

Flux Energy - Charging Infrastructure

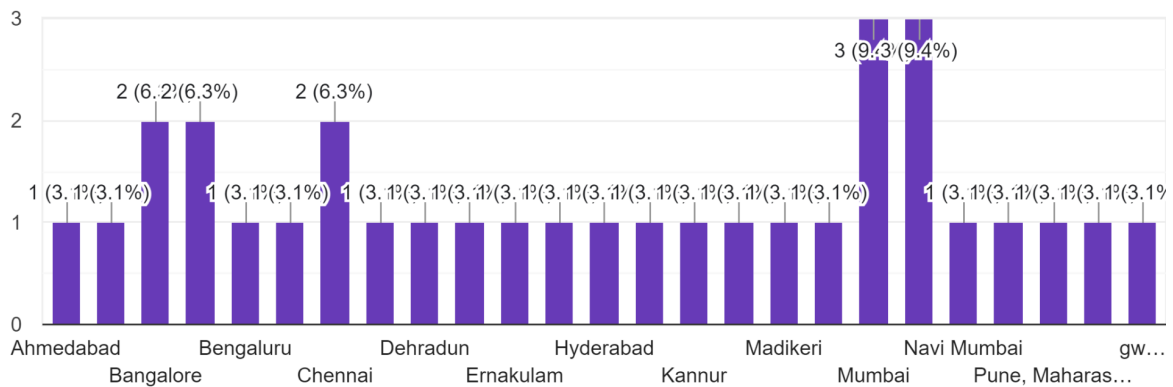
Details of the survey:

We floated a google form on different forums, aiming to get responses from diversified vehicle owners to understand their perspective on electric vehicles and its battery charging. Here's the form we floated for reference: [Study: Electric Vehicle Charging](#)

We have received 32 responses so far. Our respondents are from diverse geography, but mostly from tier 1 cities.

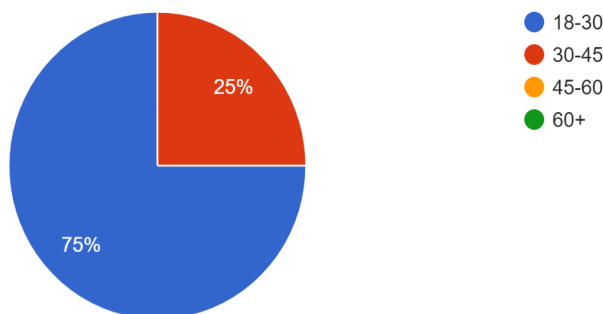
Which city do you live in?

32 responses



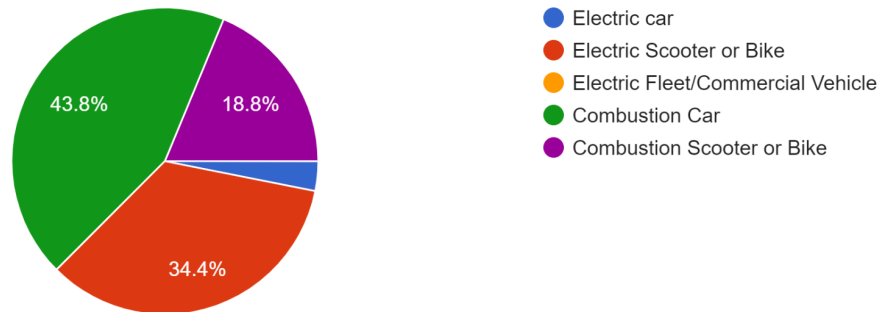
Which age group you belong to?

32 responses



Do you own a vehicle? Please select the vehicle type

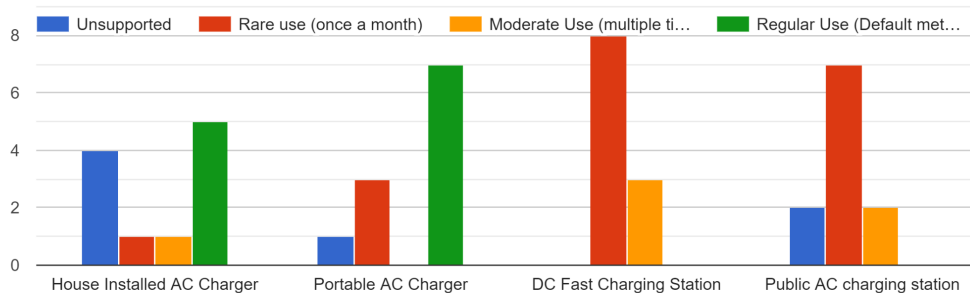
32 responses



Key inferences from the survey:

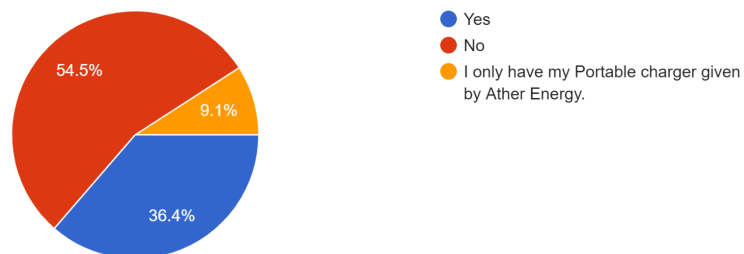
- Most electric vehicle owners use House Installed and Portable AC Chargers to charge their vehicles.
However, a large number of customers find it hard to get a residential parking charging point installed.

