

ANALYSTS
GEOSTRATEGIC

MY NEIGHBOR GOGORO

Strategies for Growth and Innovation



INTRODUCTION

Overview of the company

- Taiwanese company
- **battery-swapping** refueling platform for **electric two-wheel scooters, mopeds and motorcycles**
- Partnership with Globe's **917Ventures** and **Ayala Corp.** to bring **Sustainable Transport** to PH

They have a massive network setup in Taiwan, and have begun introducing their e-mobility innovations to India, and now the Philippines!



VISION: TRANSFORM POWER TO CREATE POSITIVE CHANGE

Gogoro believes smart energy is key to making cities smarter, more nimble and more livable for everyone. Through radical design, engineering and business thinking, Gogoro is turning the old fuel/vehicle paradigm upside down. Every advancement is aimed at creating more adaptable and sustainable energy systems while empowering a new generation to choose a cleaner, smarter future - now.



MISSION

Our mission is to put smart, portable electric power within reach of every urban rider in the world. Pioneer the innovation of accessible electric fuel and intelligent vehicles to provide us all a better way forward.

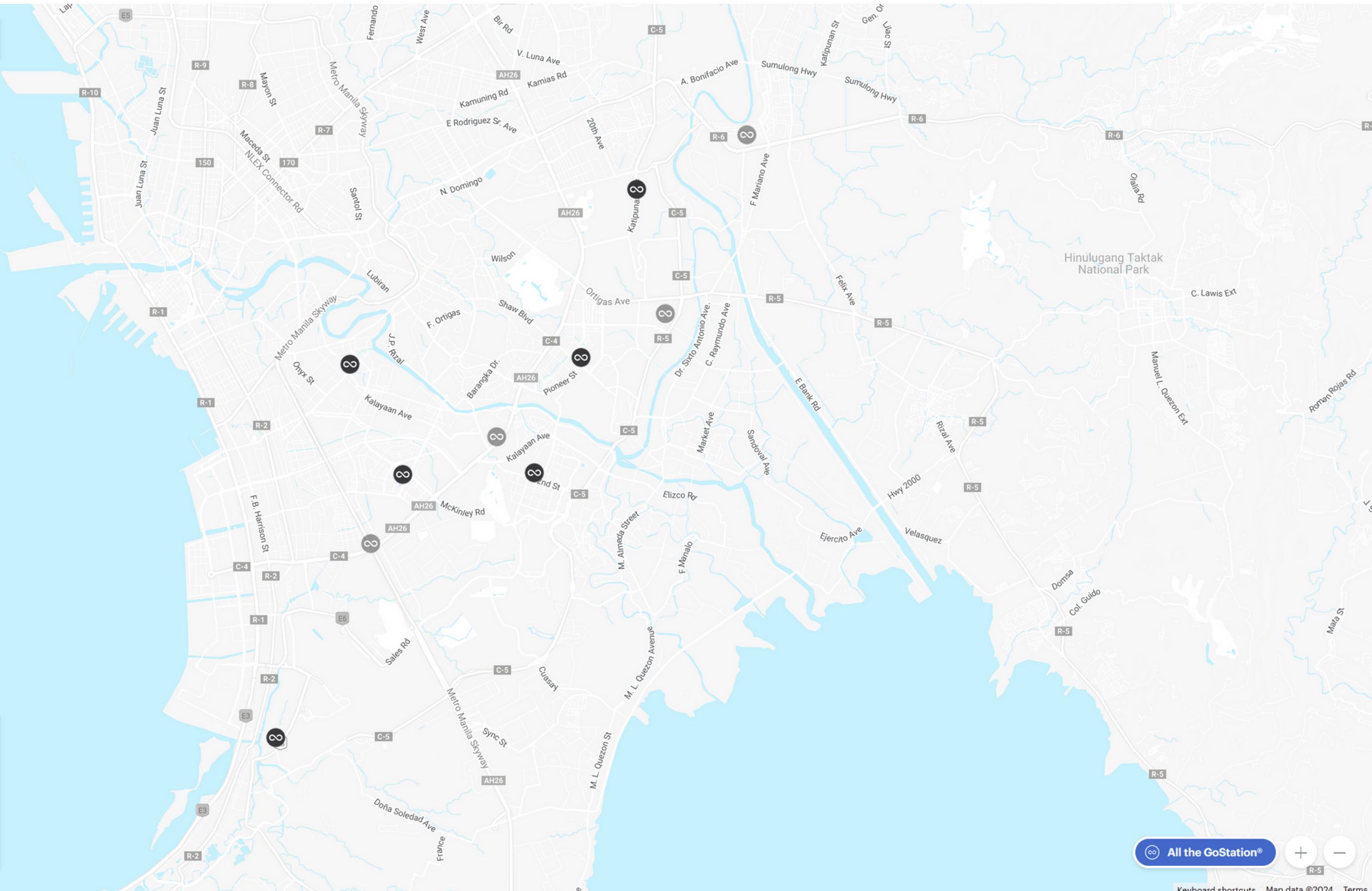


EXPERIENCE CENTER

The first gogoro experience center was setup right next door at 2/F, Greenbelt 4, Ayala Center!



Find a nearby GoStation®



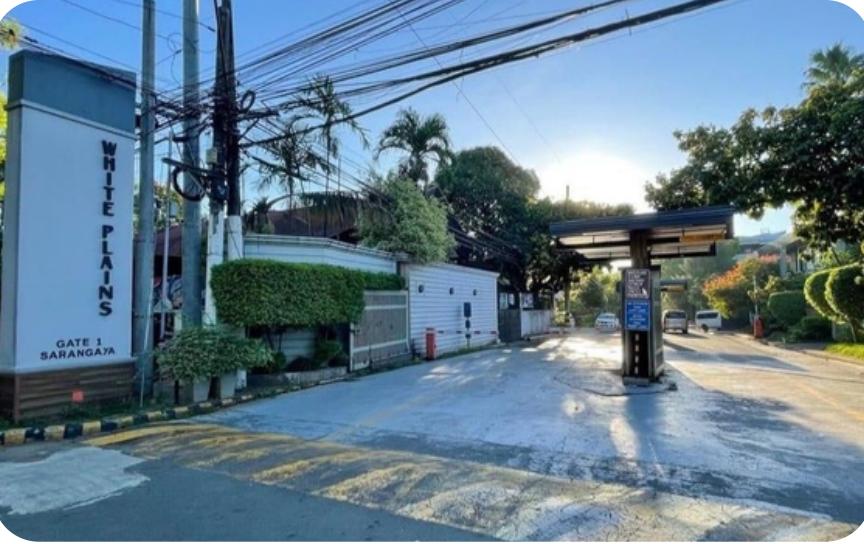
All the GoStation®



PHILIPPINE RACKS



11
STATIONS
IN
NCR



BARANGAYS COVERED

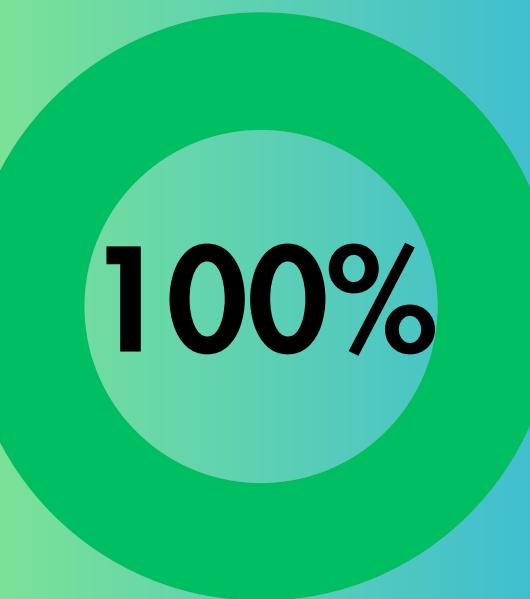
How many barangays are currently being serviced by the current setup?

⋮
⋮
⋮



This is with 11 stations in
the Metro

That's only 24% or 409
Barangays out of the total 1691
(3km coverage area)



How do we cover the
metro

Or at least cover as many as
we can, efficiently!

