Wicked Problems PODCAST

Wicked Problems – Series 3, Episode 13:

Melanie Shufflebotham of Zapmap

Transcript

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Transcript

Toby Corballis (00:09)

Welcome Wicked Problems. We're continuing today with our series on EV. This time I'm joined by Melanie Shufflebotham, who is the co-founder and COO of Zapmap, the UK's leading EV mappings app. Zapmap started off in 2014, really, as a fairly rudimentary, I think it's fair to say, list that was populating a Google Maps instance.

Melanie and her co-founders and her team have really grown that to be something amazing that it is today. Melanie herself is an EV market expert who has a deep knowledge of the charging market and of EV data sets. And as you will hear in our conversation, she's a little bit of a data nerd. As a co-founder of Zapmap, she helped develop the app and the products and the initial revenue streams, and now, as Zapmap scales and gets ready for the mass take up of electric cars, she's continuing to be focused on making charging simple for EV drivers, as well as providing data and insights to businesses and fleets to help them develop their electrified services. And as I say, they have a lot of really good stuff on their website, so do visit it if you're thinking of buying an EV, if you want to learn more about EVs, etc.

Welcome, Melanie. It's great to have you here on Wicked Problems.

Melanie Shufflebotham (01:31)

Great, thanks for inviting me, Toby.

Toby Corballis (01:34)

I'd love to hear a bit about the history of Zapmap actually, because I know you were as a company founded by, I think it was Next Green Car back in 2014, is that right?

Melanie Shufflebotham (01:43)

Yeah, little bit, a little bit before that, effectively we had a business partner. Ben Lane and I had a website called nextgreencar.com and that was really before electric cars became mainstream and the objective of that was really to help consumers when they're thinking about buying a car to think about the environmental aspects of that. So that was not just the CO2 emissions, but also the air quality emissions and not just at the tailpipe but just looking at that whole life cycle impact. So, Ben, very massive brain, managed to create this life cycle rating and what we did that was different was to apply it to a live database of 50,000 cars. And as new cars came out, we would look at all the cars from CNG, LPG, biofuels, petrol, diesel, plug-in hybrid, hybrid, all the way to electric and give them a score from zero to a hundred. And so that was really good for consumers, a lot of search and working out what was their best purchase. And of course, then it was more about finding – it may be low emission diesel car or petrol car rather than necessarily electric then – so that's we worked on that and we provided guides and then in around 2012 I think it was we had three key cars came out onto the market which would be familiar to many people: the Renault Zoë, the Nissan Leaf and the BMW i3. So, all of those were small family affordable electric cars and at that point we went "right this is it, this is when electric cars are really happening," and we thought well they've got the cars, great, but they need to be able to find Charge Points, so we thought, yeah, let's do a database of electric car Charge Points. We had a spreadsheet. We created a very simple Google map, popped it up within nextgreencar.com domain, SEO optimised it, so if anyone searched for EV charging points, it would come to our page. And then it really moved from there.

Toby Corballis (03:34)

So, you've been going, well, ten years. You've got this website, but now you've also got Android and iOS apps that people download. I think you've got quite a lot of downloads, lot of registered users using the service now. So in that ten years, you've come a long way and you also branched it out from just some, you know, having, it's great that you

can find your charge point. You know that you want to want to go charge, I go to this app now, I can find the charge point, but it's actually a lot more than that, right? So, you know, I can also tell, you know, is it available? There's no point me turning up if the charger is already in use by somebody else. User reviews, I think you can do payments, all those sorts of things and more. Tell me a little bit more about how it's grown over the years and what's that meant for you guys.

