

# ZEUS<sup>TM</sup>

ELECTRIC CHASSIS



INVESTOR BOOK





## EIGHT YEARS AGO...

Our founder and CTO, Bob Grinstead, began engineering a process to build work trucks that put the decision-making power in the hands of the user. He developed the truck on a modular chassis that could meet rigorous industry standards in a zero emissions future. From his 25 years in the specialized truck industry, Bob knew that work trucks inherently came with tradeoffs.

As Bob refined his design, he saw the opportunity electric vehicle (EV) technology offered to resolve many of the tradeoffs the industry had long accepted. Battery technology was tracking on a Moore's Law curve with price performance doubling every 18 months. He embraced the engineering advantages: a more efficient powertrain, few moving parts and a lower total cost of ownership. Bob worked closely with industry partners to build a powerful truck that could not just match but exceed diesel counterparts. The resulting prototype launched Zeus Electric Chassis, Inc.

We're energized by the conversations we have with customers. They immediately recognize that Zeus is more than a truck. It's a solution that allows them to rethink how they work and

gives them a roadmap to step into the EV future with confidence. As efforts to decarbonize the global economy intensify and the market grows, Zeus is uniquely positioned. Government EV mandates, incentives and rebates are acting as accelerants in the push toward green vocational truck solutions.

We recently wrapped up a successful seed capital raise, exceeding our goal of \$500K to close at \$751K in less than six months. We invite you to share the journey with us. We are now accepting investment via Rule 506(c) for accredited investors only. The proceeds from this round will enable the company to prepare for upcoming work truck builds.

**Our journey is just  
getting started.  
We hope you'll join us.**

*Wayne Kugel*  
CEO

*Bob Grinstead*  
Founder & CTO

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## BUSINESS INTRO

### CAN A WORK TRUCK CHANGE HOW WE WORK?

**It's not just possible, it's happening.** In the U.S. alone, roughly 400,000 work trucks are built every year. The transportation industry is responsible for 28 percent of total greenhouse gas emissions in the U.S. Medium- and heavy-duty trucks account for 23 percent of those emissions. Adding even a small percentage of zero emission work trucks to fleets would dramatically reduce the industry's carbon footprint.

Even better, **what if drivers had a truck that could be configured to solve their toughest business problems and give them new, more efficient ways to work?** What if fleet managers could build and manage an entire fleet with the same chassis despite diverse work applications and configurations?

In the EV world, many believe the goal is to have all-electric vehicles on the road to serve different transportation needs. For Zeus, this intention was a given. We set out to develop a better model of transportation design and delivery that eliminates the most common challenges that fleets and medium-range vehicles face to enable innovation and efficiencies that go beyond the carbon impact.

The Zeus team has leveraged deep automotive and technology experience to launch an innovative product and business model, capture market share and empower explosive growth.

### IT'S ENTIRELY POSSIBLE WITH ZEUS.

Our trucks are built on the Zeus Power Platform (TM) that forms a modular bottom framework of the vehicle (chassis). The dimensions of the Zeus smart chassis can easily be altered to meet the customer's mission. The exterior of a dump truck may look a lot different than an airport shuttle but with a few simple adjustments, the same underlying chassis can be used on both.



***"We build integrity into all we do, whether that's raising money, signing contracts, or assembling trucks."***

***- Founder and CTO,  
Bob Grinstead***

### EVERY ZEUS EV TRUCK IS BUILT WITH

- 1 The Customer's specific needs
- +
- 2 Zeus' Configurable Components
- +
- 3 Integrated work functions

**Unlimited  
Solutions**

**This allows us to penetrate the market with solutions no other EV manufacturer can touch!**



# THE MARKET

## INTEREST IS NOW

The electric vehicle (EV) market is one of the fastest growing industries in the world. Zeus is bringing a new, innovative model that will help define where this amazing industry goes in the future.

The potential value of this market has generated a gold rush mentality with frenzied interest from the public, media and investors. Tesla has had tremendous success with electrification, disrupting big auto in the same way Zeus expects to disrupt the vocational work space.



