EVgo
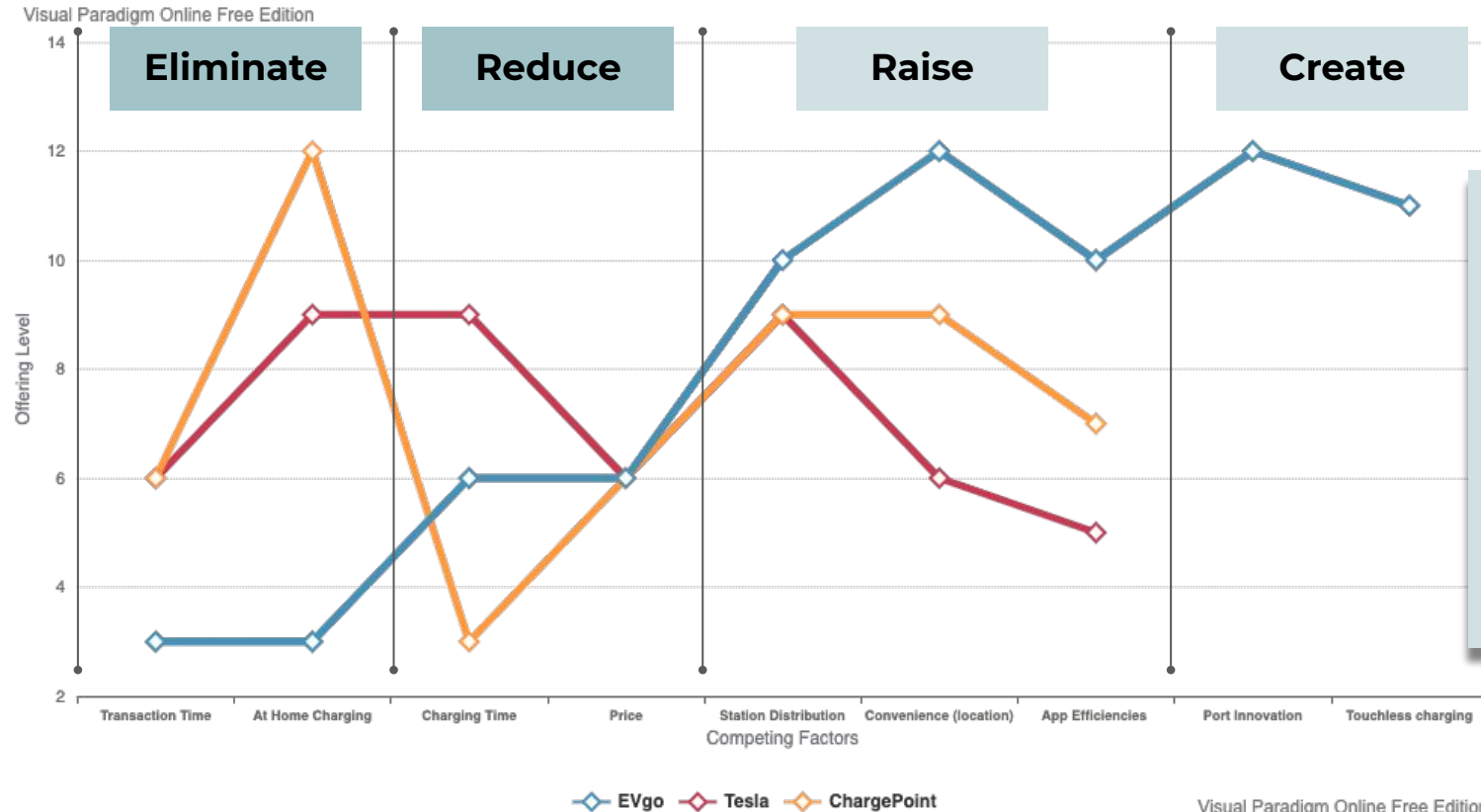# Disruptive Opportunity Assessment

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Strategy Canvas & ERRC

Strategy Canvas comparing EVgo, Tesla, and ChargePoint across competing factors grouped into Eliminate, Reduce, Raise, and Create categories.

Strategy: By building charging stations in the most convenient locations in traditionally underserved markets of the country experiencing an influx of migrants from COVID-19, EVgo can grow its business and profitability

Multi-sided Platform (MSP)

EVgo®

- **Participants:**
  - EV owners
  - Coffee chains
    - Starbucks/Dunkin Donut/etc.
  - Fast food chains
    - McDonald's/Taco Bell/etc.
  - Banks
- **Value Unit:**
  - Food & drink services
  - Banking services
- **Filter:**
  - Location
- **Core Interactions:**
  - Getting food & drink
  - Getting banking services

Strategy: By building charging stations in the most convenient locations in traditionally underserved markets of the country experiencing an influx of migrants from COVID-19, EVgo can grow its business and profitability

Summary

Disruptive Strategy:

- Expand locations that offer:
  - Touchless charging
  - Reduce charging time
  - Adaptable charging port to fit all EV models
  - Automatic linkage of account using sensor system
  - Turn EVgo into MSP:
    - Partner with other companies
    - Connect EVgo customers to these other services
    - EVgo customers can use these services while waiting for their vehicle to finish charging.

Strategy: By building charging stations in the most convenient locations in traditionally underserved markets of the country experiencing an influx of migrants from COVID-19, EVgo can grow its business and profitability