METHODOLOGY

1

Data Preparation (Rules)

- Start identifying places to put potential new Racks.
- Pull data from OSM and OSMnX

3

Barangays Covered

- Check the Barangays potentially covered by the different stations.
- Select the ones that cover as many Barangays as possible

2

Establish radius (isodistance)

- Decide on the maximum radius covered by a single rack

4

Identify Min-Max # of Nodes

- What is the max number of nodes we can currently have that could potentially cover a large portion of Metro Manila?

RULES



GAS STATIONS



SUPERMARKET



MALLS

PARTNERSHIP
WITH BRANDS

2

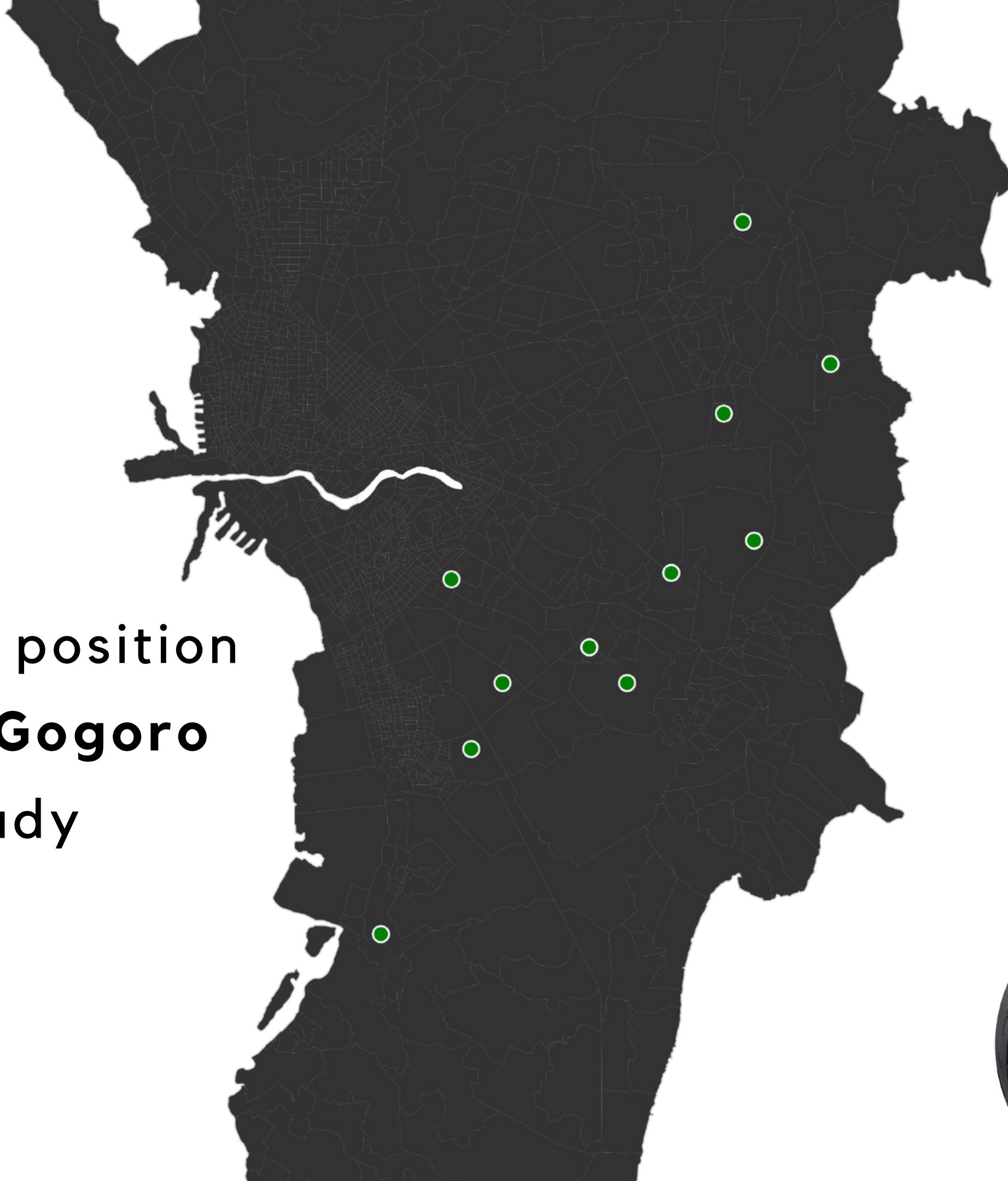
3 KM RADIUS FROM THE NODE

ESTABLISH RADIUS



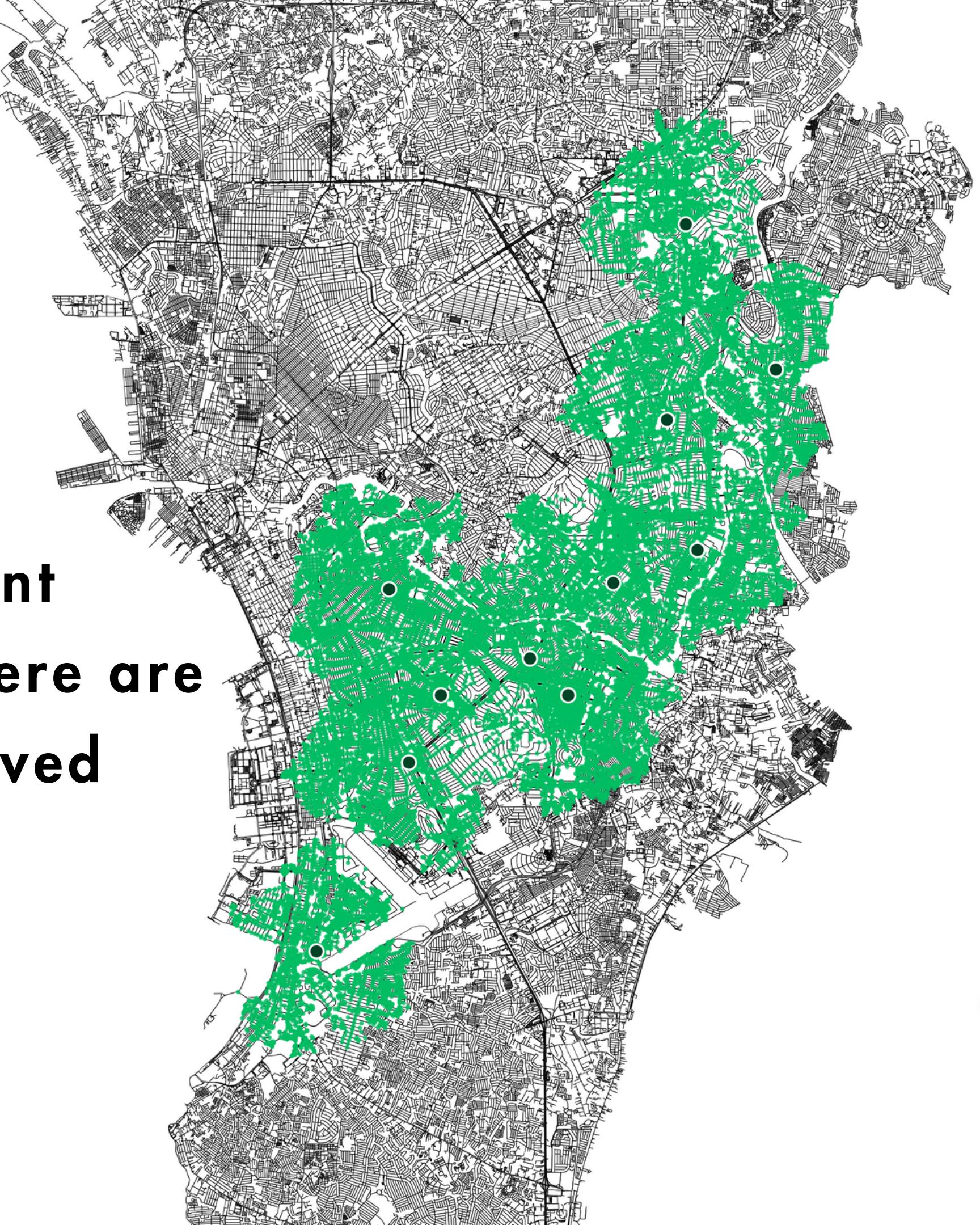
We check the position
of the initial Gogoro
stations already
available

3



We have a decent
coverage but there are
still many unserved
barangays.

