



LEADS.

Opportunities in Electric Car Charging

Hester Berndsen

Vincent Henric

Bruno Jacquelin

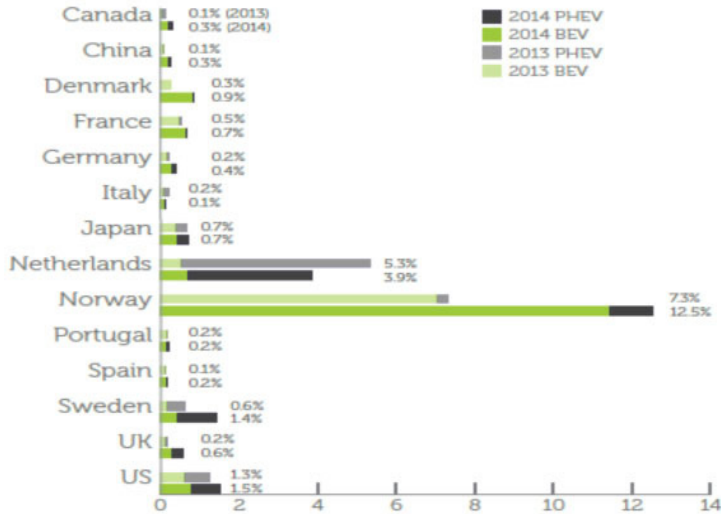
Mostafa Moazami

Emre Yildiz

2015

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.





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*