

LSM ASSESSMENT 10

19BCI0238

AMARAVATHI VEERENDRA NATH

SLOT:TAA1

10. Give a detailed summary of your project.

Business Model Plan Summary :

Business Background

We all have felt the need for more electric vehicles instead of the one that runs on fossil fuels. When we did a market survey we found the lack of charging stations to be a big factor in the lower number of electric vehicles. But even though charging stations are available, EV owners are not properly aware of them and there is always a lingering doubt if the charging station will be free and available when they want. Hence we came up with this business solution that aims to curb this issue by providing a one stop solution to all bookings related to charging stations for EVs, which ultimately increases a prospective EV owner's confidence.

Company :

We are planning to be a charging service booking provider for all kinds of electric vehicles. The business is still in its early phases and developing everyday.

Our CEO, Chavva Dharani, has led the team and contributed in every aspect of the plan, motivating the team and giving suggestions. Our Product Manager, Barani, has provided the clear vision of our idea and worked for the development of our product. Also connected with the stakeholders of our startup. The company's CTO is Chinmay Choudhury, has planned the technical aspects of the product, created

prototypes as well as compiled the company's BMP video. Arjun who is CMO has devised a plan for marketing to increase user engagement on our website. Our Sales Manager, Dev has forecasted our sales and researched the market to form sales plans. CFO, Ekta has analysed the market and has found out our funding sources. Also she has done the break even analysis of our company. Ashish who is our Business Development Manager is responsible for maintaining strategic alliances within companies and customers to help grow the business. And finally our Customer Service

Representative, Veerendra is responsible for attending all communications that comes from customers' side and provide them with solutions and solve their issues.

Industry :

Our business will come under the Electric Vehicle Infrastructure industry. The key to growth of the EV industry is the charging on-the-go model which we are targeting. With companies expanding their EV infrastructure around our country India, there is no proper booking service for EV charging stations. With the government's plan to shift to electric vehicles by 2030, and the plan to achieve net zero emission in future, we are expecting a boom in the number of EV owners hence more customers for ChargeUp and increased profits.

Supporting Documentation:

A survey had been conducted about electric vehicles and their charging stations.

The Results from the survey done:

Not many of them know the locations of the charging stations even though they own an electric vehicle which makes it difficult for them when they have to travel longer distances . That's when our service provides them the solution to tell them the locations and provides a slot booking system.

SURVEY LINK: <https://forms.gle/RKB5KAhiSgixR4rM9>

Prototype



Existing user? [login](#)

ChargeUp

We provide you ability to easily find charging point and help you plan your journey effectively. So you can relax and have fun.

Signup with us to find the best deals at charging points with more benefits.

[Sign Up](#)



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ChargeUp



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Password

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Don't have an account? [Register here](#)



Search for charging points

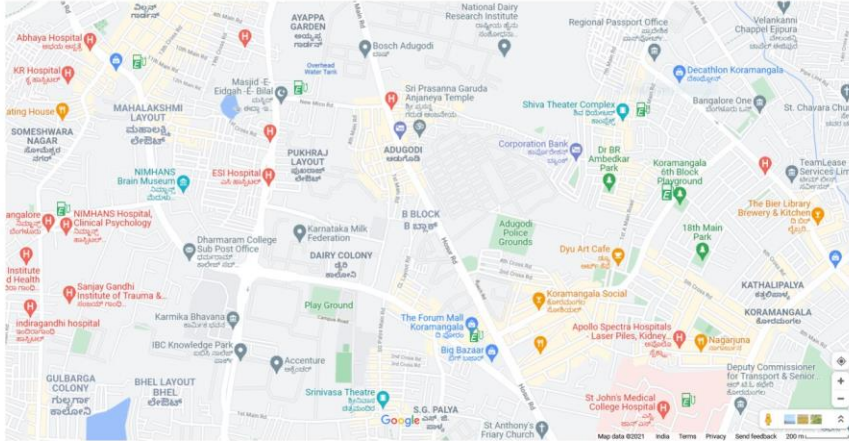
Enter location

bangalore

Enter vehicle

EV Scooter

Select a charging point to check for availability



Location A	provided by Company A	★★★★☆	(xxx)	₹ xxx / unit	>
Location A	provided by Company B	★★★★☆	(xxx)	₹ xxx / unit	>
Location A	provided by Company C	★★★★☆	(xxx)	₹ xxx / unit	>
Location A	provided by Company D	★★★★☆	(xxx)	₹ xxx / unit	>
Location A	provided by Company C	★★★★☆	(xxx)	₹ xxx / unit	>
Location A	provided by Company D	★★★★☆	(xxx)	₹ xxx / unit	>
Location A	provided by Company B	★★★★☆	(xxx)	₹ xxx / unit	>

Confirm your slot

Location X, company Y

Rate: ₹ XX / hr

Choose from the available slots

Date: 26/09/2021

12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00
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Date: 27/09/2021

12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00
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Date: 28/09/2021

12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00
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Date: 29/09/2021

12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00
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Date: 30/09/2021

12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00
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Summary:

Location X, company Y

Rate: ₹ xx / hr

Date: 26/09/2021

Time: 17:00 hr

Vehicle Type: EV Scooter

No. of Vehicles: 1

Confirm Booking