Which type of Charger you mostly use?



Does your parking place have a charging station?

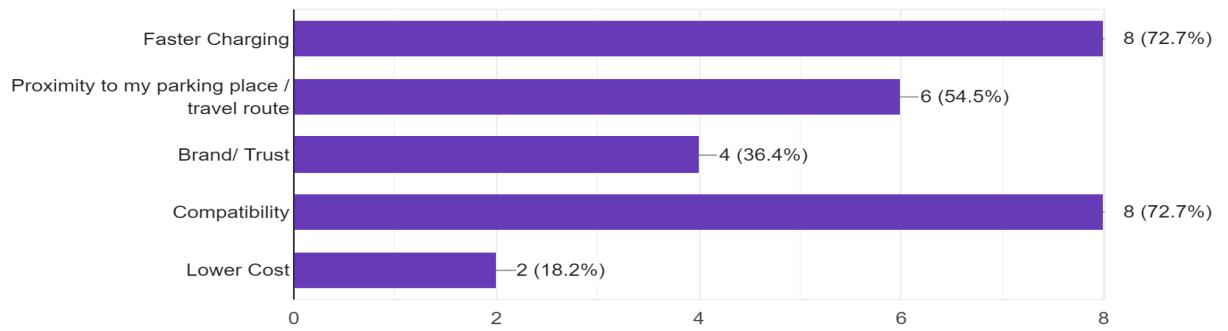
11 responses



- Owners prefer better charging locations that are suitable for ex. parking space, travel route. Compatibility and fast charging are also important preferred characteristics by the respondents.

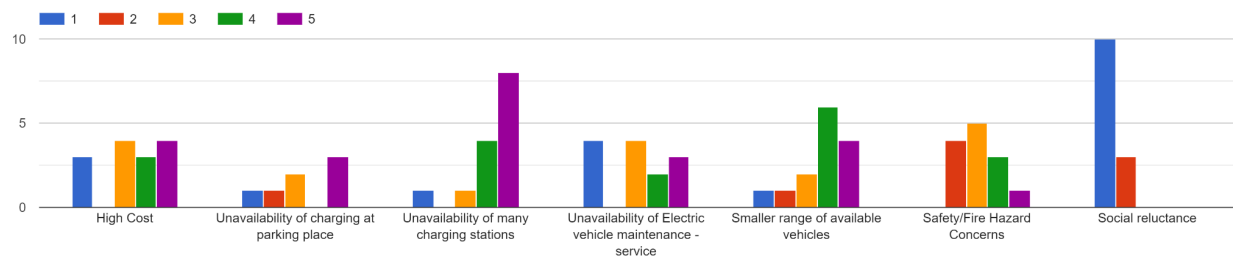
What is the reason for your preference?

11 responses



- Users who have a charger at their parking space are highly satisfied with the charging time. It is the most convenient way of charging for them.
- Users who don't have charging facilities available at their parking space look for charging at public charging stations, where time of charging and the location matters the most. Therefore, faster and multiple charging points provided at suitable locations would solve a problem!
- Respondents who own combustion vehicles are willing to shift to electric vehicles, however, unavailability of many charging stations is one of the most important issues that have made them reluctant to shift to electric vehicles.

On a scale, what issues have stopped you from switching to electric vehicle still?



- We believe that the market for EVs in India is an emerging market that has not yet penetrated much. With increased efforts from the government and shift in consumer psychology for moving towards sustainable and cheaper sources of energy and fuel, the EV industry in India is expected to grow at a CAGR of 28.93% in the period 2022-2027. With growth in the EV industry, above mentioned problems will also be growing at a fast pace.

From these inferences, we have drawn our business model around these problems in order to grab these opportunities!

One of the respondents shared their pain point with us. It says:

"I live in Wagholi, Pune and we don't have any public charging station nearby. There is 1-2 which is installed by private personel but that too are not compatible with my Ather 450x. I travel mostly in Pune City so Ather Grid is available there. But it would be better if a public charging station is installed nearby my area."

This inspires us more to work towards this cause and solve such problems!!

(Buisness Model Canvas on next page)

Business Model Canvas

Business Model Canvas - Flux Energy					
	Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	NA for now. To be figured out soon!	NA for now. To be figured out soon!	<ul style="list-style-type: none">• Compact sized and compatible parking space installable chargers• Public charging stations: Algorithm based AC charger placement for expected travel routes and behavior• Moving forward: Fast charging options both at parking spaces as well as at public spaces.	<ul style="list-style-type: none">• Mobile applications - quick service (location tracking, chats, helpline)• Personal assistance for issuers after sale• Promotions & offers	B2C: <ul style="list-style-type: none">• EV owners in tier I and tier II cities B2B: <ul style="list-style-type: none">• Public parking space owners (eg. restaurants, corporate parks, etc)• Residential Apartment Parking spaces
		Key Resources		Channels	
		NA for now. To be figured out soon!		Sales: Direct, authorized resellers Installation: Authorized installers' network built to be built Communication: Website, social media, mobile app, telephone	
Cost Structure			Revenue Stream		
NA for now. To be figured out soon!			<ul style="list-style-type: none">• Revenue from sale of chargers to individuals• Installation charges for public parking space owners• Subscription model for regular chargers at public charging stations		