

Team behind Plugsurfing and Allego starts AI supported SaaS platform for EV Charging



Former Plugsurfing co-founder and CEO Jacob van Zonneveld and Allego CIO Marc Diks have banded together to found Deftpower, a new intelligent charging platform aimed at businesses looking to enter the EV charging market in Europe. Deftpower makes it extremely easy for businesses like car manufacturers, leasing companies and electricity companies to build a strong relationship with their electric car driving customers.

Amsterdam, 22.02.2021 – For electric car drivers, the charging experience of today is fraught with frustration. Unclear prices, incorrect bills and inaccessible charging networks are just a few of a long list of hindrances. Until today, car manufacturers, fleet managers and utilities have not been able to easily provide their customers with a satisfying charging solution that makes EV drivers love their brand.

To help break through the complexity of the EV charging ecosystem and make it easier and more cost efficient for businesses to access the EV market, Deftpower has launched an AI supported software-as-a-service platform. The platform offers an enhanced user experience through its premium charging app, connecting fleet managers and EV drivers to hundreds of charge point operators. This allows businesses to effortlessly bundle EV charging into their wider service offering and puts them in the driver's seat in a market that is only just taking off.

Deftpower recognises that car manufacturers, electricity companies and leasing companies see a huge potential in building a relationship with the EV Driver but struggle to break through the market's complexity and deliver the desired customer experience. The Deftpower SaaS product reduces the size of the investment and time-to-market needed to deliver a compelling user experience by up to 80%. Soon, a charging app in any brand can be launched within a day.

In their former roles as co-founder and CEO of Plugsurfing and CIO of Allego Jacob and Marc have built successful businesses in EV that are now household names in the market. Deftpower is taking the strengths of AI, tech and software several steps further in making EV charging a profitable and delightful customer experience. Marc and Jacob are joined

in their founding team by Remco Tjeerdsma, who previously worked for Allego and is an IT-expert in the domain of communication and scalability.

Deftpower has already launched its first B2B customers and will be enabling more businesses to enter the EV market soon.

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