



# CABLE SHERPA

simple | clean | charging

**POWER  
DRIVE**  
EUROPE



Cable-Sherpa GmbH  
Stand C5.660B

07.-09.  
**MAI**  
2025

MESSE MÜNCHEN  
Die internationale Fachmesse  
für Ladeinfrastruktur  
und Elektromobilität

GUIDE YOUR CHARGE

# #CABLESHERPAS

## We are Cable-Sherpa



**ERWIN KUNST**  
COO & Co-Founder



Co-founder and COO



**HELMUT KASTLER**  
CPO & Co-Founder



Co-founder and CPO



**ANDREAS AFFENZELLER**  
CTO & Co-Founder



Co-founder and CTO

# GUIDE YOUR CHARGE

# #THEPROBLEM

## The charging cable is on the floor

→ Run over by car

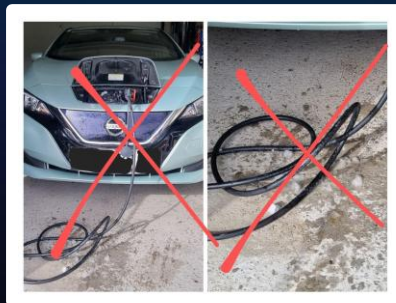


### Handling

- Both hands required
- Where does it go when rolled up?

- Dirty cable
- Dirty hands

- Cable to be unrolled and rolled by hands



## Safety

→ tripping hazard

→ Children ride their bikes over the cable



→ Damaged cable

→ Vehicle cannot be charged

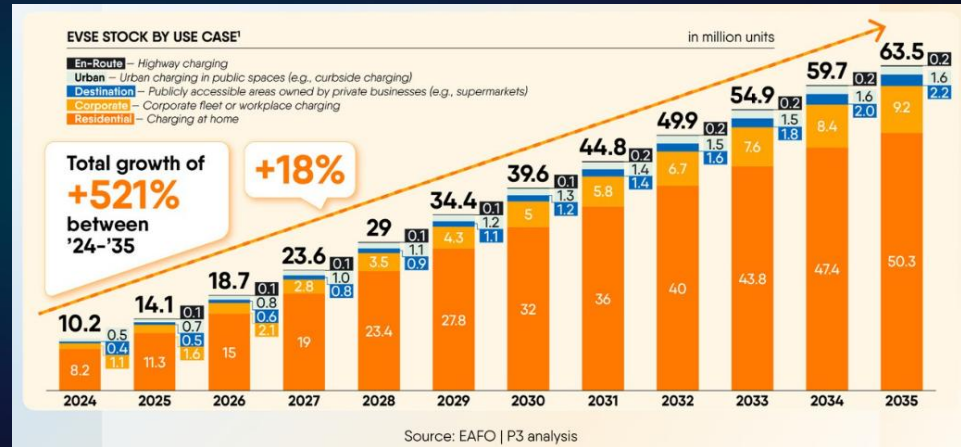
→ Broken insulation

# #MARKET

Market size for wallboxes in Europe “Residential Charging”:

- 32 million charging points in 2030!
- Total addressable volume:
  - 20 million charging points
  - 2% up to 10% realistic market share

