

Problem Statement

The main issue for customers while buying an Electric Vehicle is the lack of knowledge of location of EV charging stations, particularly in India. It is very essential for the users to know the locations of charging stations while planning long trips.

Rose

It can lead to a higher adoption of EVs as customers will gain confidence in charging stations.

Opens doors for collaborations with charging infrastructure providers and Automakers.

Convenient and user-friendly info interface to make locating nearby charging stations convenient.

Generation of valuable data on charging station usage for urban planning & infrastructure development.

Positive public perception of the company as sustainable, conscious and technologically advanced.

Thorns

Challenging to maintain accurate & up-to-date information, as the landscape is continually evolving.

Any data breach or misuse will severely harm the app's reputation.

Complex to integrate with different charging station networks and data aggregators.

May end up increasing pressure on power grid, leading to potential issues with electricity supply.

Buds

Real time updating of data to make it more accurate & enhance user exp.

Integrating the app with popular navigation services

Can include information about government incentives for using EVs.

Community feature, where owners can share their experiences and tips on charging locations.

Allow users to rate & review charging stations to help others in making informed decisions.

Provide real-time dynamic pricing information for charging stations.

Including data about charging station compatibility with different vehicles!

Rose

Growth of EV to facilitate Eco-friendly reputation.

Future Proofing

Government support and advice.

User loyalty and engagement

Advertising and Sponsorship revenue

Thorns

Data Privacy compliance.

Variability of Charging stations

Competing Applications

Connectivity issues

Application Reliability

Gamification elements for user incentives

AI driven Predictive features

Smart charging Reminders

Buds

Integration with Ride Sharing apps

Cross-border Integration

Rose

EV's technological growth facilitate ecofriendly reputation

User Loyalty & Engagement for future growth in this sector

Future Security is both economical and environmental perspective

Revenue from Advertisement & Sponsorship

Government Support for steady growth

Buds

Gratification elements for user incentives

Integration with Ride Sharing Apps like Uber, Ola, Rapido, etc.

AI driven predictive features for future endeavours

Cross Border Integration for open trade and market expansion

Smart charging Reminders as it takes a longer amount of time to recharge an electric car

Thorns

Data Privacy Compliance

Connectivity Issues because of poor IOT.

Amount of Charging stations needed to be established

Application Reliability must remain unhindered

Competing Applications

Kardikeshant

ROSE

Knowledge of charging station location would alleviate range anxiety, encouraging wider adoption of EVs.

Convenient access to charging infrastructure would enhance customer satisfaction and would boost EV sales.

Data on charging demand for charging location knowledge would aid in efficient planning and placement of stations.

There will be more business opportunities and promotion in innovation in EV industry will be there.

It would promote environmentally friendly travel, reducing green house emissions.

It would provide market differentiations and would attract eco-conscious customers.

BUDS

Long charging times, inconvenience drives, especially on long trips

Environmental challenges will be there in battery production and disposal

Higher upfront cost limited affordability for some potential buyers

Limited options in certain vehicle segments may impact consumer preference

Insufficient EV charging infrastructure may hinder EV adoption in some regions

Lack of charging infrastructure compatibility might lead to inconvenience and confusion.

THORNS

Technological advancement drives EV performance and efficiency

Government incentives and policies promote EV adoption

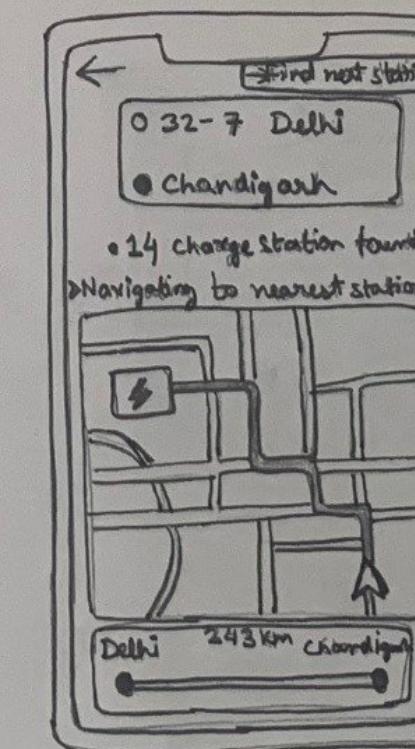
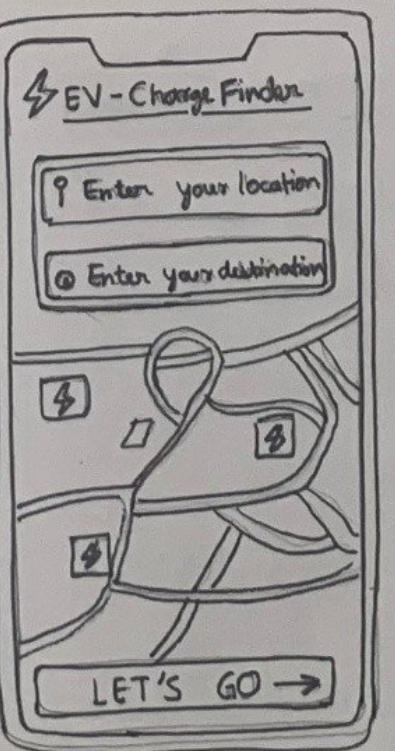
Infrastructure development expands access to charging stations

