INFOCAST VIRTUAL | MASTER CLASS

EV Charging Infrastructure Ownership and Revenue Models

November 12, 2020 | Digital Access

8:45-9:00 PST **Introduction and Opening Remarks**

Benjamin Grayson, *Associate*, NORTON ROSE FULBRIGHT, LLP
Noah Pollak, *Partner*, NORTON ROSE FULBRIGHT, LLP

9:00-9:20 **Session 1: Understanding the Various EVSE and DR Business Models**
In constructing a profitable business case for EV charging investments, it is crucial to begin with an understanding of the differences in EVSE models and V2G considerations. Project developers and private investors must consider both the EVSE that best fits their use case, and the technology and infrastructure to provide energy storage and ancillary grid services. Flexible demand, sizable batteries, and the ability to provide power back to the grid help generate additional revenues or cost savings.

- EVGo
- Chargepoint
- Volta
- Demand Response
- EV to Grid considerations

Co-Presenters:
Benjamin Grayson, *Associate*, NORTON ROSE FULBRIGHT, LLP
Noah Pollak, *Partner*, NORTON ROSE FULBRIGHT, LLP

9:20-9:35 *Live Q&A/Transition*

9:35-9:45 *Break*

9:45-10:35 **Session 2: Modeling Revenue Generation and Attracting Capital**
As more investors are looking at charging stations as an opportunity to expand their portfolios, understanding what kinds of projects are being funded and what makes a project attractive to investment are key to attaining capital. There are a number of proven ways to fund EV charging infrastructure and then generate revenue from it. This session will cover the primary revenue models, and explain how to secure financing.

- Pay-per-use model
- Subscription model
- Private sector partnerships
- Indirect revenue: advertising, additional retail sales, increased tourism, “Clean Energy” marketing

- Leveraging small amounts of public funding to attract larger amounts of private capital
- Fleets and potential for project financing

Co-Presenters:
Benjamin Grayson, *Associate*, NORTON ROSE FULBRIGHT, LLP
Jigar Shah, *Co-Founder & President*, GENERATE CAPITAL

10:35-10:50 *Live Q&A/Transition*

10:50-11:00 *Break*

11:00-12:00 **Session 3: Estimating the Costs to Build and Operate Public Use EV Charging Stations**
Many cost factors must be considered when building a charging station: site selection and permitting, proper approvals and contracts, and the appropriate construction work, which can range from extending or upgrading the grid connection to whether the unit is free-standing, requiring a concrete foundation, or attached to the wall or other object. This session will cover the costs of hardware procurement, installation, and long-term physical viability.

- Site Selection & Construction
- Procurement: both hardware and software
- Interconnection Standards/Requirements
- Soft Costs
- Future Proofing & Maintenance
- Common obstacles to avoid

Presenters:
Michael Hughes, *Chief Commercial and Revenue Officer*, CHARGEPOINT
Noah Pollak*, Partner*, NORTON ROSE FULBRIGHT, LLP
James Tillman, *Vice President, Business Development*, MAXGEN ELECTRIC VEHICLE INFRASTRUCTURE

12:00-12:15 *Live Q&A/Transition*

12:15-12:45 *Lunch*

12:45-1:30 **Session 4: Contracts for Development, Construction and Operation**
Building out an EV charging network requires evaluating and securing a site and receiving approvals from municipalities and utilities. Once the site has been secured and approved, construction and ongoing operations and maintenance must be established. Considerable long-term partnership work and internal resources are typically required. It is important to mitigate risk, build sound partnerships with contractors, keep your operating costs low, and ensure you profit from EV charging by having clear contracts with favorable provisions, including:

- Site lease
- Network, data, and maintenance
- Interconnection

- Permitting
- Easements
- Power purchase agreements

Co-Presenters:
Benjamin Grayson, *Associate*, NORTON ROSE FULBRIGHT, LLP
Noah Pollak*, Partner*, NORTON ROSE FULBRIGHT, LLP

1:30-1:45 *Live Q&A/Transition*

1:45-1:55 *Break*

1:55-2:40 **Session 5: California State Programs and Utility Incentives**
States and regulated utilities are investing heavily in infrastructure to support transportation electrification. This session will describe California's transportation electrification utility programs and state policy as well as emerging technologies and cutting-edge policy development in this space.

Co-Presenters:
Noah Pollak*, Partner*, NORTON ROSE FULBRIGHT, LLP
Yuliya Shmidt, *Advisor to Commissioner Rechtschaffen,* CPUC

2:40-2:55 *Live Q&A*

2:55 *Master Class Adjourns*