

Transforming Corsica: A Journey of Entrepreneurship and Innovation

How we built 400 charging points in 24 months, imported 1,000 electric cars, and overcame impossible challenges.

Who is eMarkus?

**Entrepreneur and innovator since 42 years.
Started my first company as I was 16 yrs old
I am Software Coder.**

Developed Word Process Software in HexCode in 1984.

Developed one of first Internet based Hotelbooking engines in 1997

Developed one of first Web based eProcurement Systems in 2004

Working in the EV industry since 2016.

Built a sustainable mobility network on Corsica.

**Overcame challenges like COVID, supply chain issues
and more.**

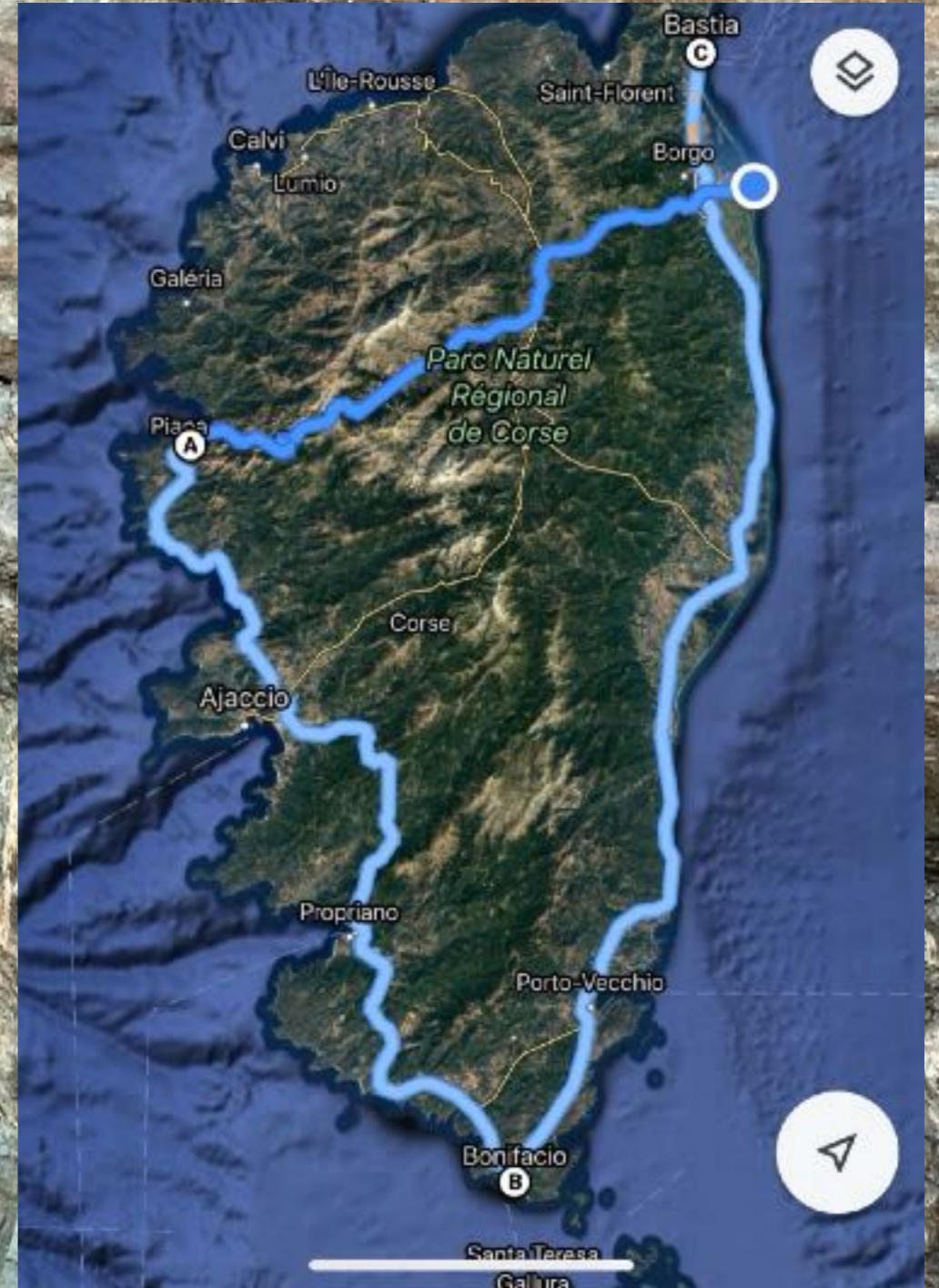


How to charge an Island?

