 1 fee</b>	<b>EUR 345/month (EUR 4,140/year)</b>
Year 2+ fee	EUR 690/month (EUR 8,280/year)
Contract basis	Annual subscription

**What's included:** Core location data (coords, operator, address, access type, connectors, power) + real-time EVSE status via OCPI PATCH push updates. This is everything PlugAlert needs.

**What's NOT included (and we don't need):** Experience module (ratings, reliability scores, predicted occupancy). Available as add-on if needed later.

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## 5. Breakeven Analysis

### Phase 1: NOBIL (Norway + Sweden)

Metric	Value
Monthly fixed costs	~EUR 13
Subscribers to break even	<b>~3</b>
Time to reach (moderate scenario)	~1-2 months

### Phase 2: Eco-Movement Year 1 (BE + NL at EUR 345/mo)

Metric	Value
Monthly fixed costs	~EUR 365
Subscribers to break even	<b>~78</b>
Time to reach (moderate, 4% conversion)	~10-14 months
Time to reach (optimistic, 7% conversion)	~3-4 months

### Phase 2: Eco-Movement Year 2+ (BE + NL at EUR 690/mo)

Metric	Value
Monthly fixed costs	~EUR 730
Subscribers to break even	<b>~156</b>

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## 6. Revenue Projections

**Scenario A: Norway + Sweden (NOBIL, free data)**

**Addressable market: ~64K iPhone EV drivers** (Norway ~42K, Sweden ~22K)

Period	Downloads (C/M/O)	Paying Subs	Net Revenue EUR (C/M/O)	P&L (C/M/O)
Month 6	50/140/350	6/25/111	28/117/519	+15/+104/+506
Month 12	70/200/500	12/43/199	56/201/931	+43/+188/+918
<b>Year 1 Total</b>	<b>680/1,800/4,600</b>	—	<b>EUR 365/1,452/6,631</b>	<b>EUR +209/+1,296/+6,475</b>

**Verdict:** Profitable even in conservative scenario. Zero financial risk.

### Scenario B: Netherlands + Belgium (Eco-Movement, EUR 345/mo year 1)

**Addressable market: ~59K iPhone EV drivers** (Netherlands ~36K, Belgium ~23K)

Period	Downloads (C/M/O)	Paying Subs	Net Revenue EUR (C/M/O)	P&L (C/M/O)
Month 6	70/220/550	7/38/158	33/178/739	-332/-187/+374
Month 12	100/320/750	13/72/283	61/337/1,324	-304/-28/+959
<b>Year 1 Total</b>	<b>880/2,850/6,850</b>	—	<b>EUR 420/2,304/9,378</b>	<b>EUR -3,960/-2,076/+5,000</b>

**Verdict at EUR 345/mo:** Moderate scenario loses ~EUR 2,100 in year 1 (vs ~EUR 2,600 at old pricing). Optimistic scenario profitable by month 4-5. The higher pricing + 50% discount makes this increasingly viable.

C = Conservative (2% conversion), M = Moderate (4%), O = Optimistic (7%)

## 7. Recommended Path

1. **Now:** Finish app, integrate NOBIL for Norway + Sweden
2. **Launch:** Ship to App Store targeting Nordic EV drivers
3. **Validate:** Track downloads, conversion rate, retention for 2-3 months
4. **Decision point at ~50 subscribers:** If conversion  $\geq 4\%$ , accept Eco-Movement deal for BE+NL. If  $< 2\%$ , stay Nordic-only and iterate.
5. **Year 2:** Eco-Movement price doubles to EUR 690/mo. Need ~156 subscribers by then — achievable if year 1 goes moderately well.

### Why not accept the Eco-Movement deal now?

- EUR 345/mo with zero revenue is EUR 4,140 at risk in year 1

- NOBIL launch proves the product for free
- Real traction data (conversion rate, retention) will confirm whether EUR 345/mo is sustainable before committing
- We can always accept the deal later — Joseph is keen to work with us

## 8. Market Size

Country	BEV Fleet	Public Reliant (25%)	iPhone (52%)	Addressable
Norway	800K	200K	42K	~42K
Sweden	414K	103K	22K	~22K
Netherlands	700K	175K	36K	~36K
Belgium	450K	112K	23K	~23K
<b>NO + SE</b>	<b>1.2M</b>	<b>303K</b>	<b>63K</b>	<b>~64K</b>
<b>BE + NL</b>	<b>1.15M</b>	<b>287K</b>	<b>60K</b>	<b>~59K</b>

"Addressable" = relies on public charging (25%) x frustrated by availability (40%) x iPhone user (52%).

## 9. Competitors

App	Markets	Model	Price	Real-Time Alerts?	Threat Level
<b>ABRP</b>	Global	Freemium	EUR 5/mo, EUR 50/yr	No push alerts for availability	Low (route planner, not notification app)
<b>Flighty</b>	Global	Subscription	\$5/week, \$60/yr	N/A (flight tracking)	None (design reference only)
<b>PlugShare</b>	Global	Free/ads	~EUR 2/mo	No	Low (community reviews, no alerts)
<b>ChargePoint</b>	US/EU	Free	EUR 0	Only own network	Low (network-specific)

<b>Elton</b>	Nordics	Free/ payment	EUR 0	No "alert me" feature	Low (payment/ roaming app)
<b>Charged</b>	UK/AU	Subscripti on	—	Yes (basic)	Very low (not Nordic/EU focused)

**No app currently offers real-time "notify me when a charger frees up" for iOS in the Nordic or Benelux markets.** This is the gap.

### 10. Funding Pipeline

Program	Amount	Equity	Timeline	Status
<b>VLAIO Innovatieve Starterssteun</b>	EUR 50,000 grant	0%	Spring 2026	Not yet applied
<b>imec.istart Accelerator</b>	EUR 100-250K	Negotiable	May 2026	Not yet applied
<b>EIT Urban Mobility</b>	Varies	0%	Rolling 2026	Not yet applied
<b>Revenue-Based Financing</b>	EUR 10K-1M	0% (debt)	Post-revenue	Requires 6+ months revenue history

VC funding is **not a fit** — niche utility app, solo founder, no venture-scale market. The path is bootstrapping + grants.

### 11. NOBIL Data Quality (from 27-hour monitoring)

Metric	Coverage
All stations with real-time data	63.3% (2,566/4,052)
Fast chargers (DC 50kW+)	70.1% (408/582)
Oslo coverage	75%
Stockholm coverage	66%

- True push via WebSocket (not polling)
  - Status distribution: 45.5% available, 32.8% charging, 7.9% blocked
  - **Limitation:** No pricing/tariff data (status only)
  - **Integration effort:** 2.5-3.5 weeks from existing codebase

## Key Numbers at a Glance

Metric	Value
App price (monthly)	EUR 7.99
App price (annual)	EUR 49.99
Net revenue per subscriber	EUR 4.68/mo (blended)
Phase 1 costs (NOBIL)	~EUR 13/mo
Phase 2 costs year 1 (Eco-Movement)	~EUR 365/mo
Phase 2 costs year 2+	~EUR 730/mo
Breakeven (Phase 1)	3 subscribers
Breakeven (Phase 2, year 1)	78 subscribers
Breakeven (Phase 2, year 2+)	156 subscribers
Addressable market (NO+SE)	~64K iPhone EV drivers
Addressable market (BE+NL)	~59K iPhone EV drivers