

FORECASTING ELECTRIC VEHICLE ADOPTION IN AUSTRALIA'S TRANSPORTATION INDUSTRY

DATA6000

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Number of new cars sold, by type

Electric cars include fully battery-electric and plug-in hybrids.

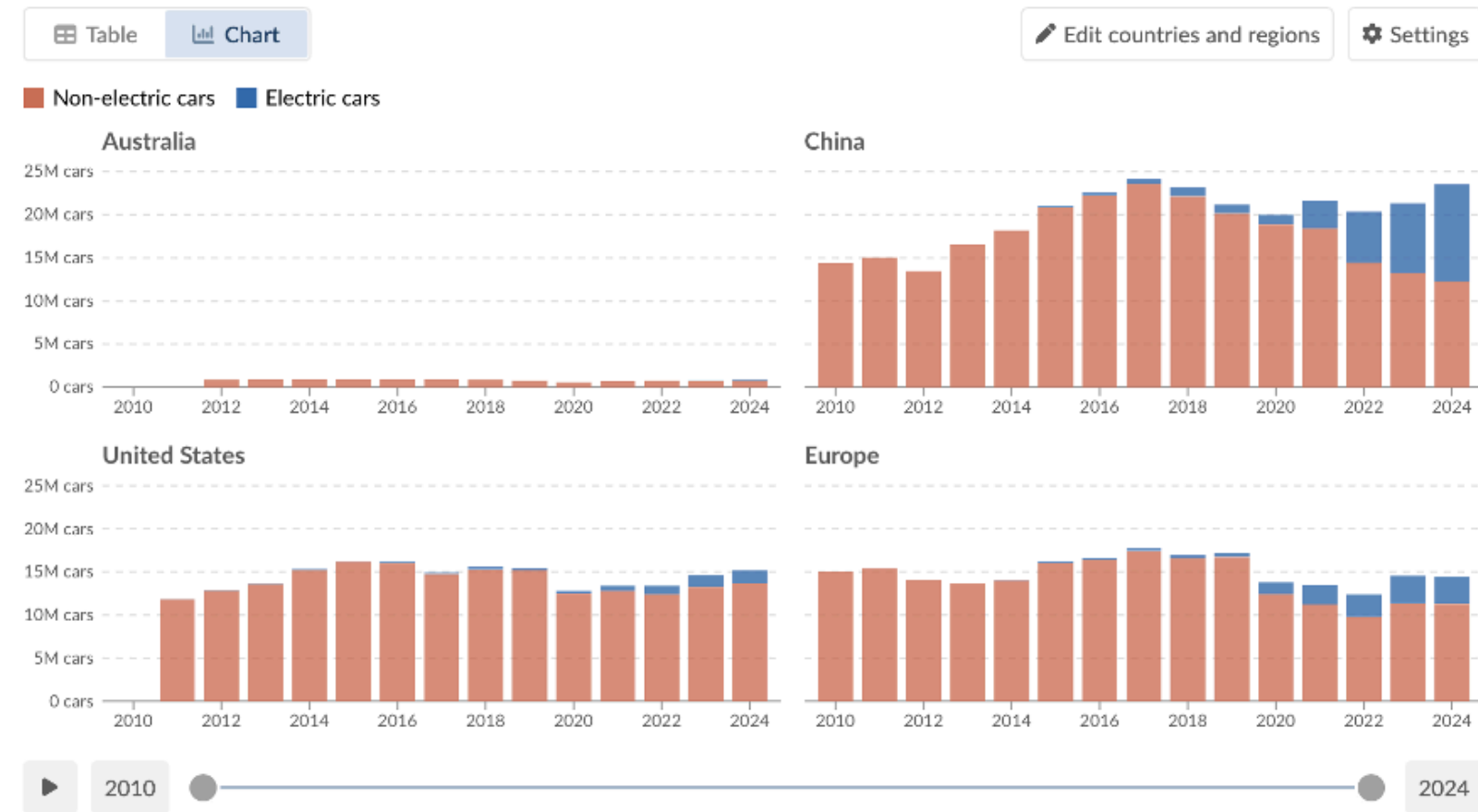


Figure 1: EV sales are rising, but Australia lags behind China, Europe countries and the US.