Melanie Shufflebotham (04:18)

So we went from that spreadsheet on NextGreenCar... it became a very powerful page. We thought, we've actually got something here. We need to set this map free. So that's when we came up with the idea of Zapmap and in 2014 created its own domain. And because we'd come from a web publishing background, we knew that it's the same as now, that people who are shifting to electric cars, they need to do a bit of research, understand kilowatts, kilowatt hours, time to charge all of that stuff. So, we created a whole load of guides at that point. And then in terms of the app, once we launched the app, the critical thing was not just where are they, but are they available? So, getting live availability data was a real critical milestone for us. We managed, at the beginning, a lot of the Charge Point Operators were absolutely very protective of their data. They wanted to keep that, they wanted to own the customer, but actually a bit of a breakthrough for us was talking to David Martell at Chargemaster, which then sold to BP. At the time it was the biggest network. We talked to him, and he said, yep, you can have the data, I get it. You put your brand on your app, we get the data and that's how it worked through. And then, from then we got lots of live data. We've got tens of live connections now, over 60, maybe 80 connections of all the CPOs all coming together. then, yep, community is really important to us. So, EV drivers can come and add pictures, they can add extra comments about the charger. And really this gives EV drivers a bit of confidence. For us, it's all about being a companion when drivers are out and about so that they can find the chargers, they can get feedback from other users, they can plan their journeys, they can pay for charging and it just really helps them both near home charging but also en route charging.

Toby Corballis (06:01)

So that's great from a driver's perspective. I think that's brilliant. Like me as an EV driver, I can completely get all the value of that. That's fantastic. You know, you go in ten years, in that time, you built up a vast amount of data, I would imagine, and that must be possible for you to draw insights from that and be able to then provide those insights to people in the industry who need them. So, I imagine it's not just about – it is a lot about the users – obviously the drivers, but then there's also this other benefit I can see that could be there. Is that right? Tell me a bit about that. Are there insights that you can get?

Melanie Shufflebotham (06:41)

Absolutely, yes. We see Zapmap very much as a data platform. So, we aggregate all this data. We make sure it's good quality, consistent, add a whole lot of extra information to that. And then first of all, it goes out via the app, but then secondly, we have one of our business streams is Zapmap Insights. So that is where we provide data and thoughts to the industry, so locations, utilisation, reliability and pricing, and answering questions like, at a very basic level, where are all the charge points? And if you're a charge point network, where are your competitors? Where might you want to install another charge point? Yeah, that type of idea. Then it's all things around utilisation. So, if you could look at a number of sites which have maybe got ten chargers on them, is the return on that better for ten chargers or would you better be better off having two or three sites with four chargers on them each? It's things like that really helping the charger point operators. Also in the utility space, they want to know where the chargers are, how much they're being used, that all goes into their future planning. And of course, local authorities and government also need to know in terms of their rollouts.

Toby Corballis (07:52)

So that can help them with things like, you know, do I put a load of slow chargers and a couple of faster chargers on that one site? Because some people, you know, if you turn up somewhere, I might actually want to be there for six hours and then I don't care if it's a slower charger, right? And having a big DC charger might be useful for a couple of people, but rather than just going, it must default to having lots of DC chargers and then people getting anxious about maybe overstaying their welcome on the charger while they're in a meeting, for example.

Melanie Shufflebotham (08:20)

Yeah, I mean, I think absolutely. I think we know that the charging infrastructure landscape is very much evolving. I think now we know that from our surveys, from other people's surveys, and when people are on longer journeys, they want to find hubs, they want to find high powered chargers, and they want to be able to broadly charge up as quickly as they can within the constraints of their vehicles. But I think on the rest of the charging landscape, the other use cases – so destination charging, near home charging – I don't think people quite know exactly how that model is going to play out. So near home charging, is that going to be loads of on-street chargers? Is it going to be lamppost chargers? Are we going to be seeing through-pavement charging? Is shared charging, like using something like a co-charger going to be really important? Or are people going to want to say, actually, no, I'm not bothered about charging on the street. I just want to go to a local rapid charging hub a bit like I used to do with my ICE vehicle. So I think that no one quite knows and what our information helps is it helps see what's happened in the past, so sort of analysis of the past and then from that you can start thinking about forecasting the future and thinking what things, what might happen in the future.

Toby Corballis (09:31)

So I can see that would be really useful actually for local governments, as you said, so in their planning, also for the CPOs in their planning. Do you get driver insights as well from that? So I'm thinking of insurance companies, because a lot of times you hear from insurance companies, haven't yet in their heads got enough data for them to be able to understand how to price insurance correctly so they maybe price it a little bit higher in the premium until they can get the data. But presumably people like you can help.

