



# Fleet Hero Conference 2016

## London Transport Museum

**24<sup>th</sup> November 2016**

# **Phil Eaves**

## **Farmdrop**



*farmdrop*

## The food chain is broken.

Mass-produced food transported around the globe.

Customer gets food 105 hours after leaving the producer.\*



Producer gets less than half of the retail price.

Source: IGD supply chain analysis benchmarking report



**Mission: Fix the food chain**

# A fresh food marketplace.

For  
Producers

The best  
ever way  
of selling  
food



For  
Customers

5x fresher  
food, better  
service, and  
“feel-good”

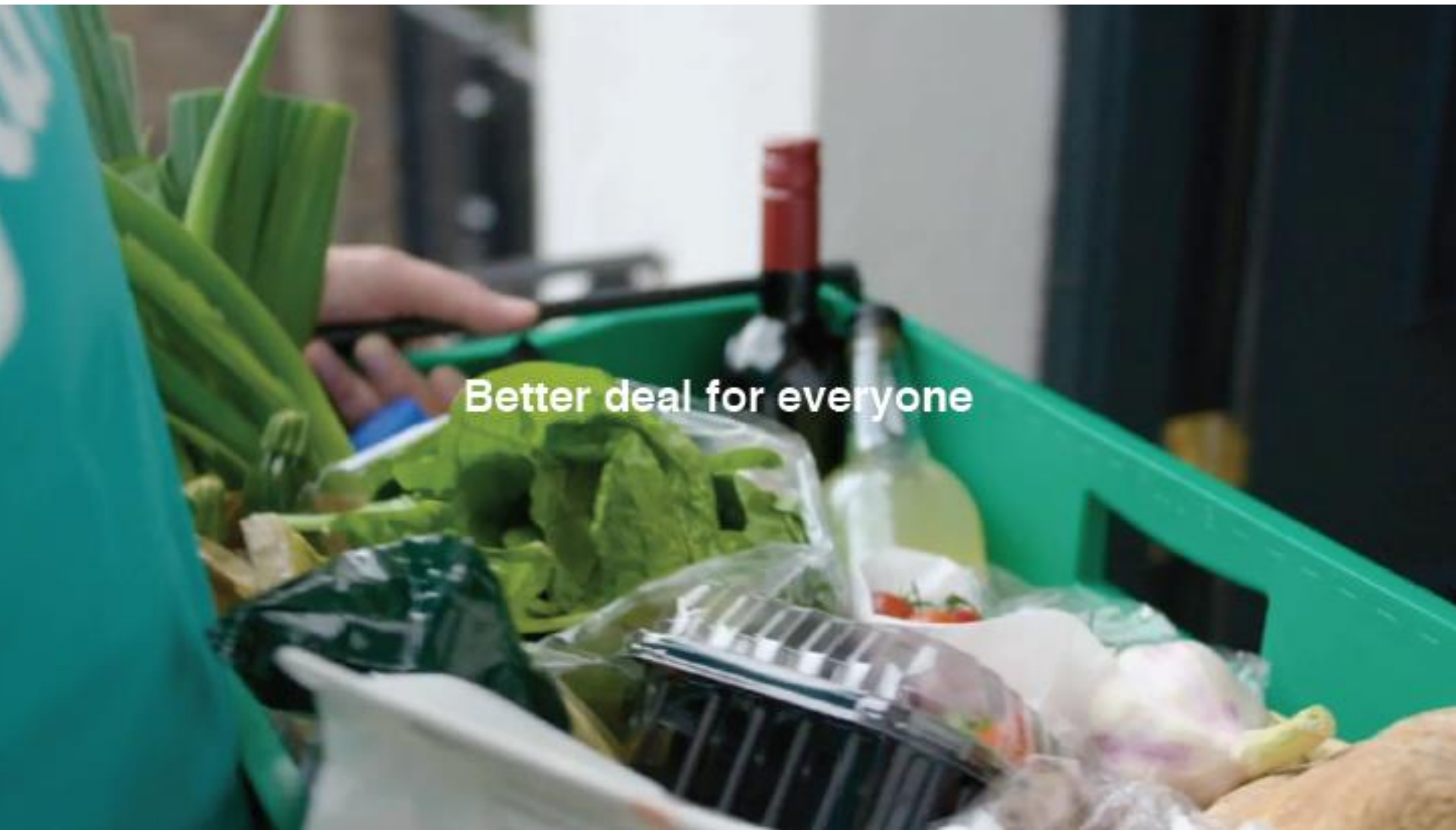
**Click-to-harvest = zero waste**



## How it works







**Better deal for everyone**

Why electric?



## Why electric & what's important?

- Zero tailpipe emissions
- Capacity and range
- Running costs
- Leasing option and ability to grow the fleet



Challenges



## Challenges

- AM / PM customer delivery windows
- Linking battery range to route planning
- Charging speed and ability to rapid charge
- Vehicle fill
- Temperature control of food
- Driver training



A close-up photograph of a hand holding a bunch of fresh, orange carrots with their green leafy tops. The carrots are slightly dirty, suggesting they are freshly harvested. The background is a dark blue, textured fabric, possibly a shirt or jacket. The lighting is soft, highlighting the texture of the carrots and the hand.

**The future**

## The future?

- More orders on a van
- EV market progression - faster the better
- Continued battery capability development
- LoCity and Go Ultra Low involvement

The LoCity logo is displayed on a dark grey rectangular background. The word "Lo" is in a light yellow color, and "CITY" is in white. The letters are in a bold, sans-serif font.

LoCITY

The Go Ultra Low Company logo is on a green square background. It features a large white letter 'G' with a white arrow pointing to the right, all enclosed in a white square border. Below the 'G' is the text "Go Ultra Low" and "COMPANY" in white, with a small white cloud icon to the right of "COMPANY".

Go Ultra Low  
COMPANY

*farmdrop*