Using Corsica as an example.
Imagine Corsica.

How to charge an Island?

A large island.





The roads are narrow.

Now, do we all have Corsica in mind?



**Now, imagine further:
You walk into a restaurant in Vienna.**




In the restaurant in Vienna, there's a man with a beard, stubble, sitting all alone.



**Jackpot.
The next two hours changed my life.**



**Pause.
One year.
And then, on October 2, 2019, my phone rang.**



**On November 16, I got a call again.
From Corsica. Problem.**



**On November 17, I was back in Corsica.
2019. And I listened to the whole drama.**



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Please apply forthwith for visa at the Embassy (Consulate General /Consulate / Office) of the P.R China in AUSTRIA or the Commissioner's Office of the Foreign Ministry of the P.R China in OTHER COUNTRY SAR With this Letter.

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被邀请人情况 Information of the Invited				
外文姓名 Full Name MARKUS DOLD	性别 Sex Male	出生日期 Date of Birth 1966.3.12	国籍 Nationality GERMAN	护照号码 Passport No C96853576
申请签证有效期 Validity of Visa Intended to Apply 2019.12-2020.1	拟入境次数 Number of Entries MULTIPLE	最长停留天数 Longest Stay 30 days		
拟入境日期 Date of First Entry 2019.12.15	访问地点 Places to Visit Jurong, Jiangsu	事由 Purpose of Visit Business Meeting		
联系人 Contact Person Wang Wan Lei	被授权单位盖章 Seal 			
电话 Tel 0086 511 80776155 0086 15861151263				
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DEC 13 th , 2019				

A day later, I had €25,000 in travel funds in my account.

Back in Vienna, I went to the Chinese embassy to apply for a visa and sold my taxi business.



I found Marco on LinkedIn.



Since it's better to stand on two feet, I searched LinkedIn for more contacts in the automotive industry in China. That's how I found Alex.



To cut a long story short, by January 5, 2020, I had secured the 1,000 cars. And returned to Europe.



In January, back in Corsica, we selected the sites. I was out with the mayor, and we started building charging stations.

Every day.

200 stations.

400 cables for 400 cars charging simultaneously.

Spread across the entire island.

