

Pause Awards '23

Sample Entry Answers Template



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DISCLAIMER: This invaluable resource, though based on a fictional company and made-up results, presents a clear structure and format that your submission should follow.

Intro

Award-Worthy Qualities

Why should your company's initiative win an award? 400 characters

What makes it unique, creative, or innovative? Highlight the key aspects of your initiative that set it apart. Emphasise its uniqueness, creativity, or innovative approach.

GridFlex, from Chargex, embodies a radical shift in the EV and solar arena by combining SaaS with intelligent charging. Its pioneering design facilitates optimised charging schedules considering grid demand, user behaviour and energy prices. It's a forerunner in the EV charging world, with over 400 stations within Australia in year one, making it a worthy candidate for recognition.

Elevator Pitch

What's your elevator pitch? (one liner) 400 characters

Present your business as you would to an investor, friend, or parent in a concise and compelling manner. Craft a brief and engaging summary of your business, focusing on its key features, benefits, and potential customers.

Discover GridFlex by Chargex - the new age of EV+Home charging. Our groundbreaking SaaS tool leverages AI to ensure efficient and affordable EV+Home charging. GridFlex is not just an EV charger - it's a revolution in sustainable domestic and mobility electric power.

Background

Driving Factors

Describe the situation and driving factors that led to the implementation of the initiative? 400 characters

Explain the context and events that prompted your decision to launch the initiative. Include relevant market trends, industry changes, or business challenges.

With EV adoption soaring, the burden on the grid increasing, energy costs fluctuating, and sustainability needs rising, we envisaged GridFlex. A smart EV charging solution that efficiently adjusts to grid demand, user preferences, and energy costs, aiding green energy consumption and curbing climate change.

Business/Brand Challenge

Explain the challenges faced by the business or brand and how they impacted your operations? 800 characters

Provide a clear description of the specific challenges your business or brand encountered. Detail how these challenges affected your performance, growth, or market position.

We faced the challenge of synchronising EV charging with grid demand, varying energy prices, and user habits amidst varying state laws. We required a solution that could intelligently handle complex data, operate in real-time, optimise energy use, ensuring user-friendliness and cost-efficiency.

We needed a solution that was not just technically sound but also user-friendly and we needed local partners to deliver and manufacture it. So the challenges were on both sides of the coin. In response, we partnered with NeoData, EVita, and Gridded to overcome these challenges.

Specific Objectives

Outline your top three objectives in detail? 400 characters

Examples may include awareness, consumer behaviour, brand health, or sales success. List your primary objectives and explain their importance to the overall initiative. Use bullet points or numbered lists for clarity.

- **Intelligent EV Charging Solution:** We devised an AI-driven solution that intelligently manages user charging habits, grid demand, and energy costs.
- **Grid Stability Improvement:** GridFlex reduces grid strain by moving EV charging to off-peak hours, averting potential grid failures.
- **User Convenience:** GridFlex offers automated, personalised, and cost-optimised charging schedules for a seamless UX.

Smart tactics - SCORES 30%

Challenge Resolution

Clearly explain how you resolved the business challenge? 800 characters

What tactics and methods have you used? Provide a concise overview of your approach, focusing on the key tactics and methods used. Include concrete examples where possible.

We utilised Design Thinking, data analytics, and machine learning to design GridFlex. We engaged with over 70 EV drivers, to find out what their issues were, and we tested our early prototypes with them to see how they were using it.

We then used this knowledge to build user patterns, evaluate grid demand and schedules charging during off-peak hours. We've built simple UX that prioritises user convenience with a user-friendly interface and timely notifications, ensuring a seamless charging experience. By combining sophisticated technology with an understanding of user needs, we created a solution that caters to the requirements of the EV charging ecosystem today.

The breakthrough moment

The breakthrough moment!? 800 characters

Describe clearly the pivotal point in your strategy. Include relevant details such as POS, research, churn, market penetration, social influences, and data analysis. Share a specific instance that led to a turning point in your strategy. Ensure your explanation is clear and directly relates to your overall approach.

Our eureka moment was when GridFlex, during pilot testing, successfully optimised EV charging schedules based on real-time grid demand and energy price fluctuations. It was a validation of our concept, proving that our solution could substantially lower energy costs while aiding grid stability. This moment of breakthrough galvanised our belief in our product and its potential to revolutionise EV charging.

And the second part of the breakthrough is the partnership with the South Australian government to roll out the charging stations in the state. Although our hypothesis was to offer value that others can't match, we needed a partner that will help us get this tech on the road and be used so that we can move to the next phase.

Competitive Differentiation

How does your solution stand out from competitors? 400 characters

What unique pain points does it address for customers? Highlight your solution's unique features and benefits. Use bullet points or numbered lists to clearly outline how it differs from competitors' offerings.

GridFlex's distinguishing feature lies in its intelligent demand-response charging, synchronising user needs, grid demand, and energy costs. Its AI-enabled, user-centric design stands out among other EV charging solutions. We're not just providing charging solutions; we're offering data-driven insights into energy efficiency.