Environmental regulations favour transition to EVs.

Integration with renewable energy sources reduces emissions

Innovation in mobility services enhances EV accessibility and convenience.

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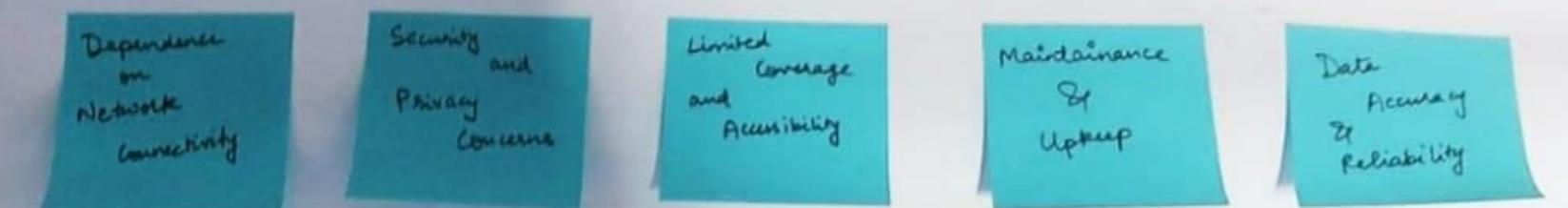
EV Charging Stations b/w Point A & Point B

Advantages:

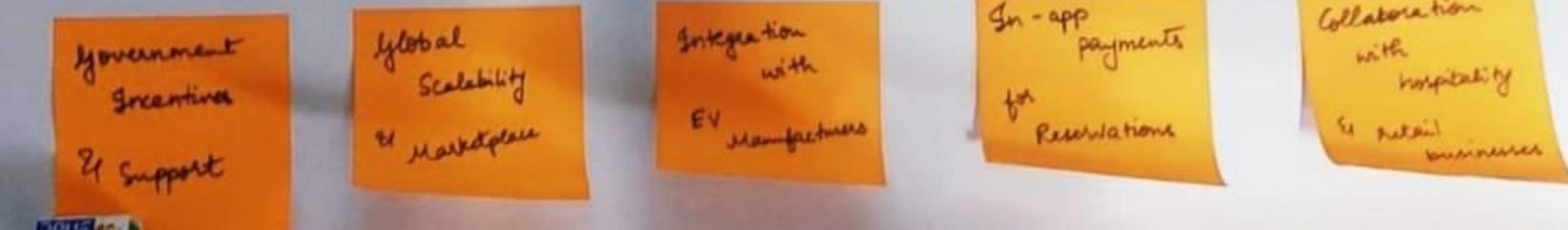


NATARAJ 621 SCALE

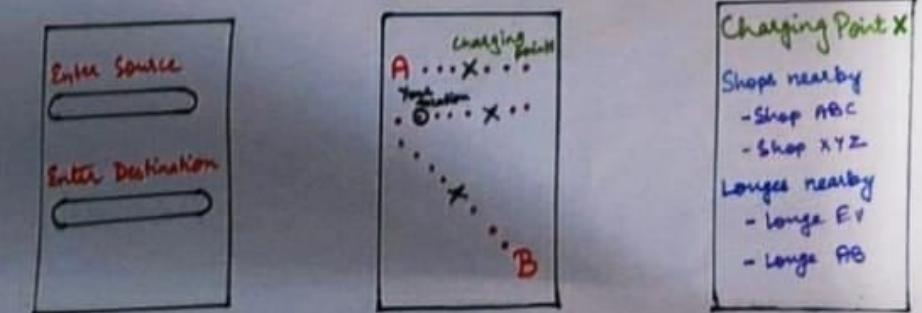
Disadvantages:



Potential:



Prototype of the App:





