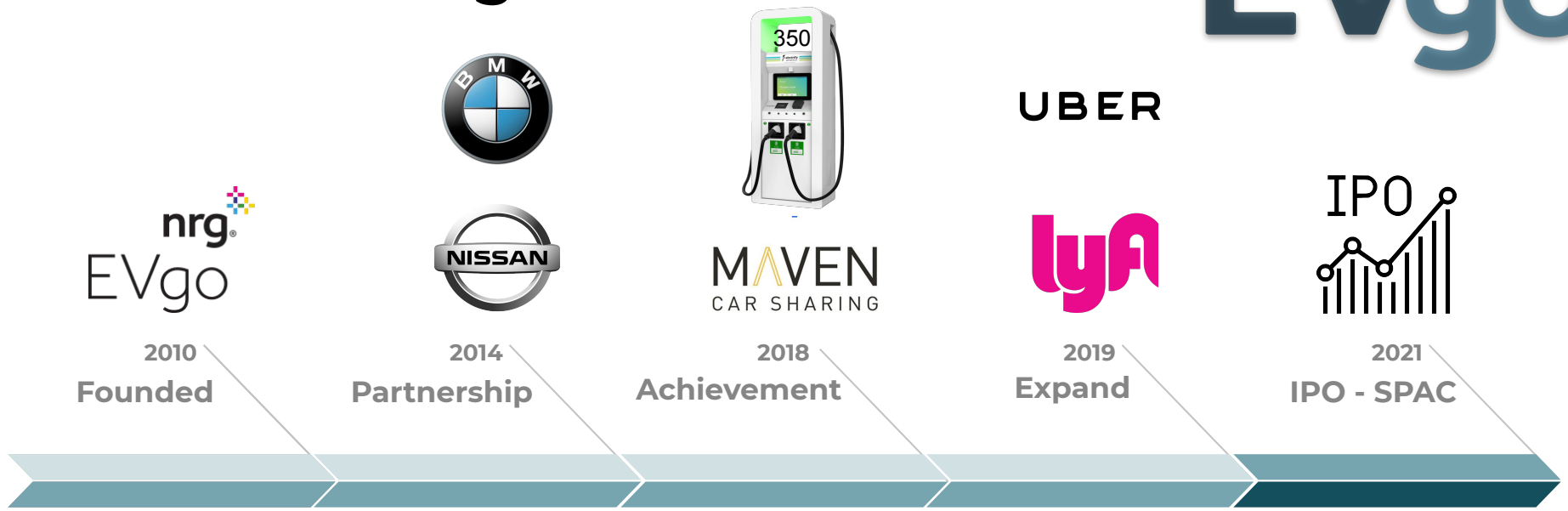


EVgo Strategic Assessment



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Overview of EVgo



Host:

Overall:
800 locations
67 cities
34 states

PESTLE Analysis Pt. 1



P

Political

- ❑ The Biden Administration is climate-conscious.
- ❑ Opportunities to grow as quickly as possible in politically favored climate.

E

Economic

- ❑ The U.S. economy is in a recession, resulting in increased unemployment.
- ❑ Consumers are less likely to spend on non-essential items.

S

Social

- ❑ Quick adopters like Gen Z and Millennials are becoming more environmental-conscious.
- ❑ Baby-Boomer generation less inclined to shift from ICE vehicles.

PESTLE Analysis Pt. 2



T

Technological

- ❑ Lengthy charging times might discourage EV use and threaten the business model.
- ❑ Fast-charging technology can improve people's experience with charging stations.

L

Legal

- ❑ Local ordinances (zoning laws) vary across the country, raising compliance and acquisition costs.
- ❑ Safety regulations for the EVs industry.

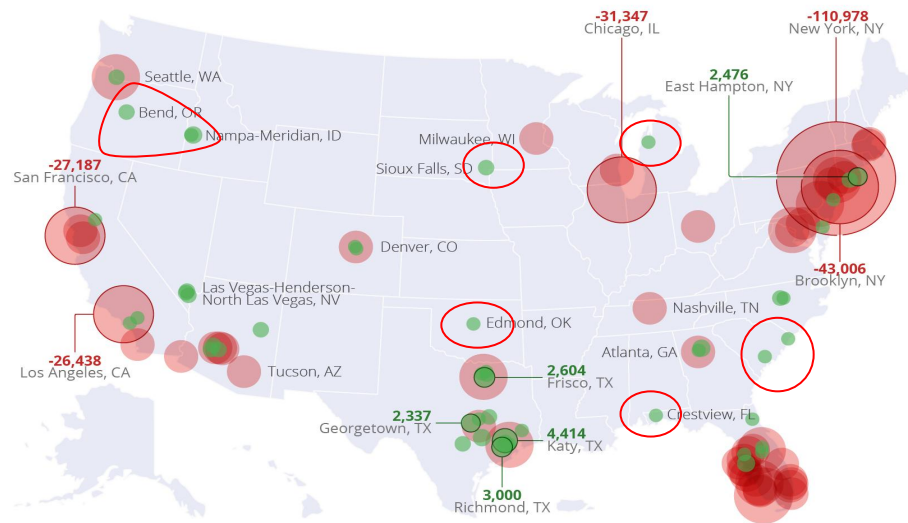
E

Environmental

- ❑ Consciousness surrounding climate change is encouraging green technology adoption.
- ❑ Cold weather impacts battery life.

Strategy Pt. 1

TOP 50 CITIES THAT GAINED MOVERS DURING CORONAVIRUS, AND THE TOP 50 CITIES THAT LOST MOVERS



Bubble sizes represent the number of movers that moved into or out of the city. The bigger the bubble, the larger the number of movers.



Experiment

- ☐ Target expanding markets within the continental U.S.
- ☐ Negotiate with local businesses and department stores to purchase the spots for EVgo charging stations.
- ☐ Gain advantage over competitors (e.g. ChargePoint) through the use of premium locations.

Measure

- ☐ Profit

Strategy Pt. 2



| Hypothesis | Assumptions | Uncertainties | Validation |
|---|---|---|---|
| <ul style="list-style-type: none">❑ 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 | <ul style="list-style-type: none">❑ Supply & demand❑ Migration❑ Acceptance of EVs | <ul style="list-style-type: none">❑ Consumer preference❑ Population movement❑ Market saturation | <ul style="list-style-type: none">❑ Information collection❑ Conducting survey❑ Collaboration with companies |

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