

Yichuan Hong - Ke Huang - Jenny Le, Shuyue Li - Nikolai Romanov - Ryan Yu

Opportunities & Problems

Mission

Expedite mass adoption of electric vehicles for everyone

Vision

To be the Nation's largest public fast charging network, powered by 100% renewable energy.

Opportunities

Political

New government purposed multiple policies that benefits clean energy

Technological

- Ultra-fast charging Wireless
- charging

 Mobile
- chargingNew battery

Environmental

Climate change built public awareness in protecting environment

Problems

Migrations due to COVID-19 to places where there's a lack of EVgo charging stations

Inconvenience of EV owners' charging experience

EVgo

Factors critical for success

Transaction time

Price

Convenience

Touchless charging

Charging time

Station distribution

Port innovation

Assessment of Organization



_	_
Focus	
FACILE	Arga

Current State

Desired Future State

Identified Gap

Action Plan

Development of adaptable, fast charging port

Various ports for different EVs **Measured by:** 0% adaptable, fast charging port.

Adaptable charging ports for most current EV models with less charging time

Measured by: 100% new port for all EVgo charging stations.

100% - All EVgo stations (Create) Create a team of data scientists and engineers within EVgo to develop the adaptable, fast charging port.

Innovation of touchless experience

Manual charging and payment for all stations

Measured by: 0% touchless experience.

Offer entirely touchless experience, reduce time spent at the station.

Measured by: 100% for all EVgo charging stations.

100% - All EVgo stations (Create)

Work with a technology (or robotic) company to create the touchless experience.

Expansion

Only has charging stations in urban areas in the U.S.

Measured by: 2% of the EV fast charging stations margin

Use machine learning to find best locations for expansions within the U.S.

Measured by: 6% of EV fast charging stations margin

Increase by 4% EV fast charging margin (Raise)

EVgo data scientists to conduct machine learning process to figure out the best locations within the U.S.

Partnership

Partnerships with groceries stores and auto companies **Measured by**: 0 partnership with high tech companies Partnership with high tech companies to achieve better customer experience **Measured by:** 100% at EVgo new smart stations.

100%-All smart charging stations (Create)

Strategic team to work with high tech companies for partnership deal

Strategic Options Considered

Partnership with Amazon Go

International expansion

Utilize technology for expansions

Expansion solely to places with migrations due to COVID-19





Improve EVgo phone application

Create touchless experience

Develop adaptable, fast charging port & obtain a patent for it

Partnership with coffee chains & fast food chains

Selected Strategy & Potential Roadblocks



Selected Blue Ocean Strategy

Utilize technology to expand to best locations

Develop adaptive, fast charging port & get patent for this device

Create a touchless charging experience

Partnership with Amazon Go

Potential Roadblocks

EVgo financial capabilities to carry out this strategy

Technical difficulties

Amazon might not agree to the partnership deal

EVgo fail to get permission to use certain locations due to local government policies

Implementation Plan

- Form Port Development Team (EVgo data scientists & engineers) to develop adaptable, fast charging port.
- Form Touchless Experience Team (EVgo strategic team & data scientists) to partner with technology company and develop technology for touchless experience.
- Form Location Team (strategic & data scientists) to gather data on expansion.
- All 3 teams work with EVgo Finance department to allocate project funding.

- Adaptable Charging Port & Touchless Experience (smart charging stations) ready for launch
- EVgo Legal team file for charging port & touchless experience patents
- Implement smart charging stations to 20 locations throughout the U.S.

- Apply the adaptable, fast charging port & touchless experience to all EVgo stations within the U.S.
- Acquired 6% EV fast charging stations margin

2023

2030

2021

- EVgo Partnership team (consists of Strategic + Legal + Finance + Marketing) finalize the partnership deal with Amazon
- Port Development Team to finish developing charging port in 2023.
- Touchless Experience Team to finish developing technology for touchless experience by 2023.
- Location Team complete picking out first 20 locations for expansions within the U.S.

2022

 Continue expanding the smart charging station within the U.S.

- Acquired 4% EV fast charging stations margin in the U.S.
- Apply the adaptable, fast charging port & touchless experience to 1/3 of all EVgo stations within the U.S.

2025

Current

Short-term

Mid-term

Long-term