



FOR POTENTIAL NETWORK PARTNERS

VOLTARA CLIENT DOCUMENT

Partner Network Guide

A commercial overview for entrepreneurs and operators who want to launch their own Voltara network.



Power when you need it.

Premium shared powerbank stations for venues, events, cities, and partner operators.

volarapower.co.uk | hello@volarapower.co.uk

Important note

Commercial figures in this pack are planning examples. Final station pricing, partner terms, revenue share, tax treatment, and payback timing should be confirmed in a signed agreement and reviewed against the actual venue pipeline.

PARTNER OPPORTUNITY

Build a local shared charging network.

Partners earn by placing Voltara stations in high-footfall venues and growing a network of repeat rental locations. The strongest operators combine venue access, local sales ability, good placement discipline, and weekly performance management.

<p>MODEL</p> <p>Station-led revenue</p> <p>Revenue is driven by paid rentals from guests who need immediate power.</p>	<p>DENSITY</p> <p>Clusters beat random placement</p> <p>A compact group of strong venues is easier to support and usually performs better than scattered weak sites.</p>	<p>OPTIMISATION</p> <p>Move what does not work</p> <p>The first few weeks are about data, placement, and quick decisions on underperforming stations.</p>
<p>LOCAL ADVANTAGE</p> <p>Relationships matter</p> <p>Partners with venue access, hospitality contacts, or event reach can launch faster.</p>	<p>SCALABILITY</p> <p>Start focused, then grow</p> <p>Begin with a manageable station count, prove the model, then expand into similar locations.</p>	<p>BRAND</p> <p>Premium hardware</p> <p>The product is visible, clean, and easy for venues to understand as a guest service.</p>

PARTNER ROUTES

Choose the scale that matches your appetite.

Route	Typical launch size	Planning budget	Best for	Primary work
Network Partner	12-25 stations	Around GBP 5k-9k+	Side-hustle operators, small venue groups, local event suppliers, nightlife clusters.	Secure venues, install stations, monitor usage, support site relationships.
Market Operator	75-150+ stations	Around GBP 25k-40k+	Regional operators, larger territory plans, hospitality groups, citywide rollouts.	Build a sales pipeline, recruit support, manage station density, plan expansion.

Planning note

These ranges are examples for conversation planning. They are not a fixed public price list and should be adjusted for station model, order quantity, support package, shipping, branding, payment setup, and territory terms.

INVESTMENT PLANNING

What partners should budget for

Cost area	What it covers	Planning approach
Station package	Hardware, power banks, station configuration, branding, and initial setup.	This is usually the largest upfront cost. Start with enough stations to build density, not so many that weak placements are tolerated.
Launch logistics	Delivery, local transport, installation visits, signage, staff briefing cards, and venue onboarding.	Keep this lean but professional. Poor first impressions make venue retention harder.
Platform and payments	Rental/payment flow, transaction fees, dashboard access, connectivity, and support where applicable.	Model these as ongoing operating costs before estimating payback.
Maintenance reserve	Replacement cables, power banks, cleaning, minor repairs, and occasional station swaps.	Reserve a small percentage of revenue or a fixed monthly amount per station.
Sales and marketing	Venue outreach, local ads, launch materials, and partner sales time.	Time is the hidden cost. A good venue pipeline is as important as buying the hardware.

PAYBACK SCENARIOS

How to think about return timing

Scenario	Typical usage pattern	Operational meaning	Indicative payback view
Conservative	Low rental volume or inconsistent venue traffic.	Station needs better placement, venue support, or relocation.	Could take 12-24+ months and may not justify staying in that site.
Base case	Steady daily rentals in venues with clear visibility and suitable dwell time.	Site is useful and should be protected with good relationship management.	Often modelled around 6-12 months depending on costs, pricing, and revenue share.
Strong site	High rental demand during peak periods, nightlife, events, travel, or hospitality spikes.	Consider adding more stations nearby or securing similar venues.	Could repay faster than 6 months, but should still be treated as a projection.

The biggest driver of returns

The quality of placement matters more than the number of stations. One visible station in a high-demand venue can outperform several stations hidden in low-intent locations.

RESPONSIBILITIES

What Voltara provides and what partners do

Voltara provides	Partner provides
Branded station hardware, rental journey, setup guidance, and launch materials.	Local venue pipeline, site access, relationship management, and rollout discipline.
Operating playbook, suggested placement rules, and support process.	Installation coordination, first-week checks, and fast relocation decisions.
Dashboard or reporting structure for usage, returns, and performance where applicable.	Weekly review of station performance, venue feedback, and revenue improvement actions.
Commercial framework for partner network growth.	Local compliance checks, insurance review, tax/accounting support, and any required business registrations.

PARTNER FAQ

Common questions before launch

Question	Short answer
Can I run this alongside another business?	Yes at smaller scale, but launch and venue sales require real attention. Larger networks should be managed like an operating business.
Do venues usually ask for revenue share?	Some do, especially premium venues. Many will host for guest experience alone if the placement is low-friction and well explained.
How do I know where to place stations?	Score venues before launch, place stations visibly, and review usage weekly. Relocation is part of the model.
What makes a weak site?	Low dwell time, poor visibility, low phone dependency, hidden station placement, or a venue team that never points guests toward the service.
What should I do first?	Build a list of 30-50 target venues, rank them by fit, secure the best 10-15, and launch with concentrated density.

