

Meet ev.energy, the company giving people access to greener and cheaper energy

As part of our quick fire questions series – or QFQs – we spoke to Nick Woolley, CEO and cofounder of ev.energy, about electric vehicles as batteries, rewarding EV users, and the EV market as the new Wild West.

What was the catalyst for launching ev.energy?

It all started after a trip I took to California. I was working for the national grid, at the time, and was studying the impact of electric vehicles (EVs) on the grid out there. Whilst I was in the States, I was intrigued by how solar power and battery storage are used to feed the US grid. Then it hit me, EVs are essentially giant batteries, so could use EVs to feed the UK grid.

Tell me about the business – what it is,

what it aims to achieve, who you work with, how you reach customers and so on?

ev.energy's mission is to give people access to greener and cheaper energy through a charging experience that is seamless within the customer's life. We want drivers to simply plug in and feel confident in knowing that what they're doing is better for the environment and their bank balance.

We work with energy companies such as Silicon Valley Clean Energy, E.On, and National Grid; hardware charger manufacturers including Indra, Easee, and Ropec; as well as EV manufacturers like Volkswagen. We're constantly looking to expand our strategic partnerships to ensure our app users have full access to the best technology, energy rates, and charging scenarios.

So far, we have grown our customer base through communities like the Tesla Owners Clubs, that are present across the world, and over 80,000 drivers have used the app to date. We also have a high retention rate, with many of our UK users that started using our app three years ago, still using it today.

How has the business evolved since its launch? When was this?

We started the business back in 2017. Then, it was a simple smart charging solution. Now, it has developed into a tailored charging service with additional features such as solar smart charging – powering your car using only the energy from your solar panels, and public charging – enabling users to access over 5,700 public charging stations in the UK.

Most importantly, as a BCorp, we decided to reward customers for being more conscious about their charging. We give them cash rewards to use with their food shopping, public charging, or retail shopping.

We also have B2B partners and have developed B2B platform capabilities. In fact, we plan to launch a new service for our B2B partners next month.

How are you funded?

Our investors are ArcTern Ventures and Energy Impact Partners. Both partnerships have been instrumental in helping us grow and navigate the ever-changing world over the last couple of years.

What has been your biggest challenge so far and how have you overcome this?

We constantly have to be on our toes and must react quickly to the ever-changing market. Sometimes it feels like the Wild West – new regulation comes into effect, new charging companies pop up offering even more innovative products to EV drivers, and new pioneering technologies continue to surface.

However, the industry as a whole is pushing into uncharted territory and it's exciting! We're all working to change how people think about energy and educate the wider population on how simple lifestyle adjustments, such as switching to an EV or using smart charging technology, can help to offset the rising cost of living as well as reduce their individual carbon footprint.

How does [ev.energy](#) answer an unmet need?

[ev.energy](#) guarantees access to the cheapest and greenest charge. We'll even pay you for charging your EV in the form of retail vouchers. With the energy and cost of living crisis not likely to subside soon, we're working hard to make sure any penny that can be saved on energy, is.

What's in store for the future?

Growth! We're rapidly expanding across the US and EU, and are extremely excited to unveil updates to our software in the near future.

What one piece of advice would you give other founders or future founders?

Just get out there and give it a go! If you have an idea and think you know how to do it, don't just talk about it, get out there and start pitching. It will take a lot of work; probably more work than you've probably ever done before. But if you are passionate and determined, it won't feel like you are ever working, and it will be one of the most rewarding things you will ever do.

Nick Woolley, CEO and cofounder of [ev.energy](#)