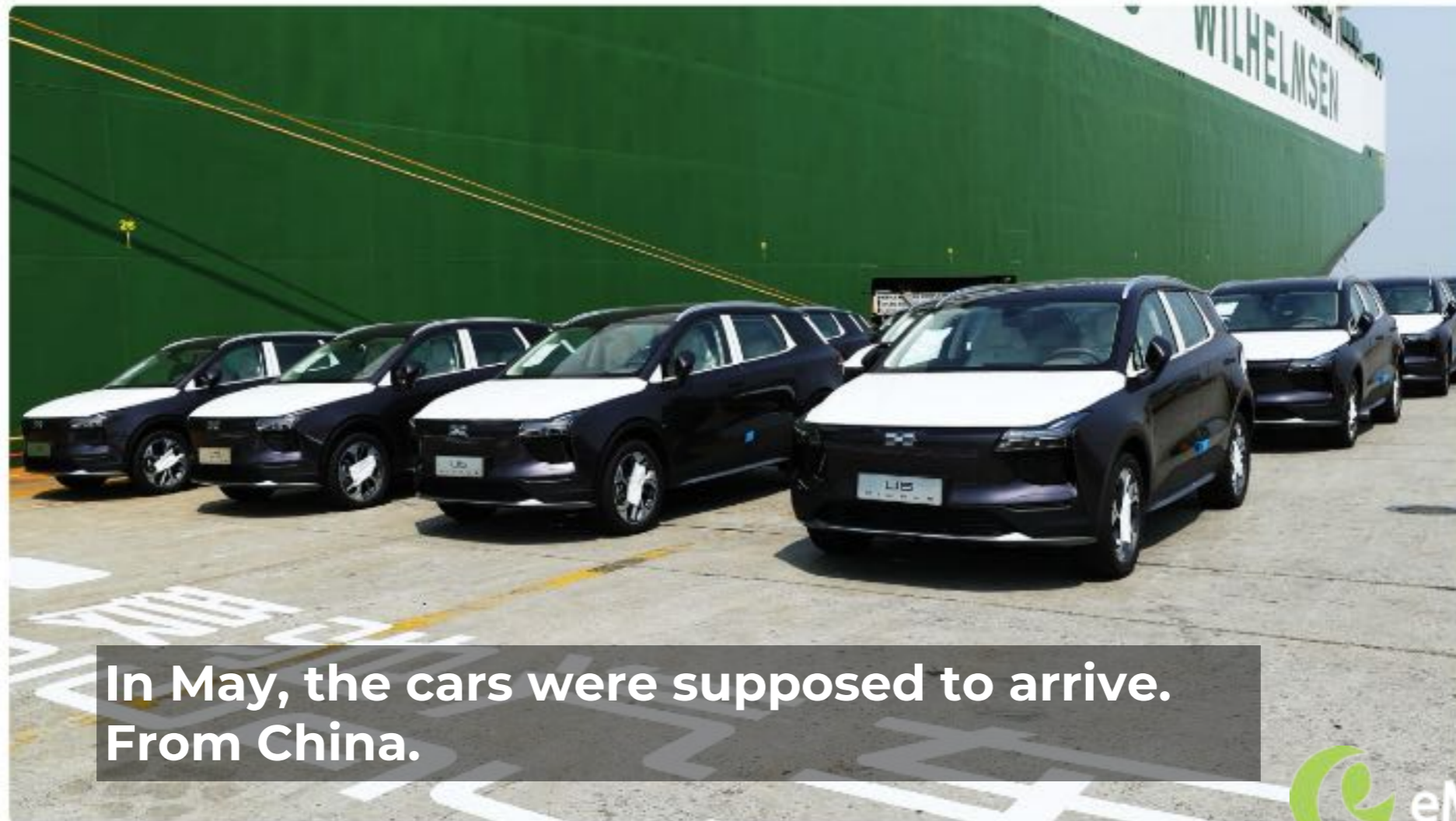
NEWS

500 Aiways U5 Electric SUVs Leave China Factory To Become Rentals In Corsica

The Aiways U5 is the first Chinese electric SUV to officially launch in Europe



BY CRISTIAN GNATICOV JUNE 4, 2020 AT 11:03 13



In May, the cars were supposed to arrive. From China.



Aiways has started shipping the U5 electric SUV to Europe, where the first cars will arrive in July.

500 AIWAYS electric SUVs on their way to France, as part of the Electrify Corsica project

26 May 2020



Shanghai-based **AIWAYS** has announced that transporters loaded with the first batch of U5 smart **electric SUVs custom for the European market** left the company's "super smart factory" in Shangrao, Jiangxi Province on May 23. They are headed to the **island of Corsica in the Mediterranean Sea.**

The big caveat, though, is that they are not going to be sold to private individuals there, but rather to **Filippi Auto SA**, the company that will integrate the U5s into its rental fleet as early as this summer.

Filippi Auto, interestingly, is the oldest franchisee of **Hertz**, the global leader in the car rental industry that just filed for Chapter 11 reorganization on May 22, the day before the batch of U5s left Shangrao. It has now become AIWAYS's first major customer in Europe. AIWAYS recently signed an agreement with Filippi Auto to supply the Corsica car rental company with 500 U5s as part of the **Electrify Corsica project** on the Mediterranean island.

But AIWAYS sent us the first 500 cars from the factory without a number in France. The manufacturer didn't have one.