REVENUE MODEL

How partner revenue is intended to work

The partner model is designed around local operators keeping the majority of revenue while Voltara retains a smaller network/platform share.

Revenue stream	How it works	Partner planning note
Power bank rentals	Customers pay to rent chargers from placed stations.	This should be treated as the core recurring revenue line.
Non-return charges	Customers can be charged if a power bank is not returned, while replacement cost is materially lower.	Model conservatively and treat this as additional margin, not the main reason to buy stations.
Local screen advertising	Station screens can potentially promote local taxis, restaurants, events, clubs, attractions, or venue offers.	Best added after station density is proven in a town or cluster.
Venue groups and events	Partners can place stations across multi-site operators, events, hospitality groups, or tourism clusters.	Multi-site relationships reduce sales friction and help build network density faster.

Partner split

For partner-operated units, the working model is that the local partner keeps 80% of revenue and Voltara receives 20% as a brand, platform, licensing, and network support share. Final terms should be confirmed in the signed partner agreement.

IDEAL PARTNER PROFILE

Who is most likely to succeed

Partner strength	Why it matters	Examples
Venue access	The hardest part of the model is securing strong locations, not explaining the product.	Hospitality contacts, hotel groups, event suppliers, nightlife operators, business networks.
Local sales discipline	Partners must follow up, visit sites, handle objections, and secure decisions.	Weekly target lists, call blocks, site visits, proposal follow-ups.
Operational consistency	Stations need visible placement, basic checks, and quick action when a site underperforms.	Installation photos, weekly reviews, station relocation decisions.
Commercial judgement	A strong partner knows when a venue is worth chasing and when to move on.	Ranking venues by footfall, dwell time, visibility, customer need, and decision-maker access.
Brand standards	Voltara should feel like a premium national network from day one.	Clean installs, consistent language, professional emails, reliable venue communication.

LAUNCH SEQUENCE

A practical first 90 days for partners

Phase	Target	Actions	Output
Days 1-14	Build the launch list	Identify 50-100 possible venues, rank them, find decision-makers, and prepare outreach.	Prioritised target list with first-call notes.
Days 15-30	Secure first placements	Call, email, visit, and pitch the highest-fit venues. Confirm where stations would physically sit.	Signed or verbally agreed launch venues.
Days 31-45	Install and brief	Install stations in the most visible positions, test rentals, brief staff, and photograph each placement.	Live stations with installation records.
Days 46-60	Optimise early usage	Review rentals, visibility, staff comments, and weak placements.	Keep, improve, or relocate each station.
Days 61-90	Expand from winners	Use the best-performing venue types to win similar locations nearby.	A denser network with better-performing clusters.

SITE SCORING

Rate venues before placing stations

Criteria	Low score	Strong score
Footfall	Quiet, irregular, or seasonal with little predictable demand.	Busy and repeatable, with clear peak days or regular high-traffic periods.
Dwell time	People pass through quickly and rarely stay long enough to need charging.	Customers stay 45+ minutes, attend events, drink, eat, wait, travel, or socialise.
Phone dependency	Phones are not essential to the visit.	Customers need phones for photos, payments, maps, tickets, messaging, or taxis.
Visibility	Station would be hidden, blocked, or away from natural customer flow.	Station can sit where customers already queue, wait, pay, check in, or gather.
Venue support	Staff are indifferent or decision-maker is hard to reach.	Team understands the benefit and will point customers to the station when asked.
Cluster value	Location is isolated from other likely Voltara venues.	Location helps create density near bars, hotels, tourism points, events, gyms, or transport.

Placement rule

Do not let weak placements fill the network just because they are easy to win. Easy but low-quality placements create false confidence and slow payback.

PARTNER KPIS

What to monitor every week

Metric	Why it matters	Action if weak
Rentals per station	Shows whether the site has real customer demand.	Improve visibility, brief staff, or relocate.
Peak usage windows	Shows which days and times create the most demand.	Promote during peaks and use data to target similar venues.
Return behaviour	Highlights customer understanding and possible operational issues.	Review instructions, station location, and customer messaging.
Downtime or failed rentals	Operational faults directly reduce revenue and trust.	Resolve quickly and record the issue pattern.
Venue feedback	Staff will often know why customers do or do not use the station.	Ask short, practical questions and adjust placement.
Pipeline movement	Partners need new venues ready before relocation or expansion decisions.	Keep outreach active every week, even after initial installs.

SALES PROCESS

How partners should approach venues

- Lead with the guest problem: customers ask for chargers, phones die during visits, and staff do not want responsibility for devices.
- Explain the service in one sentence: Voltara is a self-service station where customers rent a portable phone charger and return it when finished.
- Ask placement questions early: where do customers queue, wait, check in, order, pay, or ask staff for help?
- Avoid over-selling revenue to venues unless a venue share is part of the proposal. Many venues first care about guest experience and staff relief.
- Use a site visit to confirm visibility, power access, customer flow, staff understanding, and launch timing.
- Follow up with a specific recommendation, not a generic brochure: location, installation approach, and what happens in the first 30 days.

Partner discipline

The partner who wins is usually not the one with the most stations on day one. It is the one who places stations in better venues, reacts faster to data, and keeps building density around proven customer demand.