Fifteen states in the U.S. Climate Alliance have agreed to convert a third of their fleets to electric vehicles by 2030. California and New York have even more aggressive goals. California's mandate alone will put an estimated 300,000 zero-emission trucks on the road by 2035.



The states in the alliance account for nearly half of work truck sales in the U.S. (estimated at 140,000 trucks in 2021). For Zeus target industries, fulfilling the EV fleet adoption mandates in these states alone represents a potential **\$8 billion market by 2030.**<sup>1</sup>

<sup>1</sup> Source: NTEA - The Association for the Work Truck Industry



# THE MARKET

## AN INDUSTRY READY TO BE ELECTRIFIED

Medium- to heavy-duty work trucks make up the majority of commercial and government fleets around the world.

While much of the focus has centered on the mass consumer market for passenger cars and light-duty trucks on one end, and city buses and semi-trucks on the other, the market for work trucks has received little attention.

## A BROAD, ADDRESSABLE MARKET

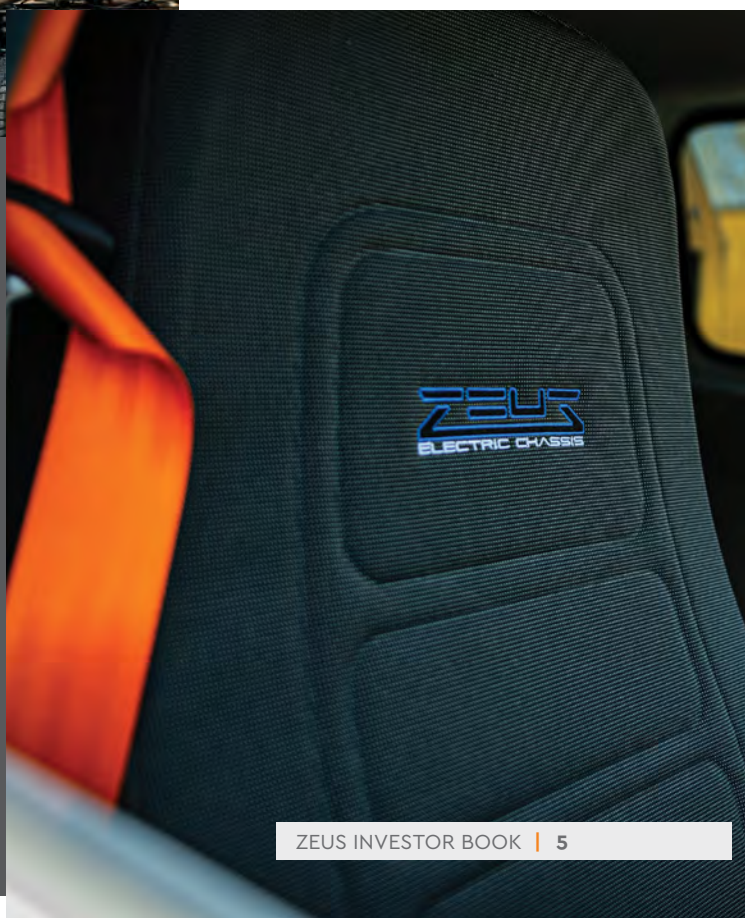
Industry segments built on work truck chassis include utility, telecom, waste collection, shuttle and school bus, fire and rescue, landscaping and construction, to name just a few. Our versatile design and assembly process means we can quickly address adjacent markets.



## WHY NOW? SEEING GREEN

Government EV mandates, rebates and incentives around the world have shifted efforts to decarbonize work truck fleets into overdrive. The market opportunities are huge and about to get bigger.

Investors looking to jump into the electric vehicle space early on need to give vocational medium- and heavy-duty electric trucks serious consideration (Don't miss out on Zeus). Many experts say this is where the true play is in the range of vehicles.





## THE ZEUS DIFFERENCE

### WHEN WE SET OUT TO BUILD AN EV WORK TRUCK, THE TECHNOLOGY COULDN'T COMPETE WITH INTERNAL COMBUSTION.

But we knew the technology and need would come and focused on engineering a platform that could deliver on the full potential of the future when that day came. It has arrived. Our truck offers an innovative, thoughtful solution for the industry and the environment.



