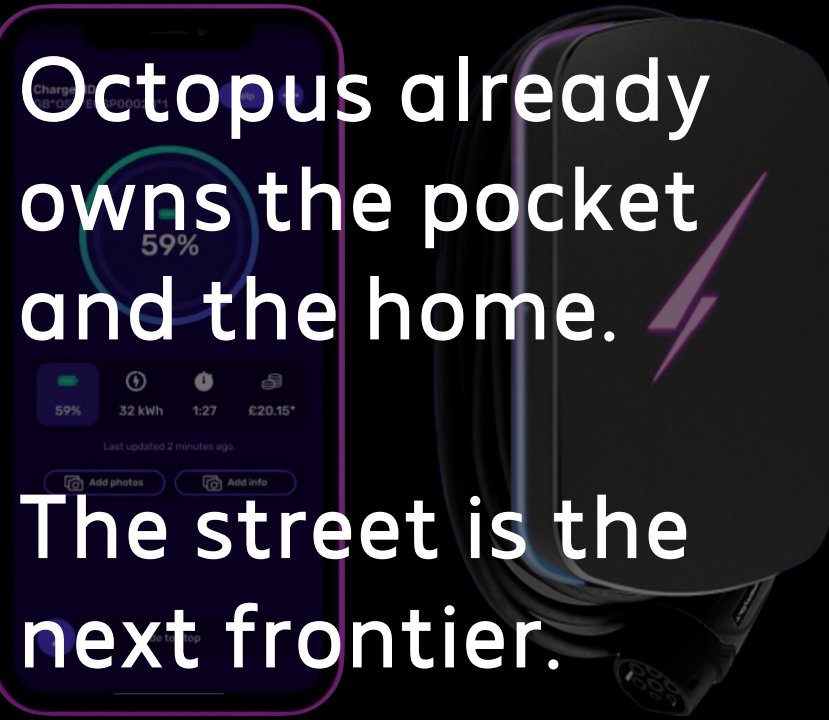# Preface

This is not a business case for chargers.

I'd need to know your objectives, plans, budget, stakeholders, and where Octopus needs partners.

What follows is a demonstrator: how I think, spot gaps, and move from vision through ops and delivery.

Octopus already owns the pocket and the home.

The street is the next frontier.

ArcLayer: street-level public super-chargers

Electroverse extension: make the digital front door physical. App + card become city presence.

Kraken enrichment: new ground-truth data from public assets → smarter tariffs, demand-response, grid optimisation.
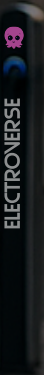
ELECTROVERSE

KRAKEN

HYPERVOLT

Others are visible on the street. Octopus is powerful and digital-first.

Octopus runs the network but loses the street.

How I Work (Operator Lens)

Before a real pitch, here's how I'd frame it.

Buckets: categories to scope

Data & Integration → what Kraken already sees, and what's missing.

Ops & Logistics → who installs/maintains: Octopus vs partners.

City Partnerships → appetite for SEV-style long-term deals.

Brand Strategy → Hypervolt = home.

??
On the street, who carries the Octopus brand?

What Ops & Delivery Would Need

The questions I'd map with your teams before delivery: categories inside the buckets.

Objectives → Visibility, data, revenue, partnerships?

Budget & Resourcing → Direct Octopus spend vs. partner-funded?

Internal owners → Electroverse? Hypervolt? City deals? Kraken?

Ops & Logistics → Who installs, maintains, services?

??

Partnership Gaps → Where Octopus needs councils, CPOs, OEMs.

[Pilot city] → [Sites & permissions] → [Install + Kraken] → [Launch] → [Scale playbook]

Not about chargers – about how I take any idea from vision ➜ ops process ➜ delivery.

ARCLAYER: Octopus triple threat

Pocket (Electroverse) — The card in your wallet, the app on your dash. Access to a million chargers in one tap. Octopus is already with the driver — but it lives on screen, not on the street.

Home (Hypervolt) — The charger on your wall, synced with Kraken. Octopus in the driveway, optimising tariffs, powering the home. A presence in the garage, but not yet in the city.

Street (ArcLayer) — The missing piece. Public, branded assets that put Octopus into the fabric of cities. Visible, recognisable, and feeding real-world data back into Kraken. **From the high street to the stadium**, Octopus becomes part of the landscape.

ARCLAYER isn't another brand. It's Electroverse extended into the city.
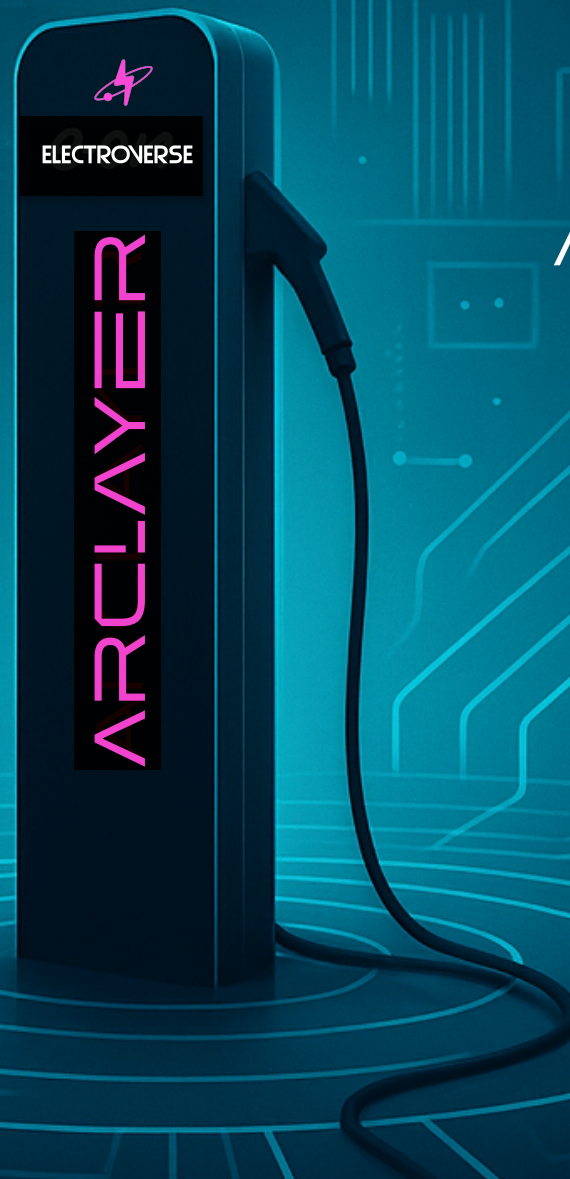
Octopus already powers the pocket and the home. With ARCLAYER, Electroverse **owns the street.**

Thank you

Sheldon Steed

sjpsteed@gmail.com