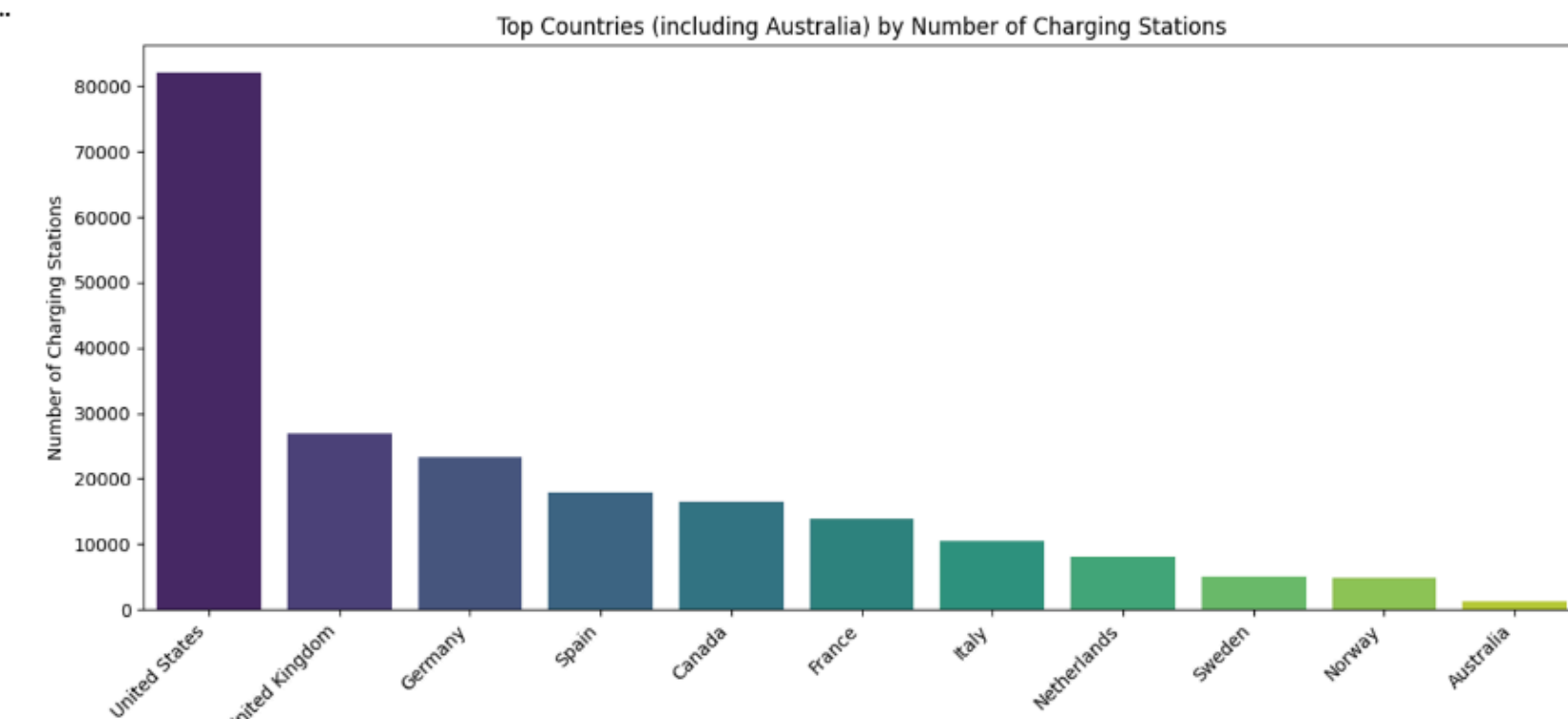


Figure 2: Limited and uneven public charging infrastructure

THE PROBLEM & OPPORTUNITY

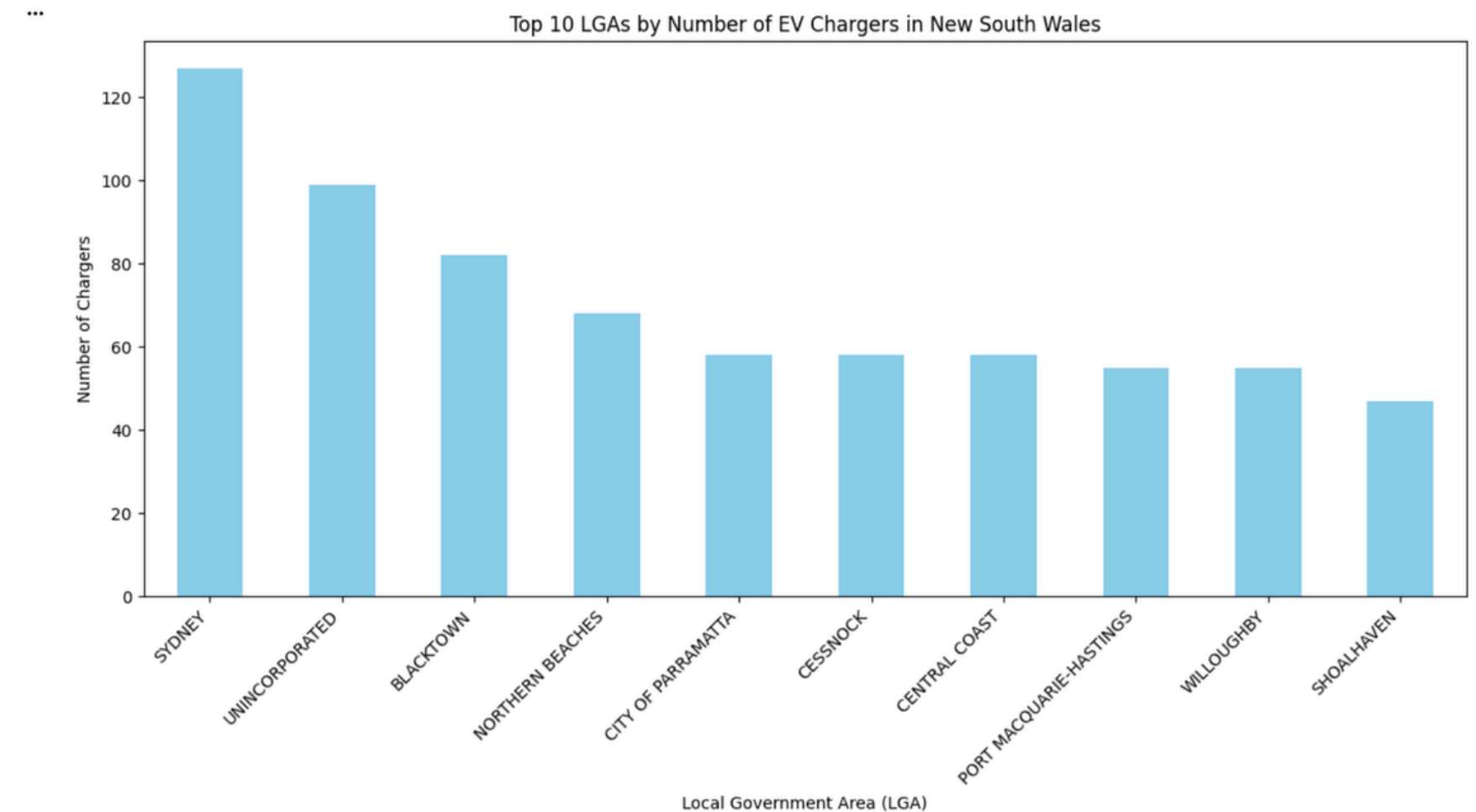


Figure3: Top 10 number of EV chargers in NSW,Australia

Where should we build chargers to unlock the fastest EV growth?

IF WE ADD CHARGERS, HOW MUCH DOES EV UPTAKE MOVE?