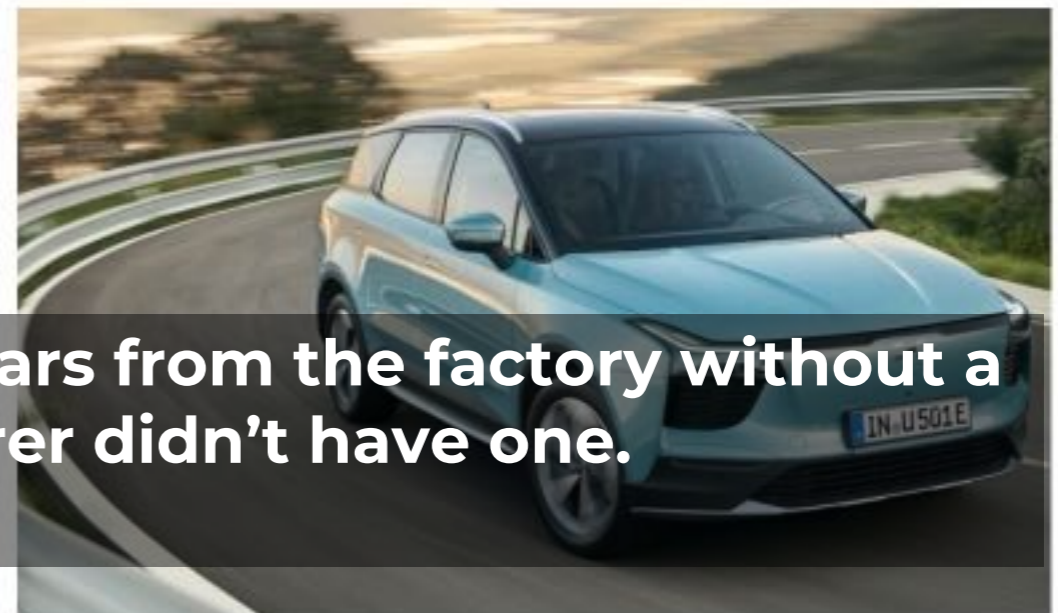
Always EV China Auto Export Info

Hundreds Aiways U5 as rental car on French island Corsica

By TURBO11030 2020-05-21



Hundreds Aiways U5 as rental car on French island Corsica



The first major order is a fact. In Corsica, the local Hertz branch is committed to electric driving with conviction. There is a real program going on on the French island, under the name Electrify Corsica is fully committed to significant emissions savings and environmental measures. Further details of the program



Since then, I always do one thing first with a single item.






So what did we do? We considered registering the cars in Germany



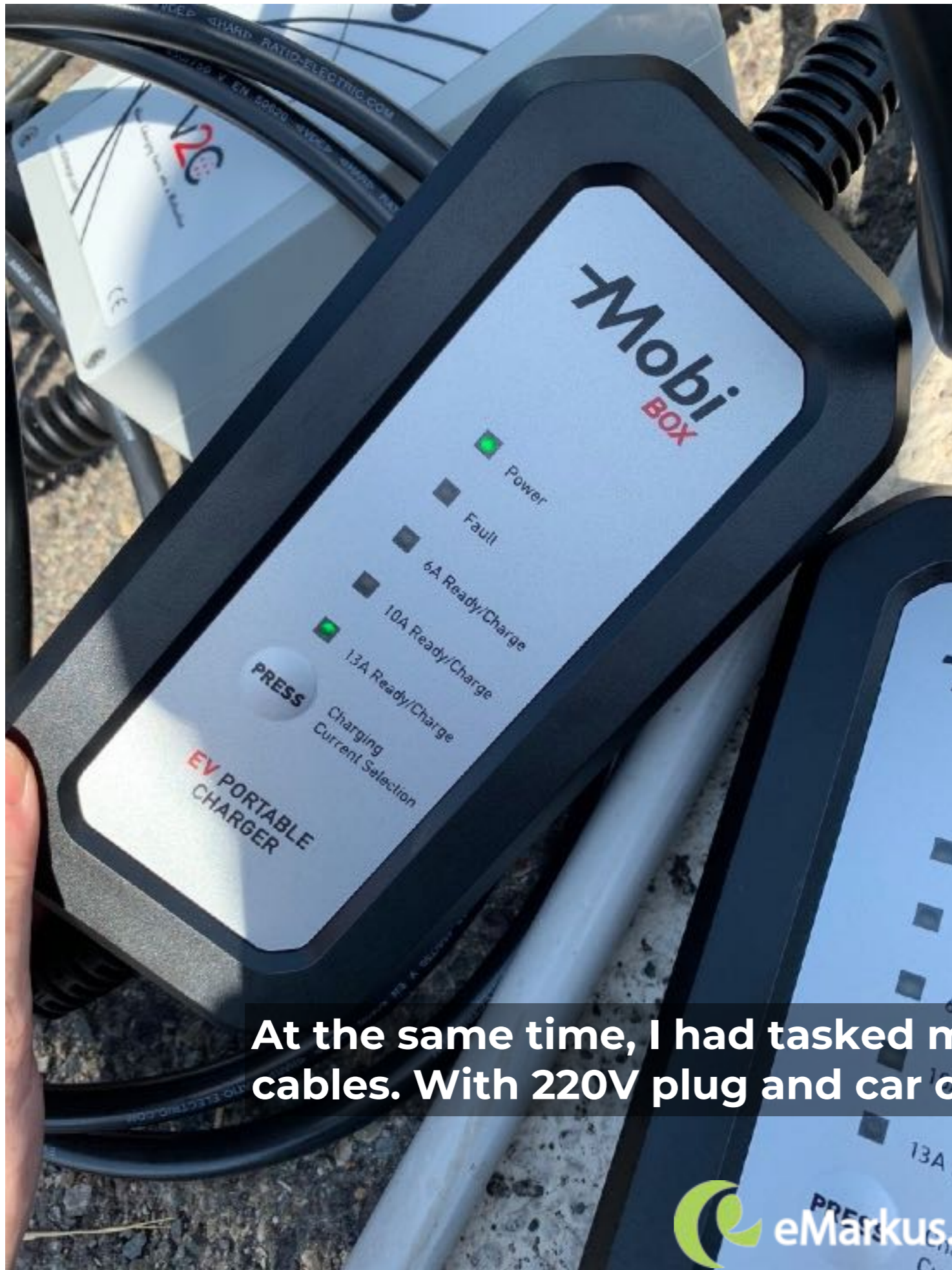
New attempt. Finally AIWAYS was registered in France as a Manufacturer and we could register the cars and together with some Renault Zoe and MG ZS from Shanghai Automotive we had the 1,000 cars in Corsica ready to drive. But in June, the season had already started. New problem.