[Cumulative Model] Advanced Charging Station Locator Application

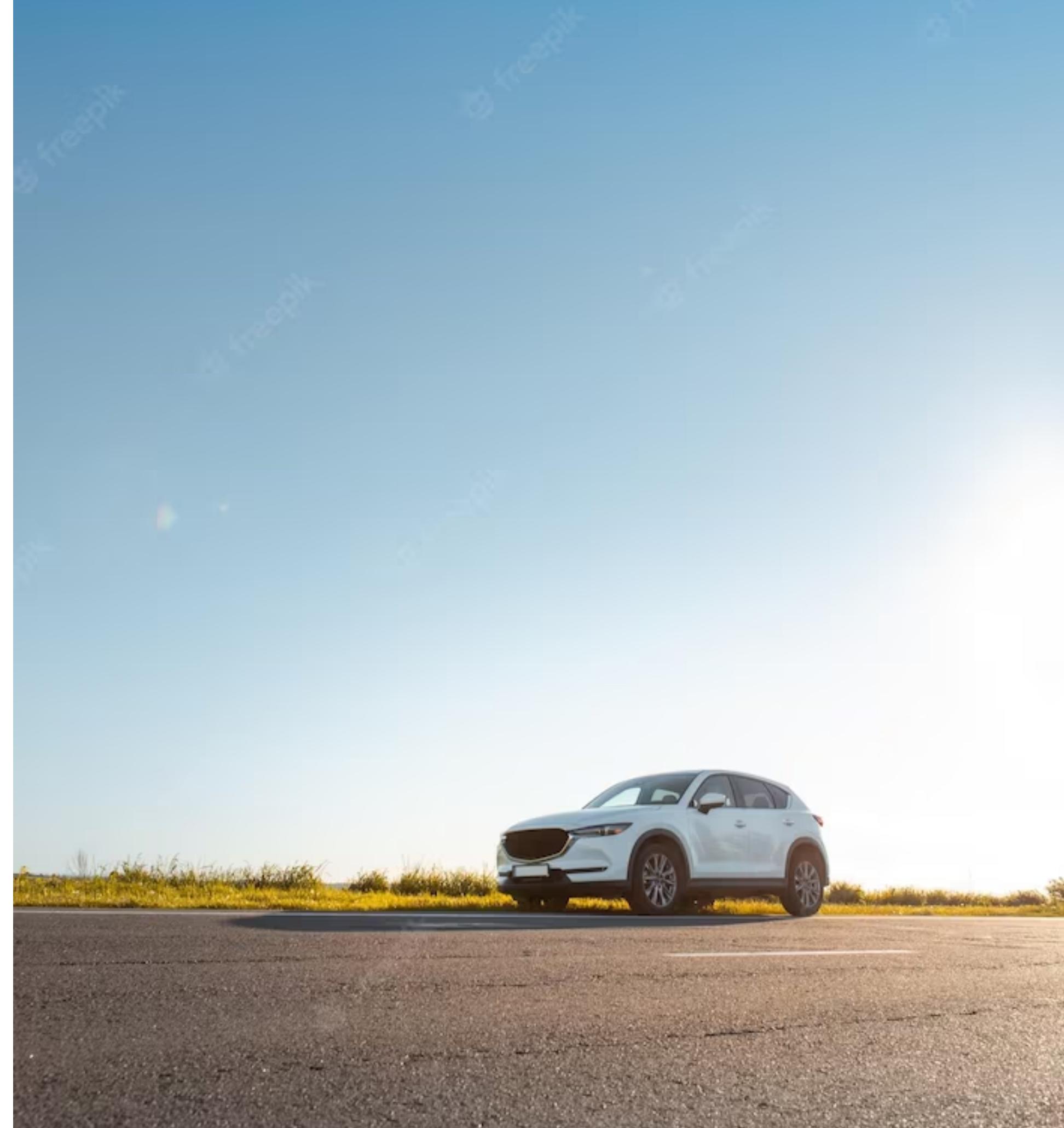


Introduction

This presentation proposes an Advanced Charging Station Locator Application to revolutionize the electric vehicle infrastructure. The application will provide real-time data on charging station availability, location and pricing, making the EV charging experience more convenient for drivers.

Current Challenges

The current EV infrastructure lacks standardization, leading to confusion for drivers. Additionally, charging station locations are often not easily accessible or visible. This results in range anxiety and decreased adoption of electric vehicles. The Advanced Charging Station Locator Application aims to address these challenges.





Features

The Advanced Charging Station Locator Application will provide real-time information on available charging stations, station types, and pricing. It will include a map with directions to the nearest charging station and the ability to reserve a spot. The application will also include user reviews and ratings for each station.

Benefits for EV Drivers

The Advanced Charging Station Locator Application will make the EV charging experience more convenient and less stressful for drivers. It will reduce range anxiety by providing accurate and real-time data on charging station availability and location. It will also save time and money by allowing drivers to compare pricing and reserve a spot ahead of time.