Melanie Shufflebotham (10:04)

I think, I mean, in that specific example of insurance, we absolutely, in addition to sort of the data we have on our platform, we also have a large number of EV drivers to whom we have a survey. So we've been doing a survey for the last seven years. So, we've got a lot of longitudinal information on attitudinal changes. So, we can... for example, we've just published our latest survey, 87% satisfaction with their EV. Pretty good. And that's been pretty solid. Only 3% would say, "I want to go back to an ICE vehicle." To be fair, there are also a few who'd be like, maybe I'd consider it, but only 3% would say, yes, I definitely want to go back. Then you look at the satisfaction of charging. It's a little bit below that, so 64%. So, there is work to be done on charging. I think that is, it is a concern of consumers. So, we've got a lot of information what the EV drivers want in terms of very specifics on insurance costs. We don't particularly compile that data, but more about attitudes to EVs. How's that changing? How does that change by income group? How does that change by whether you've got off-street parking or not? How does that change whether you're a new EV driver or an old EV driver? You know, those types of that type of information.

Toby Corballis (11:17)

There's a lot of misinformation in the press about attitudes towards driving, so it's really important, I think, that you're raising this because you just said there, I think,

87% of the people that you surveyed wouldn't go back to an ICE vehicle; 3% would. So, there's 10% that are, you know, I'm ignoring a little bit. Part of the charging experience there, I think, is down to consistency of experience, right? So, if I go to one place, I might have to tap before I insert my cable. In another place, I have to insert the cable before I can tap to charge. And just little things like that can be frustrating and make people just not really appreciate the process. But the other thing that we get reported a lot is about there's not enough chargers. Now, I think in your surveys, probably that comes up as being actually there's quite a lot of chargers now. You're seeing people's range anxiety come down because there's more chargers around?

Melanie Shufflebotham (12:22)

Yeah, when we ask that question, do you experience issues and what are they? It's actually been reasonably consistent over the years. The top three are: number one, reliability of chargers. So that's to me, that's a bit of a proxy for all sorts of different issues. You know, exactly as you say, it's not necessarily whether it's working or not, but whether they get there and they have some kind of, you know, they're not quite sure the payment maybe doesn't work or some issue that they face; secondly, is the number of chargers; and thirdly is around cost.

So the first two issues – we've been tracking this over time – have absolutely shifted down a lot, so they are no longer such a problem. And then the issue of cost of charging has increased a bit. So, I think the landscape is changing. In terms of the number of chargers. I mean, looking back over the last couple of years – people can see the data on Zapmap – you can see that there has been a huge amount of chargers installed across the UK. There's 35% more now in the ground than there was a year ago and when you look at those ultra rapid chargers I was talking about, – so 150 kilowatts being able to add approximately 100 miles in 15 minutes – those have been going in at a really, really, big rate. I think there's 75% more than there were this time last year. And not only that, we're also seeing this big shift to more charging hubs. So, there's this idea of at least six or more chargers in one place so people arrive at a

charger and they're not feeling concerned about, are they going to get a charge? This time last year, there was around 250, now there's over 500. So those are really rolling out and not just at motorway services where people might think they might be, but at all sorts of different places, retail parks, hotels, et cetera. So, I think on that, the landscape is changing. I think there's a lot of really good success stories. And I think for the EV drivers themselves, yes, OK, there's a few challenges here and there. But I think the messaging is about those next five millions, the ones who are hearing a lot in the press saying, there's not enough chargers, they're not reliable, they're getting a lot of messages about that. The EV drivers themselves, yes, there's a few challenges, but it's massively going down. So, I think it's about trying to... how do we give confidence and information, factual information to that next five million so that they feel empowered and happy to make the switch.