400.000 up to  
2 million Cable-Sherpas

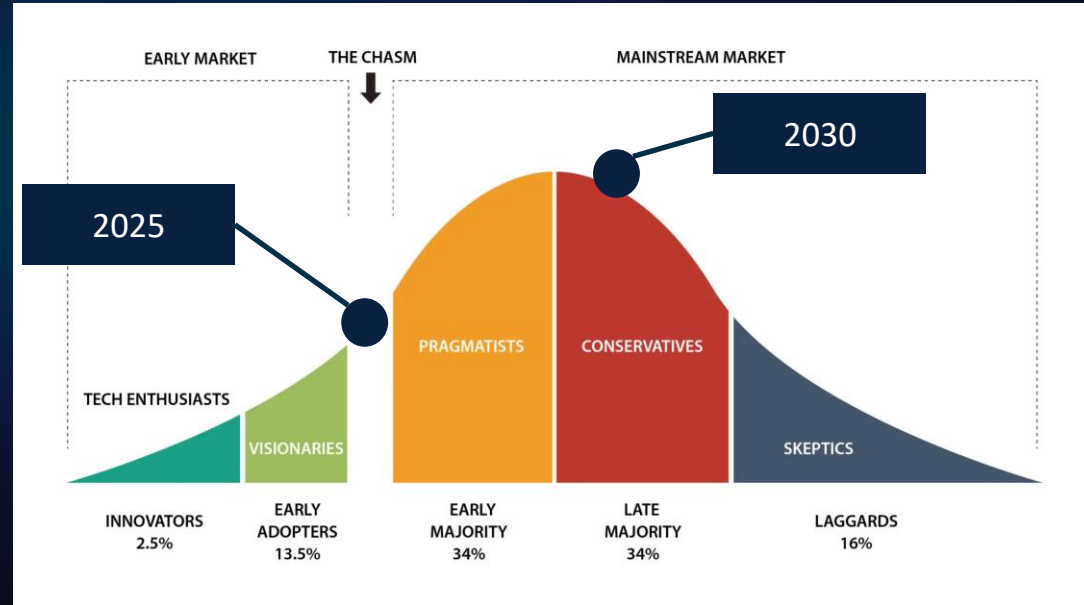


Source: <https://www.chargeurope.eu/>

# #PENETRATION BEV

## Consumer behavior:

- There are currently still many “enthusiasts” who accept some disadvantages.
- This will change as we reach a broader user group



Source: <https://omniplxlearning.com/blog/technology-adoption-curve-stages/>

# #THESOLUTION



- ✓ **Safe:** The organized cable holder for e-charging cables creates security
- ✓ **Practical:** Clean, easy to use with just one hand
- ✓ **Stable:** Quick, automatic resting position of the charging cable holder in any position

youtube: <https://www.youtube.com/@Cable-SherpaGmbH>

# GUIDE YOUR CHARGE

# #UNIQUE



- No fear of heights
- Sure-footed
- Efficient
- Accessibility
- Faithful companion
- Flexible range of use
- Adaptability
- Endurance > 10.000 cycles
- Unique

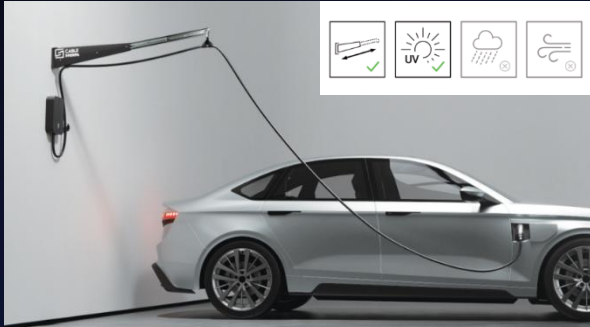
**PATENT  
GRANTED**



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# #THE PRODUCT



- 2 product types in 2 colors each
- For indoor and outdoor use
- Developed in Austria
- Produced in Europe
- Shipping including assembly material

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# #ECONOMICAL

- Reduces repair costs due to defective charging cables:
  - For calibration law-compliant (MID-compliant) wallboxes with attached cables, the total cost of a charging point is €2,250 if it is assumed that the cable defect occurs once in 10 years.
  - This is avoided with Cable-Sherpa!
- Improves uptime and increase revenue per charging point!

**Saving: ~ €900,-**

Kostenposition	Wallbox mit integriertem Kabel (defekt)	Wallbox mit Cable-Sherpa
Anschaffungskosten Wallbox (inkl. Kabel)	1.000 €	1.000 €
Demontage der defekten Wallbox	100 €	0 €
Versandkosten (Hin- und Rücksendung)	50 €	0 €
Reparaturkosten (Kabel + Arbeitszeit)	500 €	0 €
Eichung und Verplombung des Messsystems	200 €	0 €
Bereitstellung eines Ersatzgeräts (2 Wochen)	150 €	0 €
Montage des Ersatzgeräts durch den Installateur	100 €	0 €
Rückmontage der reparierten Wallbox	100 €	0 €
Softwareseitige Einbindung im Backend	50 €	0 €
Cable-Sherpa Anschaffungskosten	0 €	299 €
Montagekosten des Cable-Sherpa	0 €	50 €
<b>Gesamtkosten über 10 Jahre (inkl. Reparatur)</b>	<b>2.250 Euro</b>	<b>1.349 Euro</b>