### WHAT IS A ZEUS TRUCK?

It's much bigger than a pickup. These are serious, severe duty work trucks with Gross Vehicle Weight Ratings (GVWRs) that start at 10,001 pounds and go up.



### ZEUS CHECKS EVERY BOX

While there are other solutions out there, no other manufacturer has addressed the full range of needs in the vocational truck industry. And none offer the versatility that Zeus brings to the market. We're redefining the way businesses and governments build and manage fleets. We sit down with customers up front to develop holistic solutions that streamline the process of building and managing fleets.

# THE ZEUS DIFFERENCE

## WE FELT THEIR PAIN AND DELIVERED

Zeus dramatically simplifies the process of building and maintaining fleets.

Zeus delivers work truck solutions specifically targeted to address pain points plaguing specialty vocational fleets. Fleet owners are often frustrated by the cost and complexity of acquiring, maintaining and operating service vehicles.

## UNLIMITED MARKETS

Our smart chassis gives us the agility to address all markets. We're not just focused on a single specialty segment like many competitors. Limited competition in the vocational truck industry will allow Zeus to pursue sustainable margins.

## HEAD START

There are multiple barriers to entry which are preventing or delaying many competitors from addressing this market. Zeus expects a three to five year advantage before more competitors enter this market niche.

## ONE CHASSIS FOR ALL

Good engineers solve more than one problem at a time. Fleet managers can now go green without compromise.

Our smart chassis design empowers an array of configurations. The Zeus team can adjust the frame width and rear axle placement to meet the body requirements.

## GOING GREEN CONFIDENTLY

When fleet managers and other customers sit down with Zeus, they're buying more than a truck.

They're buying a roadmap to reduce costs, improve productivity and meet EV mandates. Fleet managers and customers lay out their mission, and the Zeus team does the math.



**READY TO  
GET GOING?  
INVEST IN ZEUS HERE**





# THE ZEUS DIFFERENCE



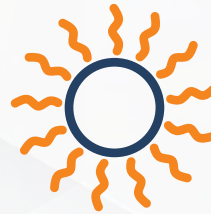
## HOW DOES ZEUS WORK?

Unlike many of our competitors, Zeus products, services and business model are specifically designed to address business pain points that requires actual solutions for vocational applications. We deliver holistic solutions that address total cost of ownership, acquisition complexity and time-to-market.



### BATTERY BREAKTHROUGHS

Batteries are the power source of EVs. Zeus is addressing battery performance on all fronts to ease the transition to an EV future. We utilize state-of-the-art battery technology, high-performance electric propulsion systems and rugged drive train modules.



### ALL DAY POWER

Battery capacity within Zeus' Power Platform is fully configurable. A vast majority of vocational customers will be able to complete their daily work on a single charge.



### TOTAL COST OF OWNERSHIP

Owners will not only recoup their fuel cost over time, but also enjoy flat, predictable monthly costs and significant savings over the life of each vehicle.



### KEY PARTNERS

We leverage companies that are closest to our customer's mission of sustainability - business developers, dealers, auto body builders, up-fitters, contract manufacturers and service providers.



### TEED UP

Initial production planning is underway with many of our suppliers, who are prepared to meet initial orders. We will continue seeking partners capable of large-scale EV manufacturing.



# THE ZEUS DIFFERENCE



Zeus listens to customers up front, providing holistic solutions that are specifically designed to address pain points, EV adoption issues and differentiated capabilities they desire in the future.

## MONEY MANY WAYS

The Zeus platform can generate revenue streams in a number of ways, starting with:

- Sales of vehicles
- Manufacturing / assembly
- Strategic partnerships

The technology easily lends itself to additional avenues of revenue and growth in the near future.



**READY TO  
GET GOING?  
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***"At the pace the global market is moving, internal combustion vehicles will likely become obsolete within ten years."***

***- Wayne Kugel, CEO***



# OUR TIMELINE AND MILESTONES

We're raising money on more than a rendering: we're building tomorrow's truck, today. We have a working prototype and orders to fulfill.