Toby Corballis (14:39)

And you guys are in a really good place to do that because you've got the data, you've got the information, you're there on the ground, you're seeing it every day, which is great. I think what you also alluded to there is, you know, well, there's range anxiety is one thing, and I think that's kind of nudging out, and then there's queue anxiety, which is perhaps slightly related. And those super hubs or the hubs that are coming into play now really are dealing with that queuing anxiety because I can now turn up and, okay, on a bad day, I might have to wait a few minutes, but it's a few minutes. It's not, I'm not waiting an hour for a slow charger. I'm waiting a couple of minutes for a fast charger that, as you say, is going to put a hundred miles on in 15 minutes, which is probably the same amount of time as it's going to take me to go use the shops and get a coffee and whatever...

Melanie Shufflebotham (15:24)

...have a cup of coffee. It's not that everything is perfect, so I'm not trying to say that, but I think sometimes what we find is people, as we know, most people charge up at home most of the time. You know, about 85% of, if you've got a home charger, 85% of

your charging needs are fulfilled at home. And then you use the public network infrequently when you're going on a longer journey. And I think... What I've noticed is that people who are generally, you know, they're very happy with their EV, they're charging at home, and then they go on a longer journey and, all of a sudden, it's like, this is all a bit unknown to me. And so, a lot of it's about familiarity and also realising that there are lots of chargers out there. You go and open up Zapmap – other apps are available – and you can see where there are chargers maybe a little bit off that main route. And you can go and charge while you stop rather than specifically stopping while you charge.

Toby Corballis (16:14)

Yes, I've stopped so I'm going to charge, not I need to stop in order to charge. Yeah. Which becoming more and more the terms of, I hear that term more and more actually. You've spoken in the past about this government targets of achieving net zero by 2030 or at least decarbonising the transportation system as much as possible by then. I think you've advocated a lot for, you know, there needs to be more chargers. We're seeing that coming through faster grid connections, lowering the cost of the EV. So perhaps battery chemistry comes into play there. Support for off-street parking, public transportation, homegrown renewables. Are you seeing those things happening? You talked about there's more chargers. So, I guess tick on that one. What about those other things? Are we seeing that happening now?

Melanie Shufflebotham (17:08)

Yeah, I mean, think the change of government has helped. They have said that they are recommitting to the 2030 ban on sales of new petrol and diesel cars, which is good. There's a little bit of uncertainty as to what extent hybrids and plug-in hybrids are going to be included in that, but I think to me, that's a really good message out to the consumers that this is happening, because I think when Rishi pushed it back to 2035, a lot of consumers who were broadly open to having an electric car, just thought okay, I don't need to worry about that till 2035. But now I think that will bring that back to the

consciousness. So that's good. The other bit of policy is the ZEV mandate. Hopefully by the time this podcast goes out, that will all be 100% clarified. But the government is doing a quick consultation on that now. And from Zapmap's point of view, having certainty on the cars coming helps the certainty in the charging market. And so the charging market and the EVs are very much opposite sides of the coin. In order for the charging operators to invest, and they've stated they've got six billion pounds to invest, they need to be confident that the cars are going to come so that they've got a utilisation so that there's a decent business model for them. Because I think it's fair to say at the moment, especially on the high-powered side, they are installing ahead of demand, which is fine if you know that the demand's coming, but you can't sustain that for a long time. And I think the other side is this whole area of on-street charging. what do we do? There are 33% of households that don't have off-street parking over time. That is going to be important to be able to provide near home charging. And that is where this LEVI Fund, 450 million pounds, committed government revenue. And in fact, the government committed another 200 million pounds at the recent budget. So, I think the money is there. That's not really so much the issue. The issue is making sure that the planning rules are the correct planning rules in place, making sure that the relationship between the CPO is in, and the grid are all really good and that those connections are able to go through as quickly as possible and that's just a lot of communication that making sure that the tender process isn't too onerous so really that that those chargers can move through the pipe quickly and you know I think that has taken quite a long time but the tenders are coming out in the market. And when you talk to the local authorities, they seem reasonably confident by the back end of next year, there is going to start being thousands and tens of thousands of these local on-street chargers being rolled out, which I think will be really positive. They'll be on the street and then people will be going, oh, that's interesting. There's an electric car charging point there. Oh, maybe I could get one. Do you install chargers ahead of demand or do you wait for the EV drivers to shout? So, I do think it's a bit of both. It swings from one way to the other.

