ChargeDASH

Market Plan

Competitors

Even though there are **no direct competitors** to our product, there are some technologies that can be considered as competing in the same market. None of these competitors currently combine the set of features that ChargeDASH provides.

Load Balancing Technology

Load balancing is a technology used to share the available power of a parking lot amongst all installed charge points. This technology therefore can also be used to increase the number of cars that can be charged on a given day. The downside of this technology however is that a bigger amount of charge points has to be installed, which can be **very costly**.

Social Charging App

The **Social Charging app**[1] allows EV owners to contact other EV owners to ask them to unplug their car, as long as the other EV owner also has an account. For business users, the app provides a charging queue feature. You can get a notification if a charge point becomes available. Development of the app seems to have slowed down, and no longer aimed at the B2B market, **focusing on B2C** instead. ChargeDASH provides added value compared to this app in several ways. It provides added value for facility managers and integrates with existing business applications of the customer.

CGI CIMS

CGI's **Charge Point Interactive Management Solution**[2] is a charge point management system that can provide a company with insights into the state of their charge points. This system however is not aimed at employees of a company and does **not** provide the **social** queueing features or the **integration** with existing business applications that ChargeDASH provides.

Product Pricing

The product will cost € 20 per month per charge point. This price may seem high at first, but it is much **lower** than the savings that using ChargeDASH could result in. An illustration of the potential savings compared to the cost of ChargeDASH is provided in Figure 1.
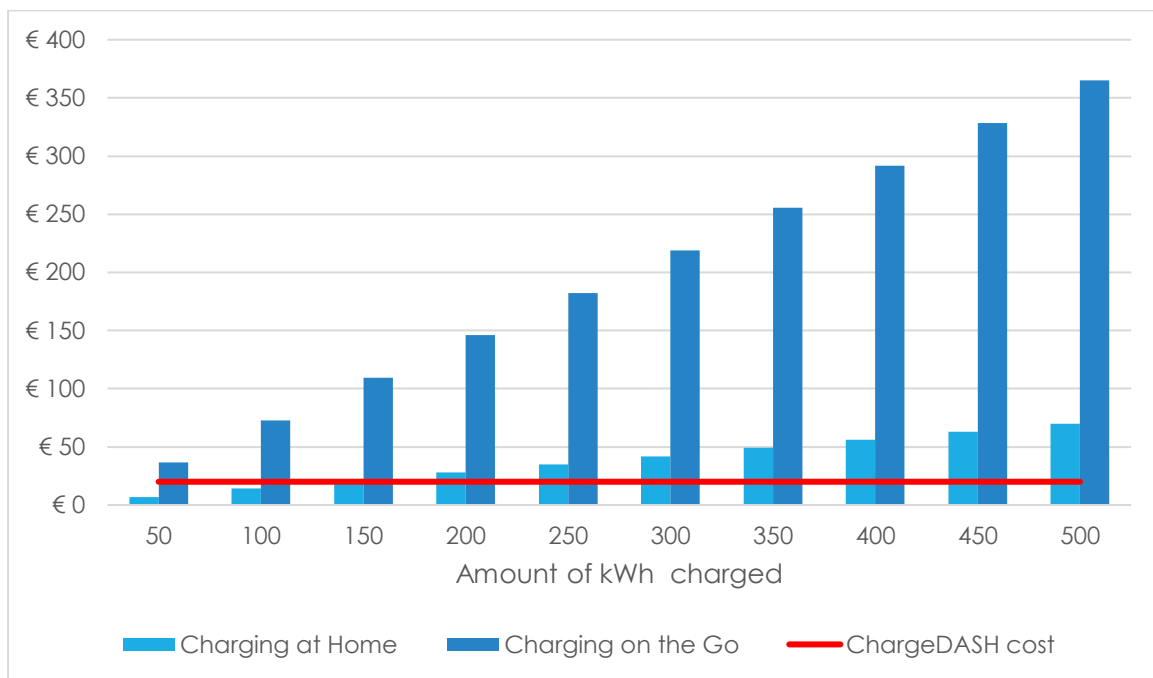
Figure 1. ChargeDASH costs compared to savings

We devised **four pricing groups** based on the **number of charge points** that have to be managed, the more charge points you connect, the less you'll pay per added charge point. This is intended to encourage the customer to install new charge points in their parking garage/lot.

In addition, ChargeDASH is going to provide a **50% discount** for its customers while the product is in **BETA**. This way, we hope to provide a mutual benefit. We will receive valuable feedback about our application and the customer saves on costs while helping electric mobility forward. Moreover, we will provide each organisation with a personal demonstration about our software to show how it works.

