

# EasyCharge

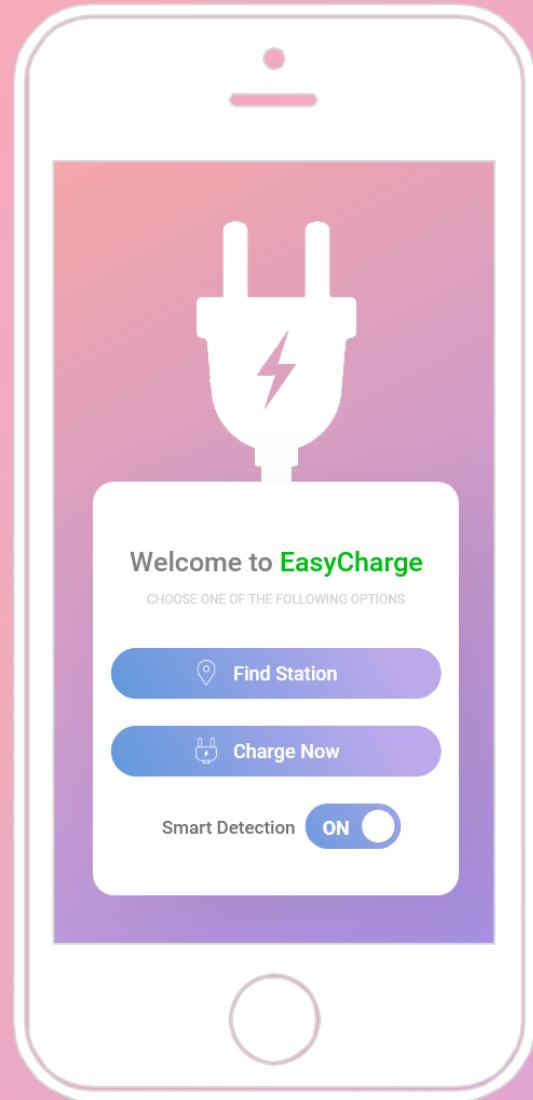
ELECTRIC VEHICLE CHARGING ASSISTANT

# Problem

- ▶ EV charging is too slow
- ▶ Makes the technology harder to adopt
- ▶ Home charging isn't always enough
  
- ▶ EV Charging Stations
  - ▶ Disturbs user's time schedule
  - ▶ May have to wait in long queues
  - ▶ Google Maps not enough

# Needs

- ▶ Consider factors relevant for EV charging
  - ▶ Fast vs. Slow
  - ▶ Queue management
- ▶ Point to point connectivity
  - ▶ On the way to destination
  - ▶ Enough to reach home
  - ▶ Enough to reach work



# Solution - Assistant

- ▶ Where to charge
  - ▶ Not just the nearest, unlike Google Maps
  - ▶ Queue Management system
- ▶ When to charge (**PRO ONLY**)
  - ▶ Smart detection (Real time data)
    - ▶ Battery-based
    - ▶ Route-based
- ▶ How much to charge
  - ▶ To prevent over-crowding and saving money

# Outcome

- ▶ Consumer satisfaction
- ▶ People likely to adopt EV
- ▶ Increase in user base
- ▶ Smart allocation of resources for increased users
- ▶ Increased revenue

Demo

ALT-TAB

# Anonymous Data Collection

- ▶ Assistant app will generate data that couldn't have been collected.

- ▶ Queue sizes at varying times
  - ▶ Notification to admin if re-allocation needed



- ▶ Diagnostic data specific to car make and model
  - ▶ Notification to driver if car doesn't follow pattern

Make Model	Time	Percent
Mahindra E2O	20	18
Mahindra E2O	20	18
<b>Mahindra E2O</b>	<b>20</b>	<b>6</b>
Mahindra E2O	20	18

# Financial Model

- ▶ Capital, Investment, Expenditure
  - ▶ Power Tariff
  - ▶ Land Rent
  - ▶ Infrastructure Improvement
  - ▶ Research and Development
  - ▶ Server Cost
- ▶ Revenue Generation
  - ▶ EV Charging Tariff
  - ▶ Premium App Services
  - ▶ Priority Services