Toby Corballis (19:55)

There's a bit of chicken and egg going on, a bit of carrot and stick maybe, I don't know how to phrase it really. I see one of the bigger investors in Zapmap is a company called Good Energy and they're all around trying to be renewable energy into the grid. That's a great message. you're talking about this, but it's also walking the walk. And this morning, so it's Friday the 13th of December that we're recording this on, just in case anybody's watching and listening. This morning, I saw there was an announcement by Ed Miliband around trying to speed up that renewables process. So, building more onshore wind farms, solar across warehouse, rooftops, and so on. And in various car parks and what have you. Presumably that's good news for the industry because again, it's more certainty and we're a business performance management consultancy. We appreciate, as you've alluded to, business needs certainty. You can't keep flip-flopping around and saying maybe let's change a date because that removes certainty, introduces doubts, and then it gets people nervous about whether they invest. Do you see that announcement this morning as being a good, important milestone in those ambitions that you were talking about before?

Melanie Shufflebotham (21:17)

I think so. At the moment, we know that the grid is roughly 50% renewables at the moment, which is such a change from the 80s when it was mainly coal powered. And so that announcement to get to 95%, I think fantastic. It's an aspiration. I'm not on top of all the detail of the actual practicalities of it, but as a policy, I really like it. And in terms of linking to electric cars, we know that electric cars versus a petrol or diesel car are 30% more efficient at changing energy into forward motion anyway and then when you get all the benefits of having more of the electricity being produced by renewable energies the environmental impact just multiplies. Having a 95% renewable energy grid increases the benefit of the story for electric vehicles as well. Although of course many electric vehicle drivers already have solar panels, they're already driving their cars 100% renewable energy and a lot of the Charge Point Operators make sure that

they use renewable energy within their charging infrastructure. the overall idea of the grid getting to 95%, that increases the benefit of electric vehicles overall.

Toby Corballis (22:27)

I think one of the things is with electric vehicles, you've got the green side of it, which is the, you know, no emissions from the tailpipe because there's no tailpipe, but you've got a criticism sometimes from people that, well, you know, that not all the energy coming off the grid is green, right? But this is, you know, but you can, you can deal with that as a separate issue in a sense, because you're getting it greener and greener and greener as time marches on.

Melanie Shufflebotham (22:52)

Exactly, I mean, that's the whole thing is that already electric vehicles are, you know, as I say, 30% more efficient plus 50% of the grid is renewable, plus being zero emission means that, you know, when you're driving an electric vehicle in a city, air quality is much, much improved. You know, nothing to do with the emissions, the carbon emissions, but just from an air quality and health perspective. But yes, petrol and diesel, you know, it has served us well, but, you know, they've come to, that's come to the end of the road. There's a brave new world out there and shifting to renewable energy means that electric cars every year get better and better in terms of their environmental impact.

Toby Corballis (23:29)

You talked earlier about Zapmap's been on this journey. It started off as a spreadsheet that was a set of locations that went onto a sort of Google Map thing. And over the years, you've added more and more features, and I guess products. What's next for Zapmap? Where do you go next? Have you got big ideas? Have you got more things coming? Are we allowed to know?

Melanie Shufflebotham (23:52)