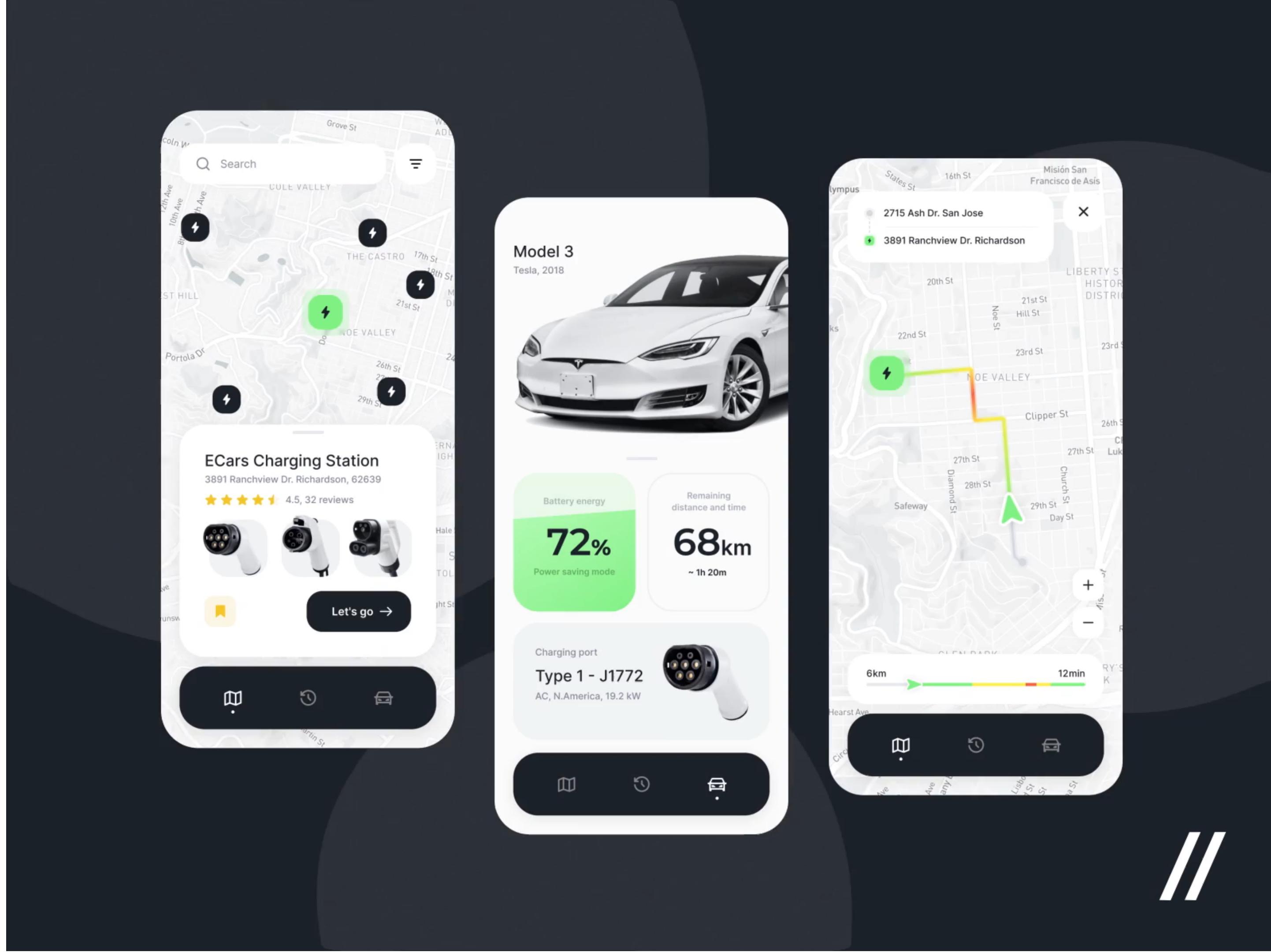




Benefits for Charging Station Operators

The Advanced Charging Station Locator Application will benefit charging station operators by increasing their visibility and accessibility to EV drivers. It will also provide valuable data on usage and user behavior, allowing for better planning and optimization of charging station resources.

P R O T O T Y P E



Conclusion

The Advanced Charging Station Locator Application has the potential to revolutionize the EV infrastructure by addressing current challenges and providing a more convenient and stress-free charging experience for drivers. It will also benefit charging station operators by increasing their visibility and providing valuable usage data. We hope to see widespread adoption of this application in the near future.

Thanks!

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