Solving the biggest barriers cities face in the deployment of public EV charging

it's electric

AARIAN MARSHALL MATT SIMON BUSINESS JAN 24, 2022 7:00 AM

Wait, So Where Will Urbanites Charge Their EVs?

Homeowners with garages can easily charge their electric cars, but not apartment dwellers. Here's what it'll take to get plugs everywhere in cities.

'Charger Desert' in Big Cities Keeps Electric Cars From Mainstream

For city dwellers who would love an E.V., the biggest hurdle might be keeping it juiced up without a garage or other convenient charging stations.

1M public L2 chargers are needed in the US by 2030

For the 48 million EVs expected
on the road by the same date

(Currently the US has 126,000 chargers)

1.2M Public Chargers Needed. 1M of those L2
Source: NREL / The White House 06.23

126k Current Public Level 2 Chargers In the US
Source: S&P Global Mobility 01.23

Bloomberg projects higher need at 2.2M
Source: Bloomberg NEF 06.23

itselectric is the world's first public charging system powered by buildings

Solving the biggest barrier cities face in the deployment of chargers

We utilize existing residential and commercial infrastructure to power our chargers

We simply run a shallow conduit from the building's panel to the curb to power a public charger

We are also the first US company to offer a **detachable cable**

Keeping streets free of cables when a car is not charging

There are no hardware or installation costs for cities or for property owners

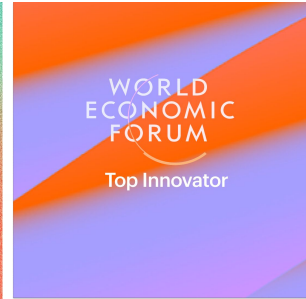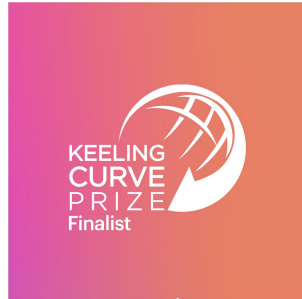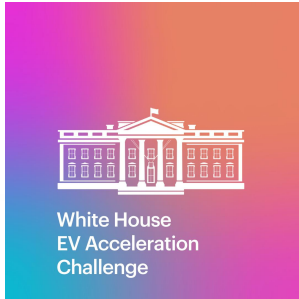We are the only curbside charging company with revenue share

Forbes

FORBES > INNOVATION > TRANSPORTATION

Hyundai And Itselectric Pilot Curbside EV Charging In Brooklyn

U.S.News & WORLD REPORT

New York to Pilot Revenue-Sharing EV Charging

The U.S. has many "charging deserts" where EV owners have no place to plug in. itselectric is proposing an urban model where property owners gain revenue from free chargers installed at their locations. New York City has a pilot program.

it's electric
Wins the 2023 SXSW
Innovation Award

SXSW

White House
EV Acceleration
Challenge

KEELING
CURVE
PRIZE
Finalist

it's electric
Wins Fast Company's
2023 Innovation by Design Awards
for Sustainability

FAST COMPANY

it's electric
Wins the 2023 Fast Company
Next Big Things in Tech Award
for Sustainability

FAST COMPANY

WORLD
ECONOMIC
FORUM
Top Innovator

CRAIN'S
NEW YORK BUSINESS

The Atlantic

Forbes

MONOCLE

THE
WALL STREET
JOURNAL.

Clean Technica

U.S.News
& WORLD REPORT

Grist

WORLD
ECONOMIC
FORUM

The future
it's electric
tiya@itselectric.us