

Case study

ChargePoint

Founded in 2007, ChargePoint, formerly Coulomb Technologies (CT), is an electric vehicle infrastructure company based in Campbell, CA. CT's aim was to offer chargepoint networked charging stations that includes: public charging station, a consumer subscription plan and utility grid management technology for electric utility companies to smooth electrical demands on the grid

In January 2009, the company's first charging stations were deployed in downtown San Jose that drivers can access through a prepaid plan.

EXPANSION

ChargePoint currently is the largest and most open electric vehicle (EV) charging network in the world, with more than 19,000 charging locations and a 70% + market share. Since its first charging station installation, Coulomb charging stations have been present in more than 27 US states, Canada and Europe.

Ranked #1 by leading independent research firm (Navigant Research), ChargePoint makes advanced hardware and best-in-class cloud based software. The company also launched a \$100 million lease financing fund with partner Key Equipment Finance that's meant to jump-start the spread of public charging infrastructure. In America, the ChargePoint America project sees 1,800 240-volt charge stations being built. Sponsored by Coulomb Technologies, the \$37 million project is backed by a \$15 million DOE grant, provided through the Recovery Act. ChargePoint America has provided 4,600 networked charging stations to homes and public locations (October 2011), adding to the existing Charge-

Point Network. The ChargePoint America project will collect data on vehicle use and charging patterns, which will be analyzed by DOE's Idaho National Laboratory. It has announced its expansion into Europe, the Middle East and Africa with the opening of Coulomb's European headquarters represented by 365 Energy Group, a venture of Estag Capital AG, in Berlin, Germany. Coulomb Technologies' ChargePoint public charging stations are also already in Australia.

TODAY

ChargePoint currently consists in three main products: ChargePoint Home (level 1) - CT4000 family of charging stations (level 2 – 25 RPH) - ChargePoint Express 200 (Fast Charging – 200 RPH)

This three types of charging stations enable the ChargePoint company to aim at the entire EV market. ChargePoint targets companies and individuals to sell these charging stations. Manufacturing and R&D are actually let to "suppliers". This strategy lead them to partner up with many companies, including car industries, electricity suppliers

Another main aspect of their strategy is the focus on customer services. The ChargePoint mobile app gives real-time network information (including the avail-