

Name Pollen
Website NA
Year Launched 2024
Area Sustainable mobility



Description

Pollen provides an end-to-end battery swapping solution for two-wheelers, enabling professionals to electrify their fleets. Its two flagship products - the Pollen Battery and the Pollen Modular Swapping Station - offer seamless, fast, and sustainable energy solutions.

Pollen’s business model is lock-step in its core, as the more subscriptions (revenues) the company has, the higher the number of electric two-wheelers and, therefore, the higher the reductions of CO2 connected to the consumption of fossil-fuel.

SDG Analysis

Pollen’s impact goal is aligned with SDG 11.2 that aims to make transport systems more affordable and sustainable.

The company contributes to reducing transport-related emissions and to enabling the transition to cleaner energy sources for urban mobility.



Impact Management Project assessment

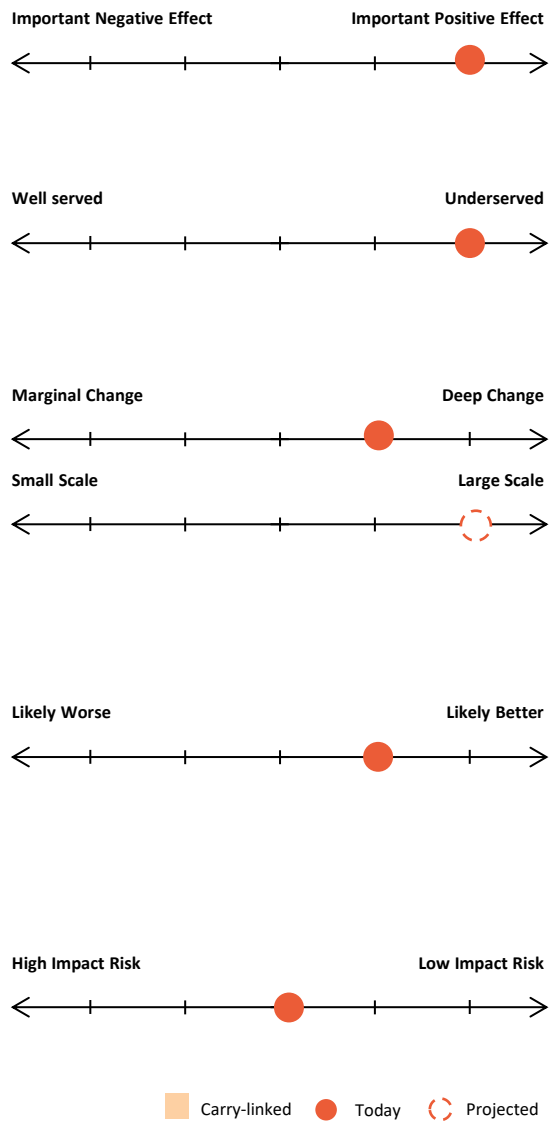
What: Pollen’s goal is to accelerate the transition of two-wheeler fleets from fossil fuels to electric energy. Its business model is lock-step, as it ties revenue growth to reducing petrol bike usage.

Who: The primary stakeholder is the environment, as transportation is a leading contributor to greenhouse gas emissions. Road transport alone accounts for 75% of transport emissions globally, with professional two-wheelers being a key focus area for electrification.

How much: Only 2.4% of Europe’s two-wheelers are electrified, despite 60% of riders wanting electric options. Barriers include high cost, low range, long charging times and limited infrastructure. Pollen directly addresses these gap, **preventing 11.7t CO2e of emissions every** time that a professional rider replaces his petrol moped for an electric one.

Contribution: Pollen operates in a nascent European market with limited competitors. Unlike verticalized competitors, Pollen's open model caters to various vehicle brands. Its initial focus on the untapped Iberian market positions the company for strong brand establishment and future growth.

Impact Risk: Possible risks include go-to-market Execution Risk. Pollen’s defensibility hinges on creating an extensive network of reliable swapping stations and batteries, ensuring widespread adoption.



Conclusion

According to the IMP framework, Pollen is classified as pending C (Contributing to solutions). The Company directly addresses underserved electric two-wheeler markets, aligning its business growth with environmental goals. With regulatory tailwinds like proposed bans on carbon-emitting two-wheelers by 2030, Pollen is well-positioned to drive impact and growth.