Zeus is having significant conversations with many large fleets. Our work with the Sacramento Municipal Utility District (SMUD) illustrates how the process will work. We co-developed five unique vehicle configurations with SMUD based on their requirements. The specifications and builds we worked out can now be used to address other utility fleets with similar needs.

### › SMUD CASE STUDY

The Company has negotiated and executed a purchase agreement with the Sacramento Municipal Utility District (SMUD), the 6th largest community-owned, not-for-profit electric service provider in the U.S. In the proposed deal Zeus will deliver five purpose-built vocational work trucks in Q4 of 2021 to support a six month fleet adoption program.

### › PRODUCTION FACILITY

We opened a 11,000+ square foot production facility in MN and have a scalable assembly plan for additional space.

### › PRIVATE SEED CAPITAL RAISE

Zeus recently wrapped up a successful private seed capital raise, exceeding our goal of \$500K to close at \$751K in less than six months.

# TIMELINE



## 2021

- Early production trucks (1-5 units per fleet to prove out process)
- Minnesota vehicle design center
- Marketing & build backlog
- Add 400K square foot assembly plant

## 2022-2023

- Service and dealer network
- Expand configurations
- Add market segments

## 2024 AND BEYOND

- Add assembly plants
- Global markets



**READY TO  
GET GOING?  
INVEST IN ZEUS HERE**



## THE FUTURE



## FOCUS ON THE FUTURE

Zeus is well-positioned to integrate emerging technology into our products and business model. Industry experts predict that vocational fleets will be among the first to employ vehicle-to-vehicle communication and other new technologies.

## OUR TEAM

### EXECUTIVE TEAM



#### **WAYNE KUGEL,** **CEO**



Over 30 years in operational and executive management, computing, big data and artificial intelligence with Cray, HPE and IBM



#### **BOB GRINSTEAD,** **FOUNDER & CTO**



Over 30 years design, engineering and manufacturing specialty and vocational trucks, medium, heavy-duty and specialized truck electrification industry expert



#### **BILL BRANDT,** **INDUSTRY ADVISOR, BUSINESS DEVELOPMENT**

Over 33 years of experience in motion control vehicle integration technologies, aerospace, military ground vehicles and mobile on-highway industries



#### **JIM STEFFES,** **VICE PRESIDENT, SALES**



North American Fleet Association board leader; over 20 years commercial vehicle fleet sales, solutions and management; driven to build continuous growth and high-performance teams



#### **LEE PRINKKILA,** **TREASURER AND CHIEF FINANCIAL OFFICER**



CPA CGMA, U.S. tax and public utilities expert, technologist in multiple industries



# OUR TEAM

## BOARD

### **KENNETH W. SMITH,** **BOARD CHAIRMAN**



CEO Ever-Green Energy, board member International District Energy Association, global expert and consultant for energy trends, renewable energy systems

### **PHIL STEFFES,** **SECRETARY AND LEGAL COUNCIL**



40 Years Legal and Contracts Experience in High Tech Industries, And Advising Emerging Companies in the Midwest

### **WAYNE KUGEL,** **CEO**



### **BOB GRINSTEAD,** **FOUNDER & CTO**



### **JOHN SZTYKIEL,** **INDUSTRY ADVISOR**



Former president & CEO Spartan Motors, 35 years specialty truck market experience, Co-founder Created 2 C, future-minded strategic and operational business consulting

### **FRANK PHILLIPS, JR.,** **ENGINEERING PROJECT MANAGER**



35 years of experience engineering product design and program management, molded plastics, fiberglass, composites in all classes of trucks and vehicles

## INDUSTRY ADVISORS

## HOW TO INVEST

# ZEUS<sup>TM</sup>

## ELECTRIC CHASSIS

Zeus Electric Chassis utilizes the investment experts at Silicon Prairie to ensure a safe, seamless investment experience for our investors. Transactions must occur on a secure portal to ensure your investment is handled properly and legally. Our partner, Silicon Prairie, provides the platform and tools to do investing properly and in compliance with all financial regulations.



INVEST  
NOW