A man with short, light-colored hair and sunglasses is shown in profile on the left side of the frame, looking towards the right. The background is a vast, blue, textured landscape that resembles a large body of water or a vast field of small, blue, rounded objects. The sky is bright and blue with some wispy clouds. The overall scene is bright and expansive.

**Remember, as an entrepreneur,
there are new problems every day.
An entrepreneur isn't necessarily
someone with a brilliant idea.
An entrepreneur is someone
who can solve problems efficiently,
quickly, and cost-effectively.**



The charging stations weren't ready yet. We had ordered 40 fast-charging stations from China, and they were delayed.

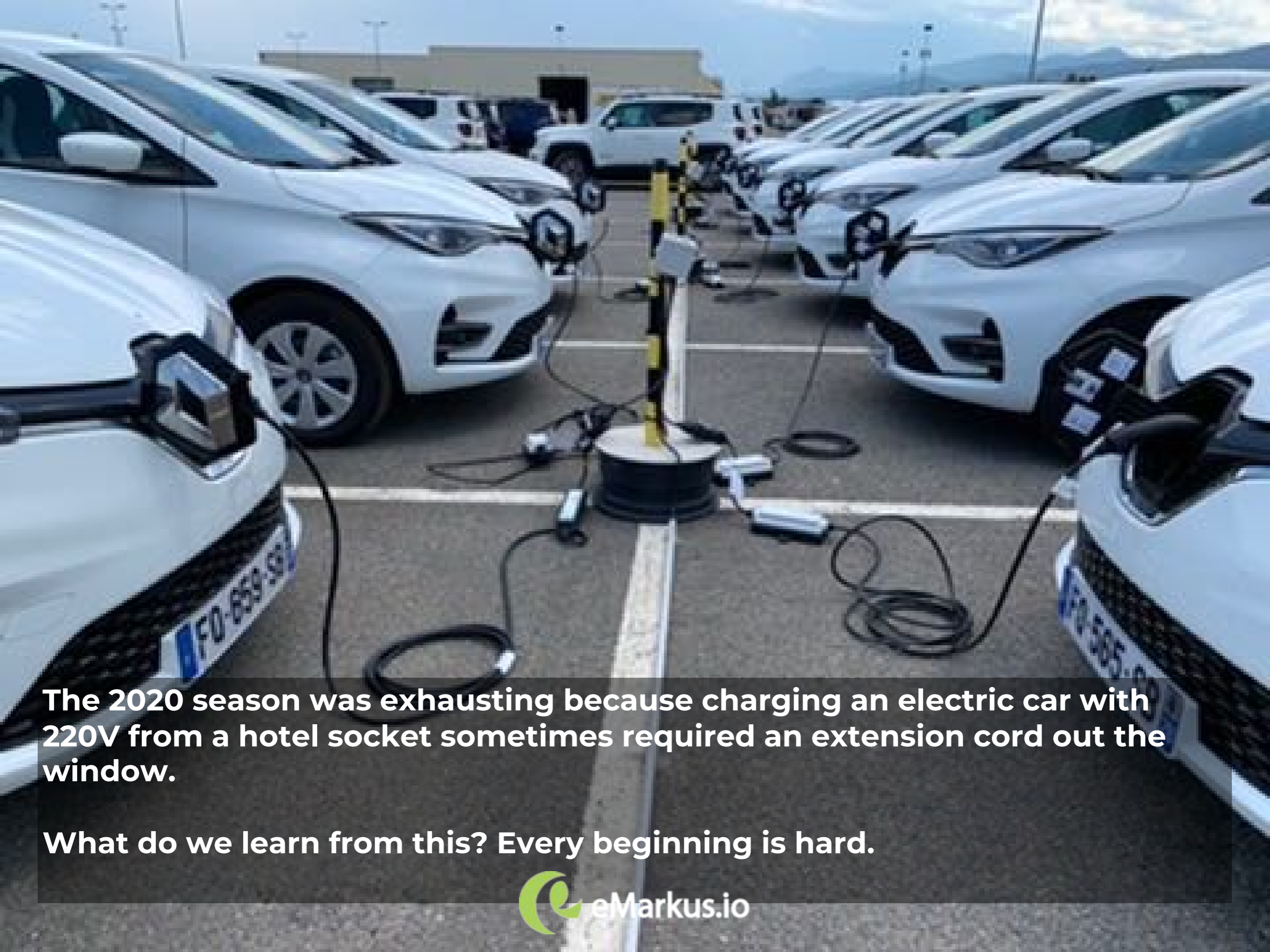


At the same time, I had tasked myself with buying 1,000 cables. With 220V plug and car connector.



We had a wonderful season. The 1,000 cars were rented out, and people were happy.





The 2020 season was exhausting because charging an electric car with 220V from a hotel socket sometimes required an extension cord out the window.

What do we learn from this? Every beginning is hard.



By the end of July, the first charging stations arrived from China.

A photograph showing two men standing next to an electric vehicle charging station and a white car. The man on the left is wearing a white t-shirt with a graphic and khaki shorts, leaning against a metal folding chair. The man on the right is wearing a grey t-shirt and blue shorts, leaning against the charging station. The charging station is a tall, white, rectangular unit with a blue circular logo and a red emergency stop button. The white car is parked next to the charging station, and its driver-side door is open. The background features a chain-link fence and a cloudy sky.

But after the season comes the next season, so we kept building. And today, we have over 400 charging points spread across the island. Everyone is happy, and most of the investment is already paid off because we took care of both. Supply and demand. You always have to keep an eye on both. It makes no sense to develop a product without customers. Cardinal mistake.