Yes, I think so. I mean, I think as we've gone from, you know when we started the spreadsheet, I mean, we're a million miles away from a spreadsheet, with a spreadsheet now, but that was our humble origins. And at that time there was maybe 1% of all new cars were electric. Last month, 25% of all new cars were pure electric. So, the market has shifted on dramatically. So, I think where we're moving to is one is that there's, whereas before most of the EV drivers were pioneers or early adopters. Now we are shifting into the mass market of standard drivers and really then they're not particularly interested in, well some of them are, but a lot of them, they just want to get in their car, and they want it to work. And we see our role as Zapmap in helping that, making this experience as easy as possible, but also giving them confidence when they're out and about. So, what's next? I think one thing is just providing more features that audiences... so we've already alluded to the fact that some drivers have, and most drivers are able to charge at home so that they've got different needs than the ones who are not able to drive at home so have a slightly differentiated sort of proposition for that. Secondly, it's about linking into the whole end-to-end experience, so linking up home charging where you might have your solar panels. Link and air source heat pumps into your battery and linking back to public charging. So that's really why we've done this partnership with Hive, the Eco-to-Home experts. Their brand is known as being all about smart metering, but they've expanded into also installing solar panels, installing air source heat pumps and, critically, EV chargers. So, from next year, we will be offering Hive customers – part of Centrica and British Gas – as they move down their sort of decarbonisation journey with an electric vehicle and an EV charger, they can also have an away experience with us that will make it more affordable but also sort of more joined-up, because I think people will increasingly get much more familiar with what is a kilowatt hour and be sort of balancing their energy and I think in ten years' time this will be much... it'll be a much easier conversation for people that... whereas now, at the moment, they just don't really get what is a kilowatt hour, or some people do, but a lot of people are confused... that they understand mpg, they

understand whatever the pet- I haven't driven a petrol car for a while but you know whatever that is cost per, not gallon, litre, that's it, per litre. So, all of those things will be there. So, we're continuing to sort of support the driver with end-to-end experience. And I think also, again, we talk about there not being enough chargers. For me, at some point, there's just going to be, not necessarily too many, but there'll be a lot of competition. So, we already see that in some motorway service areas. There's maybe two or three operators there, so there is going to be price competition. So that's when it's all about offering drivers incentives, discounts, rewards, because the Charge Point Operators are going to want to get people to use their chargers, so providing them a more holistic solution that makes them happy, you know, a positive experience of charging.

Toby Corballis (26:53)

So actually, I think that tie up with Hive – by the way, very exciting – was at Everything Electric in Farnborough in October, and I saw that you and Hive were announcing that tie up there. So well done on that. I think it's really important moving forward. One of the things that people think about is the pricing of when I go to charge on the public charger, and people often think that it's the CPO that's sort of gouging them. I don't think it is. I think the reality is that, sadly, we still have electricity prices that are very much pegged to gas prices. As we get more renewables generating the electricity onto the grid, do you think there's a chance that we can decouple that so that then people can price based on the electricity generation from what it's being generated from rather than being pegged to a gas price that is quite expensive?

Melanie Shufflebotham (27:50)

I mean it must come, mustn't it? If by 2030 it's going to be 95% renewables, I mean that is what's going to be driving the price. So, I think, you know, that is, I'm not a huge expert in the technicalities of that, but to me it makes sense that if renewable energy is cheaper, why we're pegging it to the gas price, you know, to me is a little bit of anathema. So yes, I think that shift will happen, and I understand there's discussions in

terms of policy. back onto that pricing issue. We, at Zapmap, we're tracking the pricing of paying on public charging and also charging at home so we up to... we have a price index. We use a weighted average prices so we look at all the sessions that are being, the cars are having, on the public network and then we apply the price that is being paid by each network to get a weighted average, so we track that everyone can see that update that once a month the rapid and ultra rapid the sort of sub fifty kilowatts sort of low powered chargers and then the price cap that people pay at home, and then the sort of average that you might pay if you're having a very specific EV tariff. So we've got that on the website; we're tracking that. Then what we do is look at typical personas. So, we know that from our survey that 70% of drivers charge at home and use the network 20% of the time. They're a little persona called John and Rosa. And John and Rosa, when you sort of calculate that out, they're paying about six pence a mile versus petrol: a VW Golf around 14 pence a mile. So, there is a clear financial benefit for driving electric there and that only gets cheaper if you're adding solar panels, et cetera, or yeah, or able to find a bit of free charging. But then when you look at Chris, our persona, our kind of profile, who only drives on, who only uses the public network, then the economics don't add up quite so much because he is around 18 pence. So, depending on what type of petrol or diesel car you are, it's at parity or even a little bit more than using a petrol or diesel car, which of course doesn't really make sense. So that's when I think we need to look at what can we do as a broad industry to bring down those pricing, because the prices we're paying on public charging on high power chargers is higher than when you go to France and Germany. And I've heard Vicky Read from Charge UK speaks very well about this, that it's the discrepancy on the... VAT – domestic, public – It's also these really high standing charges that they have to pay that is there's really, I think they say a thousand percent up and yes, of course, the actual price of the electricity as well. So, you know, I feel that it's a known issue. Hopefully the industry will be working through that and seeing how those prices can be brought down so that it's really seen as a positive on a financial basis as well.