Business success - SCORES 30%

Commercial Results

Share details of the commercial success and outcomes of the initiative? 800 characters

Include specific percentages in profit, performance, sales, engagement, and market share growth. Present a comprehensive list of results, supported by data and evidence. Organise your response using bullet points or clear headings for easy evaluation. Having more results will strengthen your entry.

The introduction of GridFlex led to a 50% profit surge, 30% sales increase, and a 20% market share expansion. We observed a 40% rise in customer engagement, demonstrating our product's commercial success and resilience despite economic disruptions.

After breaking ground with our advanced AI-driven solution in the first year, we saw a staggering 320% growth in our revenue in the following year, a 190% increase in the subsequent year, and an unprecedented 240% surge in the last year.

This significant rise occurred amidst global disruptions and economic downturns, demonstrating our robustness and resilience. Today, we have over 600 charging stations (25% increase YoY) and contribute to growing confidence in EV purchases in Australia.

Brand Reputation & Positioning

How has the initiative enhanced the brand's reputation and positioning in the market? 800 characters

Provide examples, such as increased awareness, consideration, preference, or purchase intent. Explain the initiative's impact on the brand's standing. Use concrete examples and data to illustrate improvements in brand reputation and positioning.

GridFlex solidified Chargex's standing as an innovative, sustainability-driven EV solutions provider, recording a 35% rise in brand preference and a 40% increase in purchase intent. Our charging stations are on the key roads connecting SA state with the rest of the country, and we're the largest grid after Tesla. Our app doesn't just work with EV's, customers can use it for solar roofs and Tesla's Powerwall, pretty much anything that plugs into the grid.

The increased brand equity across our ecosystem of devices is indicative of the positive market response to our innovative product. By offering a unique solution to a complex challenge, we have carved out a distinct space for Chargex in the competitive EV and solar market.

Key Success Metrics

List the primary metrics used to evaluate the initiative's success? 400 characters

Provide a concise list of the most relevant success metrics. Ensure that each metric is clearly defined and directly linked to the initiative's goals. Examples include, but are not limited to: sales, ROI, NPS, operational processes, and KPIs.

- **Sales Growth:** Our innovative approach led to a robust 30% sales increase.
- **Market Share:** Our innovative product helped us expand our market share by 20%.
- **Customer Engagement:** User-friendly and cost-effective features contributed to a 40% rise in customer interaction.
- **Brand Preference and Purchase Intent:** We saw a 35% increase in brand preference and a 40% rise in purchase intent.

Positive impact - SCORES 40%

Stakeholder Impact

Describe the initiative's impact on customers, staff, and stakeholders? 800 characters

How have people responded to your efforts? Share specific examples of the initiative's effects on various stakeholders. Emphasise the positive reactions and outcomes that resulted from your efforts.

GridFlex's intelligent charging solution has created a significant impact on customers, staff, and stakeholders.

- Divested \$500M from companies and partners using fossil fuels
- Customers can now see the tangible impact they are making through dashboard on our app, how much they are saving and contributing to environment
- Grew our team 150% and all of them have company shares
- All employees are involved in the process and take pride in the company's innovative solution
- Our series A investment round raised \$12M in capital for expanding nationally
- Stakeholders are excited working with a company that has a positive impact on environment
- Our unique dashboard allows customers to visualise their impact on the environment

Evidence of Positive Impact

Showcase evidence that demonstrates the positive effects of your initiative?

800 characters

Present a compelling selection of quotes, stories, or results that highlight the positive impact of your initiative. Ensure each piece of evidence directly supports your claims.

GridFlex prevents, on average, 60kg of CO2 emissions from entering the atmosphere. A B-Corp certified organisation, we're striving towards UN SDGs and transforming the perception and execution of EV charging. We are a Brisbane based company with plans to launch in the US in 2024, followed by Canada and Europe.

A customer quote: "GridFlex transformed my EV experience. The cost-savings and convenience are phenomenal. It's the future of EV charging. I'm convinced to never return to standard chargers." We are the best alternative to Tesla charging stations, and are partnering with them to keep rolling out the charging stations but also support the smart home devices into smart living, one app for all.

Market Impact

Explain the consequences of the initiative's implementation in the market?

400 characters

What changes occurred after it went live? Detail the market changes that took place following the initiative's launch. Provide concrete examples and data to illustrate the impact on the industry or market as a whole.

Our successful launch with the South Australian government and the 'Tour de SA' campaign significantly boosted EV sales. This launch, coupled with our technology, has imbued the people of South Australia with a sense of living in a progressive state. The government has pledged to go fully electric by 2040, further endorsing our influence in the market.

— ENDS —

For all other questions please get in touch with Pause Awards via info@pauseawards.com or you can book [Info Session](#) until September to go over burning questions, alternatively most answers to questions can be found on our FAQ page, [here](#).