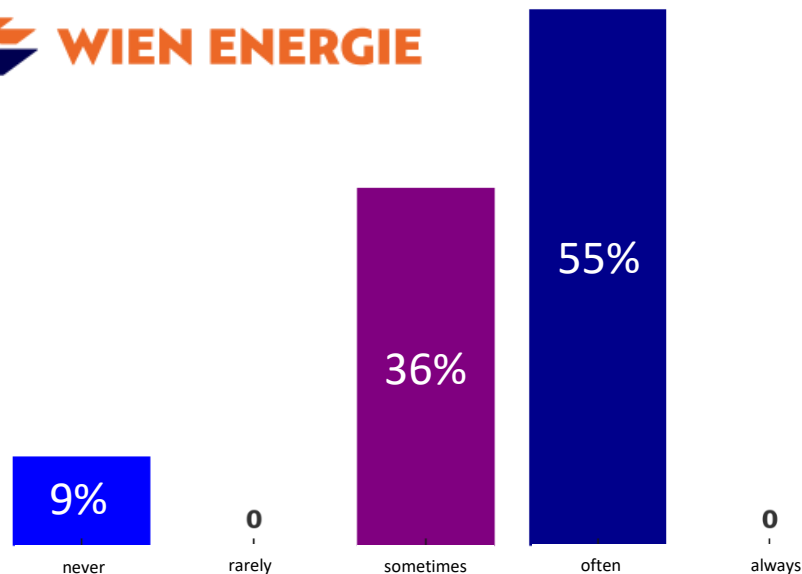
# #FIELD TEST

## Semi Public charging area in Vienna

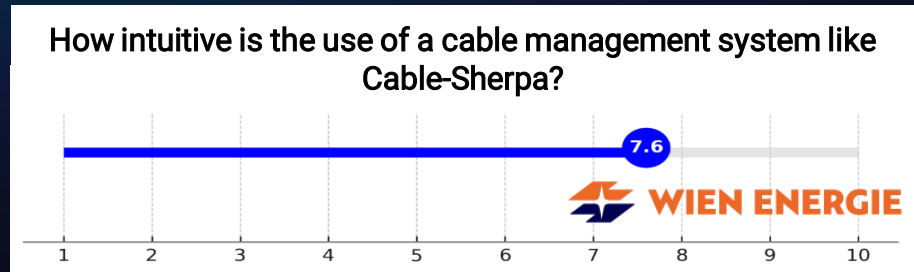
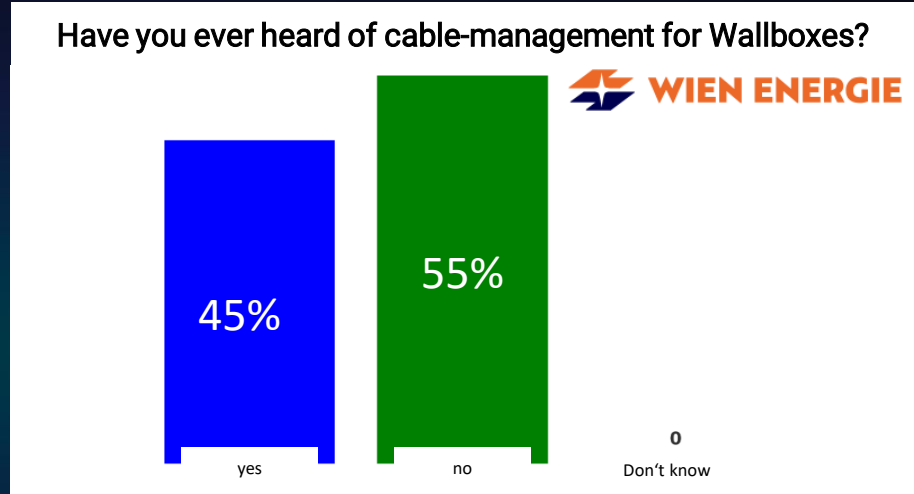
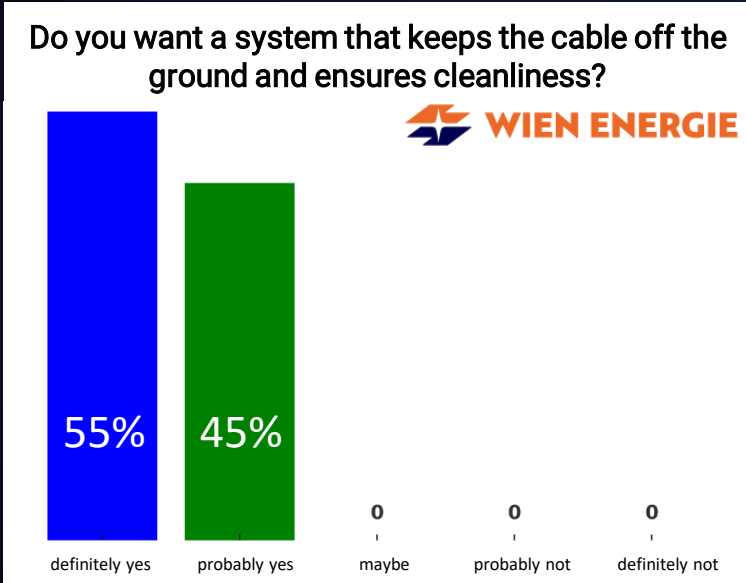
- Test period: 8.10.2024-10.01.2025