Toby Corballis (30:35)

So I've got an EV and I don't have charging at home.

Melanie Shufflebotham (30:40)

You're Chris, are you?

Toby Corballis (30:41)

I'm sort of Chris, I think. But I did keep a spreadsheet of my own for about six months where I worked out exactly how much it was costing me for every kilometre based on things like, did I go to an ultra-rapid or do I go to rapid, or do I just go to an on street one? And the prices are different. So, I can't remember exactly what the price per mile was, but it was something like 70% of the cost of using petrol. So, it was less expensive for me, but then I haven't used a lot of rapid chargers. I was using a lot of local on street charging.

Melanie Shufflebotham (31:15)

Yeah, absolutely, and we've got a middle persona who is broadly that, so uses a bit of workplace charging, a bit of on the street charging, you know, and very occasionally uses a rapid charger and they come out, I think at around 10 or 12 pence a mile. So that maybe, you maybe that's your, maybe I'll call it the Toby persona.

Toby Corballis (31:33)

Fame at last! Taken me all this time. Melanie, it's been really fun talking with you. If people want to know more about Zapmap, obviously zap-map.com.

Melanie Shufflebotham (31:46)

Zapmap.com will also get you there, the website... you can download the app from there, find out all about the features. We've also got a whole section which is aiming to help people who are thinking, "yeah, I'd quite like an electric car." Then they go, what

about charging? Go to Zapmap, we've got loads of guides around beginner's guide to electric charging, cost to charge, time to charge, charging guides for all the different models. So, there's a whole lot of information there. And we've also got my favourite page, which is the stats page, because I'm a bit of a data nerd. So that's where you can see all the price index. You can see how many chargers are being installed, how many EVs there are on the road. So, if that floats your boat, you can go there. And we've also got a business section if you're a business.

Toby Corballis (32:29)

So, a real font of all knowledge around things like EV charging and huge amounts of stats and reviews and obviously the charging itself, like the availability of chargers and where they are located in your neighbourhood. Yes, an excellent resource if you are thinking of, well, an excellent resource if you're thinking of becoming an EV driver, also an excellent resource if you happen to be one.

Melanie Shufflebotham (32:55)

That's our core, you know, that is what we're, you know, we are trying to give EV drivers confidence when they're out and about and also just a bit of extra information as well.

Toby Corballis (33:04)

And let's just call out, you mentioned on the business side as well, let's just call that out a little bit more because there are a lot of businesses trying to decarbonise and where do they go for info or they can come here and they can get a lot of the info they need. at Zapmap, is that right?

Melanie Shufflebotham (33:18)

Yeah, I mean, we actually don't specially focus on information for businesses. I mean, more thinking about business products. we, you we've already talked about insights. So

that's one thing, but we also, because we've got this big audience of EV drivers, we offer advertising on the app. So, people want to reach drivers, EV drivers, you know, insurance companies, rental companies, car manufacturers. We have a nice base. So, we have a nice media proposition that people can reach EV drivers if they want, and a number of APIs.

Toby Corballis (33:47)

Okay, well look, what we'll do is we'll put some links below the show notes for this episode so that people can click through to Zapmap, can visit your site, also remind people that there's an app that's available for Android and for iOS so that they can also see that in real time as well and plan their journeys, which is very useful so they can plan their stops as they need to. Thank you for talking to us, it's been a lot of fun and good luck.

Melanie Shufflebotham (34:15)

Brilliant. Well thanks for having me and yeah, it's been fun to chat.