An overview of the described pricing scheme is shown in Table 1.

Table 1 ChargeDASH Pricing Scheme

Number of charge points	< 10	10 – 40	40 – 80	> 80
Price per charge point per month	€ 20	€ 18	€ 17	€ 16
Price for BETA users	€ 10	€ 9	€ 8,50	€ 8

Competitive Edge

*ChargeDASH is the **first system** that **combines** the charge point **sharing** concept with **management** features and **integration** into existing company applications. The potential market for this product is **enormous**. As can be seen in Figure 2, there's a big difference between the number of charging points and the number of Electric Vehicles in the Netherlands over the past five years. The red line shows that there are not enough charging points for all EVs: there is about **one** charge point per **four** vehicles so there is a real need here.*
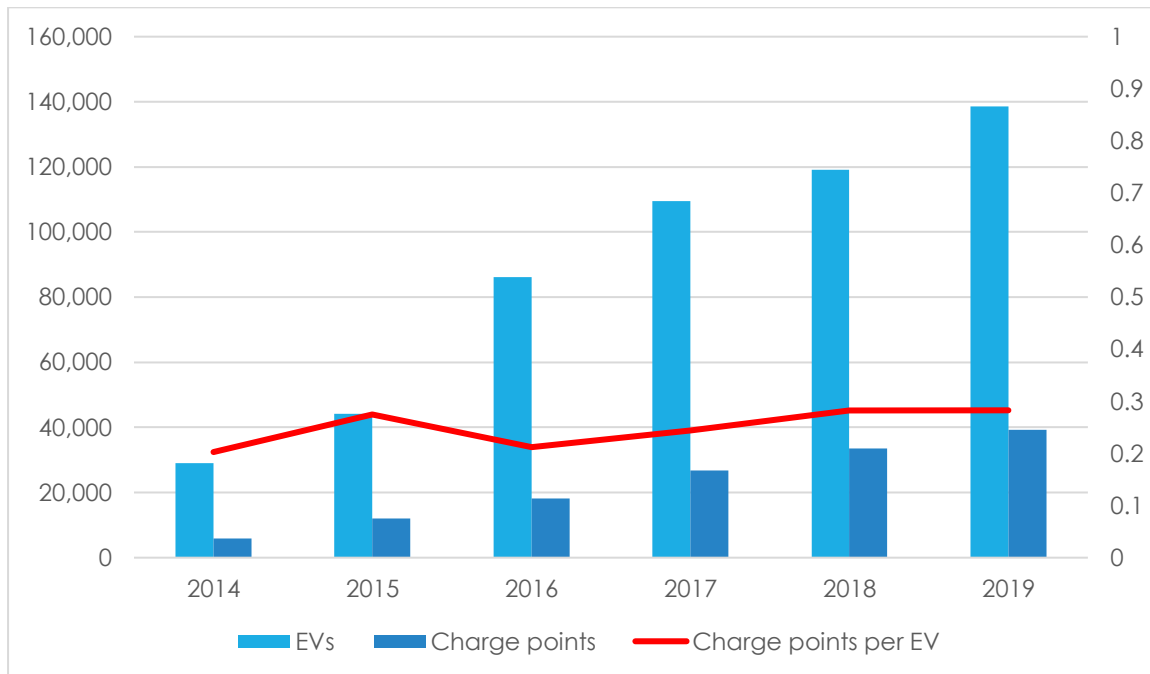

Figure 2. Number of charge points compared to number of electric vehicles. Source: RvO[3]

Unique Selling Point

*One of the unique selling points of ChargeDASH is that our product **integrates** with company's **employee application**s. This increases ease of use and it **therefore increases adoption** and **acceptance** of the system by employees. It also allows ChargeDASH to introduce smart features, such as limiting notifications to an employee if the employee is in a meeting.*

Moreover, ChargeDASH allows companies that take their social responsibilities seriously to encourage its employees to drive electric vehicles.

Validating Customer

*As a validating customer, **Thijs Baars** of **Bol.com agrees** that the services ChargeDASH can provide are **relevant**. At Bol.com, more and more employees are driving electric, and there are currently not enough charge points to charge all cars at once. Charge point management is currently lacking at Bol.com. In the near future, we will discuss the requirements of Bol.com in more detail.*

1 https://www.social-charging.com

2 https://www.cgi.com/sites/default/files/cgi-cims-fact-sheet.pdf

3 https://www.rvo.nl/sites/default/files/2020/02/Statistics%20Electric%20Vehicles%20and%20Ch arging%20in%20The%20Netherlands%20up%20to%20and%20including%20January%202020.pd f