



Western Europe, Cars, Home, Charge infrastructure, Electric Vehicles | Date: July 18, 2024



By Inés Platini

Belgium

Watt's Next lays the foundations to become a "valuable authority" in bidirectional charging

The Belgian company aims to optimise energy flow through bidirectional charging, not only to reduce energy bills but also to balance the grid. What is Watt's Next's strategy? Below, the CEO reveals all the details to Mobility Portal Europe.



commercial@strategicenergy.com

The eMobility market in Belgium is experiencing rapid growth, raising concerns about a potential collapse of the electricity grid.

In response to this situation, **Watt's Next** offers a solution.

"We have been paving the way to become a **valuable authority in bidirectional charging**, providing solutions in this regard," details **Tim Briers**, CEO and founder of the company, to **Mobility Portal Europe**.

Its business model focuses on providing information and tailored solutions for charging infrastructure, with a particular emphasis on optimising energy flow.

"Our aim is not only to charge electric vehicles but also to **balance the grid and reduce our clients' energy bills**," he emphasises.

The firm has been working on bidirectional charging solutions, preparing for when compatible hardware becomes available on the market.

One of the company's highlights is its new service, **Let's -e!**, which offers marketing services to car brands and charging stations.

"If we want to ensure we can persuade people to make the switch, we need to improve in marketing," states the CEO.

His motivation to pursue bidirectional charging stemmed from his personal experience with a **Nissan LEAF in 2019**.

Due to the initial difficulties in finding a charging station with this technology in Belgium, Briers decided to take matters into his own hands.

This resulted in the certification and installation of the first bidirectional station for the Nissan Leaf in the country in 2022.

"**The benefits of this type of charging are numerous**," he explains.

He elaborates: "It allows for the storage of green energy and its reuse, reduces peak demand, sells energy during peak hours, and contributes to grid stability, which could prevent large investments in grid optimisation."

This philosophy has enabled the firm to establish strong and ongoing partnerships with various stakeholders, allowing it to stand out in a highly competitive market.

Watt's Next primarily works with companies seeking charging solutions for their fleets, energy cooperatives, and car dealerships.

Furthermore, the company has participated in several Interreg European projects involving vehicle-to-grid (V2G) charging with shared cars, albeit with mixed success "due to the complex administration required to connect a bidirectional charger to the grid" in Belgium.

Watt's Next's solution is compatible with various vehicle brands, including **Polestar, Volvo, Kia, and Renault**.

In this context, the firm **supports several car manufacturers with the "arduous" certification of their onboard inverter**, which must be certified before connecting to the grid.

"To my surprise, those brands had not yet begun the registration process or **were even unaware that this was a requirement**," states the CEO.

The company also offers smart stations capable of recharging with solar energy, load balancing, and peak reduction.

"Our goal is reliability and top-notch support," Briers emphasises.

Watt's Next primarily operates in **Flanders, Brussels, and northern Wallonia**.

However, the company has faced challenges in Wallonia due to a **lack of investment** in infrastructure from the regional administration.

"We hope this changes with a new government, but it will take time," comments Briers.

Currently, Belgium has over **19,295** installed charging points, of which 76.4 per cent are located in Flanders compared to 13.2 per cent in Wallonia.

Despite these difficulties, the company has managed to establish a significant presence in the other regions, capitalising on the growing interest in electric mobility.

Moreover, it does not rule out the possibility of expansion both domestically and internationally; however, according to Briers, they prefer to **focus on organic growth and consolidating their existing operations**.

"It is important for us to be fully prepared for the paradigm shift that extends beyond mobility to encompass energy management as well," he adds.

In the second quarter of 2024, Watt's Next became an installation partner of **Sterckx-Desmet**, a dealership that includes brands such as **Lotus Brussels, Polestar Brussels, and Volvo Brussels** in its portfolio.

In 2023 Watt's Next had already partnered up with **Vermant**, which also offers **Volvo and Kia**.

With a dedicated team and a clear vision, the company is well positioned to lead the shift towards a more efficient and sustainable charging infrastructure.

"I have the privilege of working with very dedicated individuals who are eager to embrace new technologies and provide valuable insights," he concludes.

LinkedIn Followers: 18,652 [BE PARTNER](#)

Electric Mobility Report in Latin America and the Caribbean
Market Intelligence: Argentina, Brazil, Chile and Peru
1st EDITION
FREE DOWNLOAD

Leave a Reply

Your email address will not be published. Required fields are marked *

Comment *

Name *

Email *

Website

Save my name, email, and website in this browser for the next time I comment.

Ik ben geen robot

[Post Comment](#)

RELATED NEWS

- BY INÉS PLATINI** eMobility competition: What is Germany's strategy to compete with Chinese giants?
- BY INÉS PLATINI** Solidstudio adds AI to its CPMS/eMSP platforms: Which processes will it streamline?
- BY INÉS PLATINI** 700 electric vehicles for SEUR in 2024: Why are hybrids not part of the strategy?

NEWS IN YOUR COUNTRY

- EASTERN EUROPE
- NORTHERN EUROPE
- SOUTHERN EUROPE
- WESTERN EUROPE

CONTINUE READING

- BY INÉS PLATINI** eMobility competition: What is Germany's strategy to compete with Chinese giants?
- BY INÉS PLATINI** Solidstudio adds AI to its CPMS/eMSP platforms: Which processes will it streamline?
- BY INÉS PLATINI** 700 electric vehicles for SEUR in 2024: Why are hybrids not part of the strategy?

ABOUT AUTHOR

Inés Platini
Journalist

Journalist at Mobility Portal Europe and Mobility Portal España.

ALAMOS
Asociación Latinoamericana de Movilidad Sostenible

SCAME

We are pioneer in fleet management and electromobility since 2008.