**Every startup, every entrepreneur, everyone sitting here today should always ask themselves the crucial question before spending the first euro:
Who is my customer?**



Is my customer the state? There are subsidies, so I develop a product to get the subsidy.

Wrong. The state will eventually cut the subsidy, and then my customer is dead. Done, finished, finito.



Is my customer the investor? I have an idea, I have an investor—perfect. I spend the investor's money. Wrong. The investor, like in the case of Liliium, the flying taxi company, will eventually say, "I don't feel like investing anymore. Who is your customer?" Investor. Customer dead. Company dead. Also not a good idea.



Who knows the solution?

Right, the customer is the man on the street. Only him.

Recently, a 22-year-old near Stuttgart asked me for business advice.

And I said:

Don't sell your business idea to me because if you ask me for €1 million, that €1 million will eventually run out, and then you'll want €2 million.


Find customers.



Find customers.

Today.

**Let the customers pay, even if it's just €10, and then develop the product.
Ask your friends, and this isn't a loan—it's a product to buy that still needs to be developed.**




**I want to encourage all of you: start your business, develop your idea, and find your customers. Gather all the money you have, sell your car, sell your TV—no one needs it anyway—cancel your Netflix subscription; it only makes you sick. And with your own money, build your MVP—Minimum Visible Product.
Find customers who pay, even if it's just €10 a month or €500 to buy the product.
And then the story takes off.**



You can send me your pitches. I'll take a look. You can book me as a mentor, advisor, consultant, or whatever.

I work for equity. For shares in your company. I can also help you find customers and then become bankable and ready for growth financing.



If anyone is interested in the Island Charging concept with car rental companies, I currently have space on Mallorca, and Ibiza is on my list to build next.

And if anyone is really brave, they can help me and my friends build the charging infrastructure together with Uklon, Uber, and Bolt in Ukraine

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