



# LEADS.

*Opportunities in Electric Car Charging*

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## *Input*

### Resources:

Time  
Data resources  
Collaboration software  
IAR assignment

### People:

Our team  
Classmates  
Professors  
Professionals  
Electric car drivers

## *Output*

### Analysis of:

Charging stations market  
Electric vehicle market  
Technology  
Laws and regulations  
Architecture and zoning

### Impact of :

Oil Price  
Battery Market  
Fuel Cells  
Electricity price  
Environmental agreements  
Substitution markets  
User acceptance  
Academic projects  
Economy conditions

## *Current Situation*

### *Case Studies*

### *Global Context*

## *Analysis of relevant factors*

### *Porter's 5 forces Recomposition*

# Logic Model

## *Outcomes*

Understanding of the current situation

Understanding of the most relevant case studies

Understanding of the global context

Provide an overview of the charging stations industry

Better understanding of the policies and strategies of companies and governments

Better understanding of the mechanisms that influence the markets

Increased development of the electric car market and charging stations market

Environmental impacts, such as:

Reduced emissions  
Reduced oil consumption

*Conclusion*

*Strategy design*

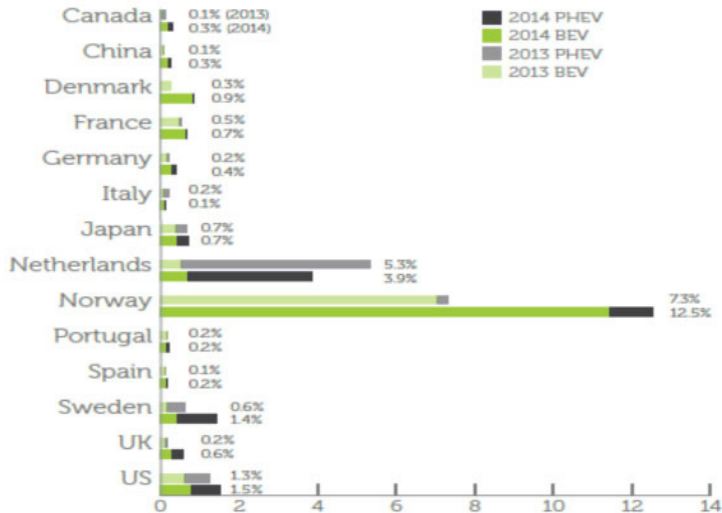
**INDUSTRY  
ANALYSIS**

*Alleviate the range anxiety*

*Well distributed, EV compatible,  
and affordable charging station  
network*

# What's up?

Market sales shares of EVs for 2013 (lighter colors) and 2014 (darker colors).



Electric cars have been in the market for decades, but only recently sales have started to spike due to the introduction of successful models by brands such as Tesla, Toyota and Nissan. Supported by favourable (tax) regulations and international development initiatives EV's are an increasingly attractive means of transport.

A market that grows hand-in-hand with that of the EV's, is the EV charging market. Currently this market is still in it's early stages of development and experiencing a fast-changing competitive environment. In our analysis of this industry will try to provide further insight in the current status, and from there identify promising opportunities and recommendations for future strategies.

