

PROJECT NAME: **PlugHunt**
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IDEAORT IN SHORT:**PlugHunt** is a mobile app for EV owners in Romania to list and rent private charging stations. It increases charging options, reduces range anxiety, and helps users earn extra income, promoting EV adoption through a community-driven approach.

Hardcore entrepreneur hackathon 4.0

1.PRODUCT - PROBLEM WE SOLVE



PlugHunt aims to address the scarcity of electric vehicle (EV) charging stations and encourage the adoption of EVs by providing a comprehensive app that lists all available charging stations in Romania and not only. Additionally, the app allows users to rent out their own charging stations, creating a peer-to-peer network that enhances the EV charging infrastructure. PlugHunt serves as a platform connecting those in need of a charging station with those willing to rent out their private stations, thus democratizing the EV infrastructure. This feature enables users to support each other by providing charging options and earning additional income. By creating a robust network of publicly and privately available charging stations, PlugHunt aims to alleviate the barriers to EV adoption, fostering a supportive community that contributes to the growth of electric mobility in Romania.

2. OUR TARGET GROUP



The primary user segment for the PlugHunt app consists of electric vehicle (EV) owners in Romania, particularly those residing in large cities and suburban areas where there is a higher penetration of electric vehicles. These users are aged between 25 and 55 years old and have medium to high incomes, as electric vehicles are generally more expensive than internal combustion engine vehicles. In terms of professions, the group includes IT professionals, managers, entrepreneurs, and other categories of people with stable incomes and a pronounced interest in technology and sustainability. Primary users are also interested in technology, sustainability, innovation, and energy efficiency. Behaviorally, they are inclined to adopt new technologies, are open to resource sharing, and support the collaborative economy. The secondary user segment consists of potential adopters of electric vehicles. These individuals also live in Romania, with a focus on urban and suburban regions. This segment is aged between 30 and 45 years and has medium to high incomes. Professionals in this segment work in the corporate sector, being employed in top companies and interested in transitioning to a more sustainable lifestyle. These users are interested in sustainable mobility, reducing their carbon footprint, and green technologies. Behaviorally, these individuals are in the process of gathering information and making decisions regarding the purchase of an electric vehicle and are concerned about the available charging infrastructure.

3. SMART OBJECTIVES



Specific: Acquire 1,000 active users within the first six months by advertising.
Measurable: List at least 500 private charging stations on the platform by the end of year one.
Achievable: Develop a pilot program involving at least three local businesses or community centers to host PlugHunt charging stations within the first year. This smaller scale approach allows for testing and refinement of the service in controlled environments.
Relevant: Increase the number of transactions by 50% every quarter, indicating growing user engagement.
Time-bound: Secure a 5% market share in the Romanian EV charging market by the end of the first year.
Additional: Develop and launch a user feedback system to improve services based on customer input within the first year.

4. PRICE



Users can reserve charging time slots at stations, paying the station owners in app credits. PlugHunt will charge a 5% fee on each transaction (both for credits added and withdrawn). This fee structure encourages continuous use of the platform while generating steady revenue. Additionally, if you both sell and purchase, you practically do not pay any fees to the platform, as you are contributing to the improvement of the PlugHunt network.

5. PROMOTION



Social Media Marketing: Leverage platforms like Facebook, Instagram, and LinkedIn to reach potential users through targeted ads focusing on demographics such as age, income, and interests related to EVs and sustainability. Regular posts about user experiences, benefits of using PlugHunt, and educational content about electric vehicles will engage a broader audience.
Search Engine Marketing (SEM): Invest in Google Ads to ensure PlugHunt appears in search results when potential users are looking for EV charging solutions or electric vehicles, capturing an intent-driven audience.
Partnerships: Collaborate with EV manufacturers and dealerships to bundle the PlugHunt app with new EV purchases, offering promotional deals like free initial charging credits. Partner with local businesses to install charging stations, increasing app visibility and providing more charging options.
Content Marketing: Create high-quality articles, blogs, and videos educating the public on EV benefits and charging infrastructure. Topics can include "How to Use PlugHunt," "Benefits of Hosting a Charging Station," and "Future of Electric Vehicles." Share customer testimonials and case studies to build trust and encourage app downloads.
Event Marketing: Participate in or sponsor green energy and tech expos, setting up booths for direct engagement with potential users. Engage with local communities at environmental fairs or markets to raise awareness and educate the public on EV infrastructure.
Influencer Marketing: Partner with influencers in environmental, tech, and automotive fields to reach their followers. Influencers can demonstrate the app, discuss benefits, and share experiences through video reviews and demos, helping to demystify the process for new users.
Email Marketing: Develop a regular newsletter to update subscribers on new features, stations, and promotional campaigns, while educating them on developments in the EV market.
Promotional Offers: Encourage trial and adoption with free or discounted charging credits for new users. Implement a referral program rewarding users with additional credits for bringing new users to the platform.