How often do problems with charging cables on the ground occur?



# #FIELD TEST

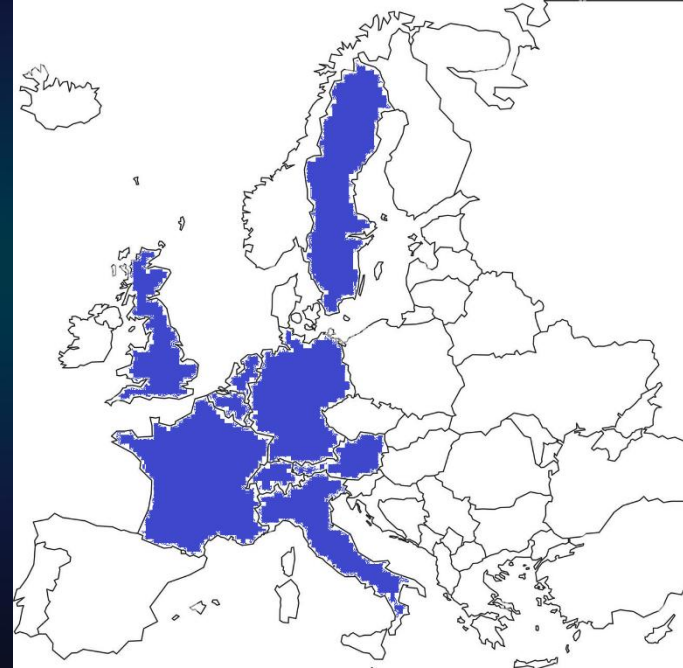


# #BUSINESS DEVELOPMENT



## Market reach

- Delivered products into following countries:
  - Austria
  - Germany
  - Switzerland
  - Italy
  - Belgium
  - Netherlands
  - Luxemburg
  - United Kingdom
  - France
  - Sweden



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# #USER EXPERIENCE

## That's what our customers say



*"The Cable Sherpa cable holder is an absolute must-have for every garage! The sleek and simple design fits perfectly on any wall and installation was a breeze. I was particularly impressed by how well the cable routing works - everything sits securely and neatly in its place. The holder fulfills its function excellently and is incredibly practical in everyday life. A clear recommendation for everyone who values order and functionality! Serial number #1 😊"*

Philipp Kreisel

*"Dear Cable Sherpa team, I congratulate you on this great product. We have 2 charging stations and since we got Cable-Sherpa, I have only charged my car there. I no longer have to get my fingers dirty because the cable might be on the floor. The price of EUR 299 is absolutely fine if I no longer have to wind or unwind the cable."*

Margot Kastler



*"We installed the Cable-Sherpa outside under the eaves on a carport. It is used there every day and serves its purpose."*

Christoph Eibensteiner

# GUIDE YOUR CHARGE

# #PARTNER

 **CABLE  
SHERPA**



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