

EVgo Strategic Roadmap

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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 charging
- New 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

Factors critical for success

Transaction time

Price

Convenience

Touchless charging

Charging time

Station distribution

Port innovation

Assessment of Organization

Focus Area	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

EVgo®



Partnership with
Amazon Go

Improve EVgo phone
application

International
expansion

Utilize
technology for
expansions

Create touchless
experience

Expansion solely to
places with
migrations due to
COVID-19

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