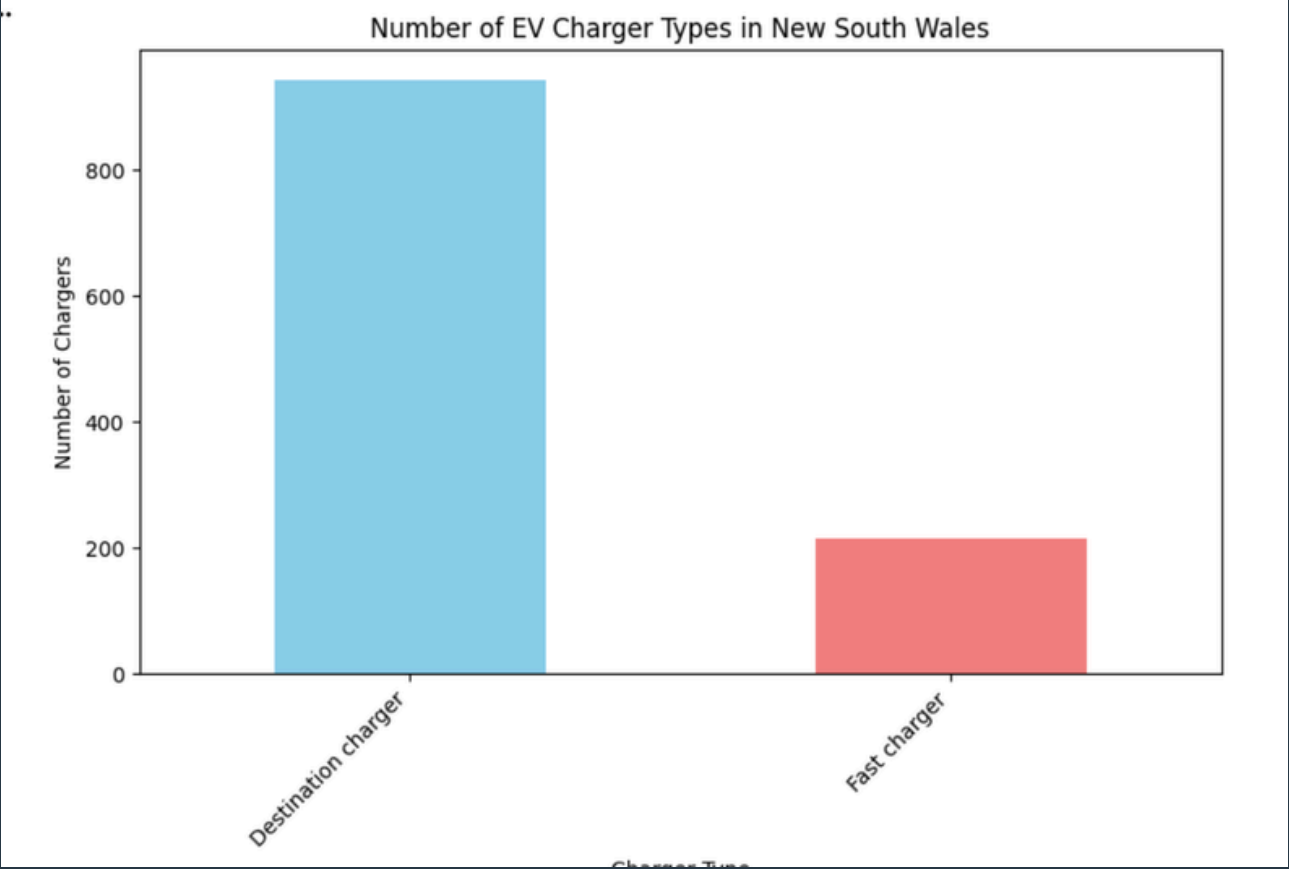


Figure 4: Number of EV Charger type across NSW

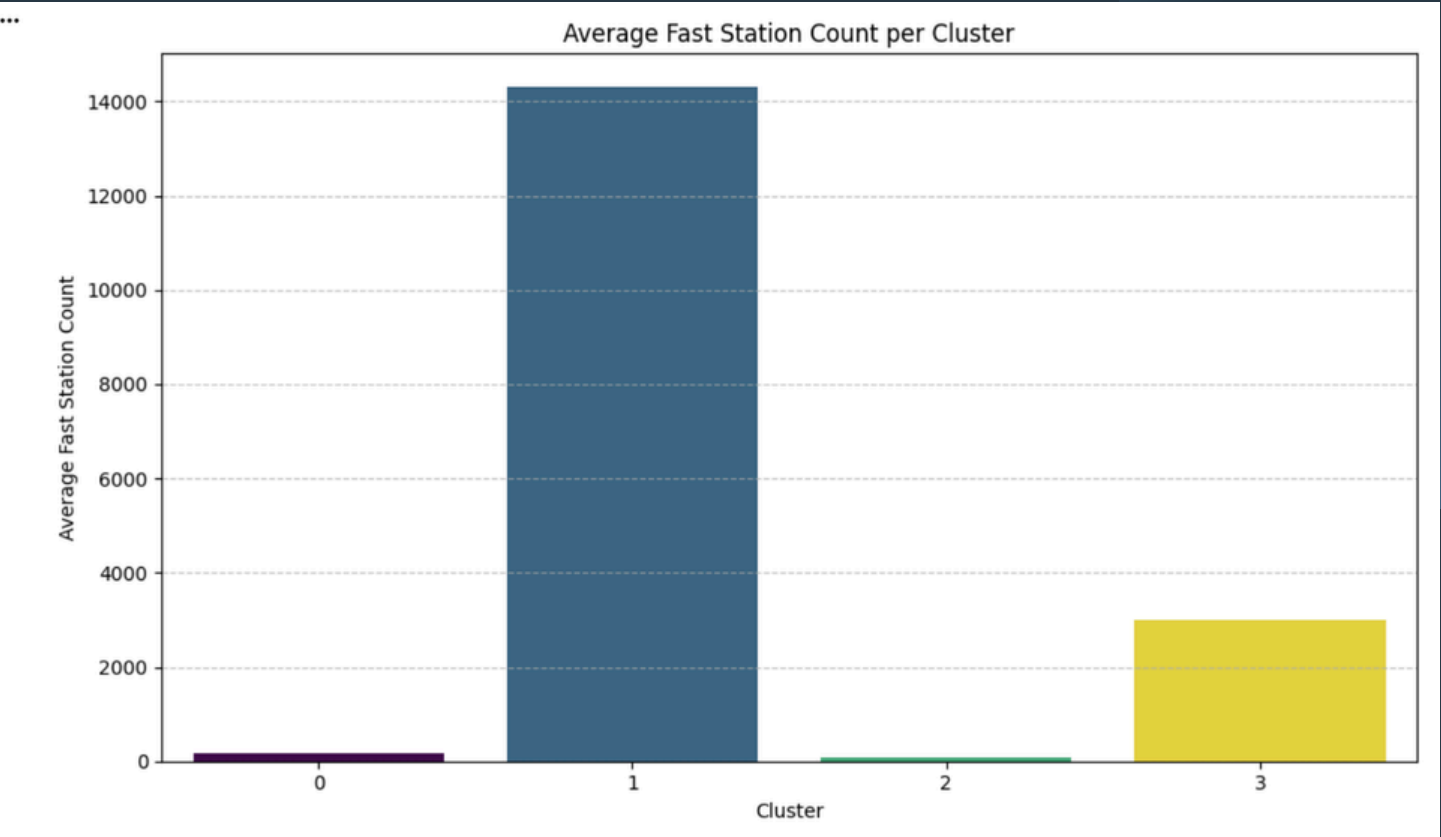
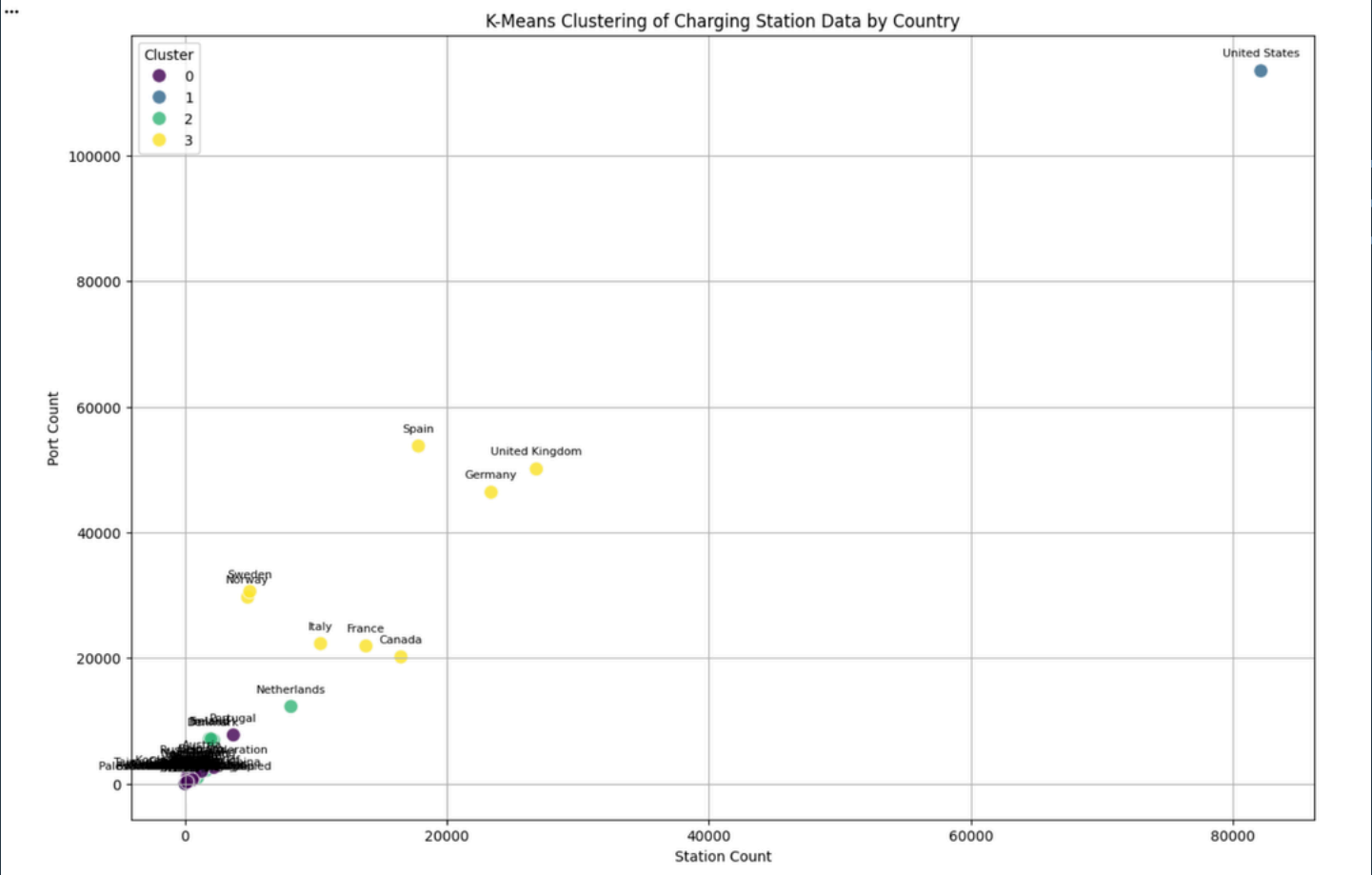


Figure5: Average of fast charging station per cluster



INVESTMENT OPPORTUNITY: \$50K TO SCALE THE SOLUTION

- Access richer demographic + usage data (\$15K)
- Build live dashboard and API (\$20K)
- Pilot with infrastructure partner (\$15K)

A smart planning tool for Australia's huge EV charger business will help companies put chargers in the right spots, use them more and grow faster as more people buy EVs.

REFERENCE

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