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| --- | --- |
| Question | Indicator |
| How market is big? | Number of EV owners  Number of EV charge station companies  Number of EV companies  Number of EV charging stations |
| How about infrastructure? | Number of EV chargers  Types of EV chargers  Number EVs |
| How about incentives | Public incentives  Company incentives  R&D incentives  Public charger pricing |
| Geographic situation | Geography for infrastructure  Geography for innovation & technology  Geography for economy |
| How about customers? | Education level of the customer  Customers’ sensitivity to environment |