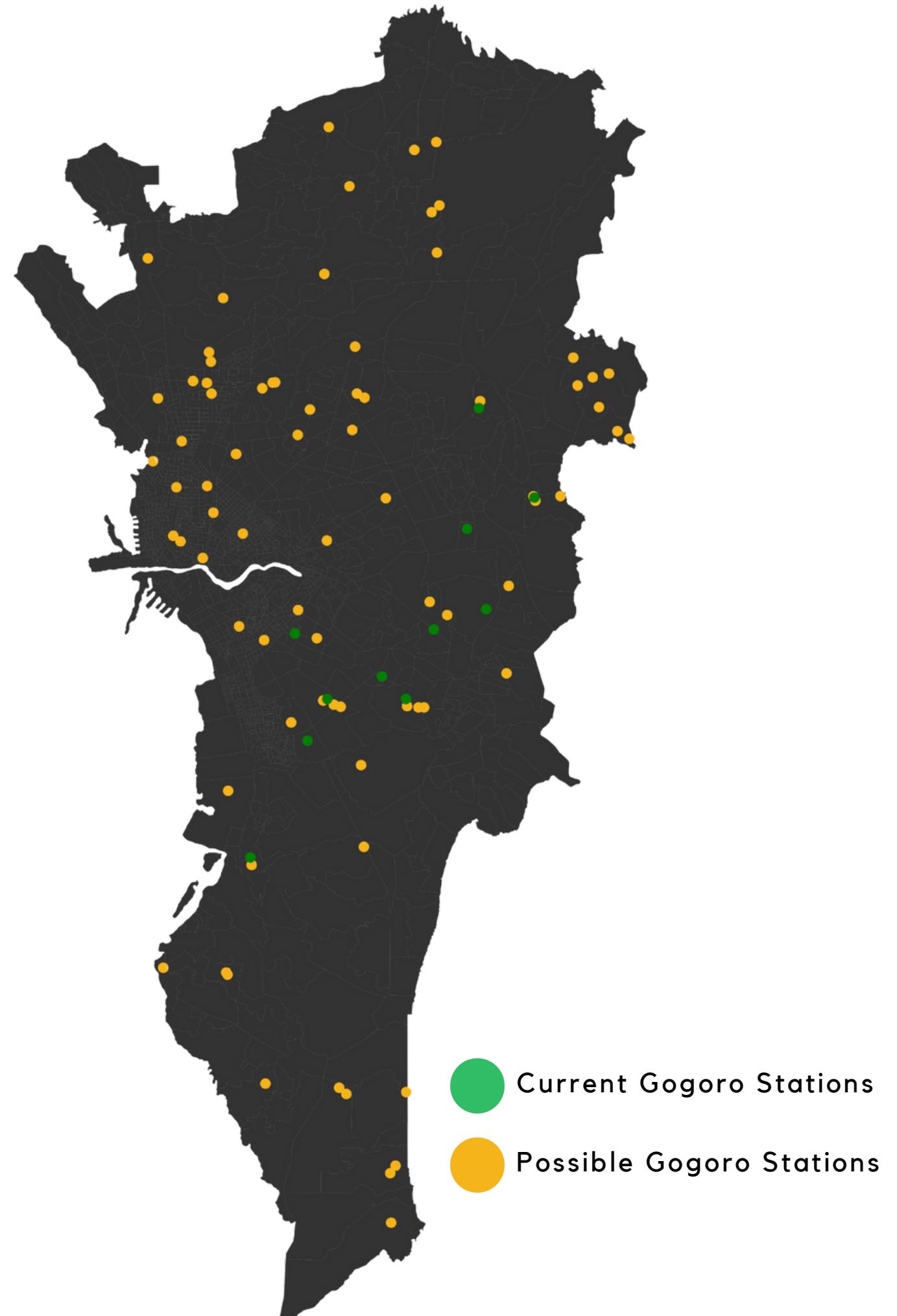
3



Let's look at our potential locations. They are scattered across the metro. So how do we pick the right ones?

We selected those locations that covered the most number of barangays within the 3KM radius.

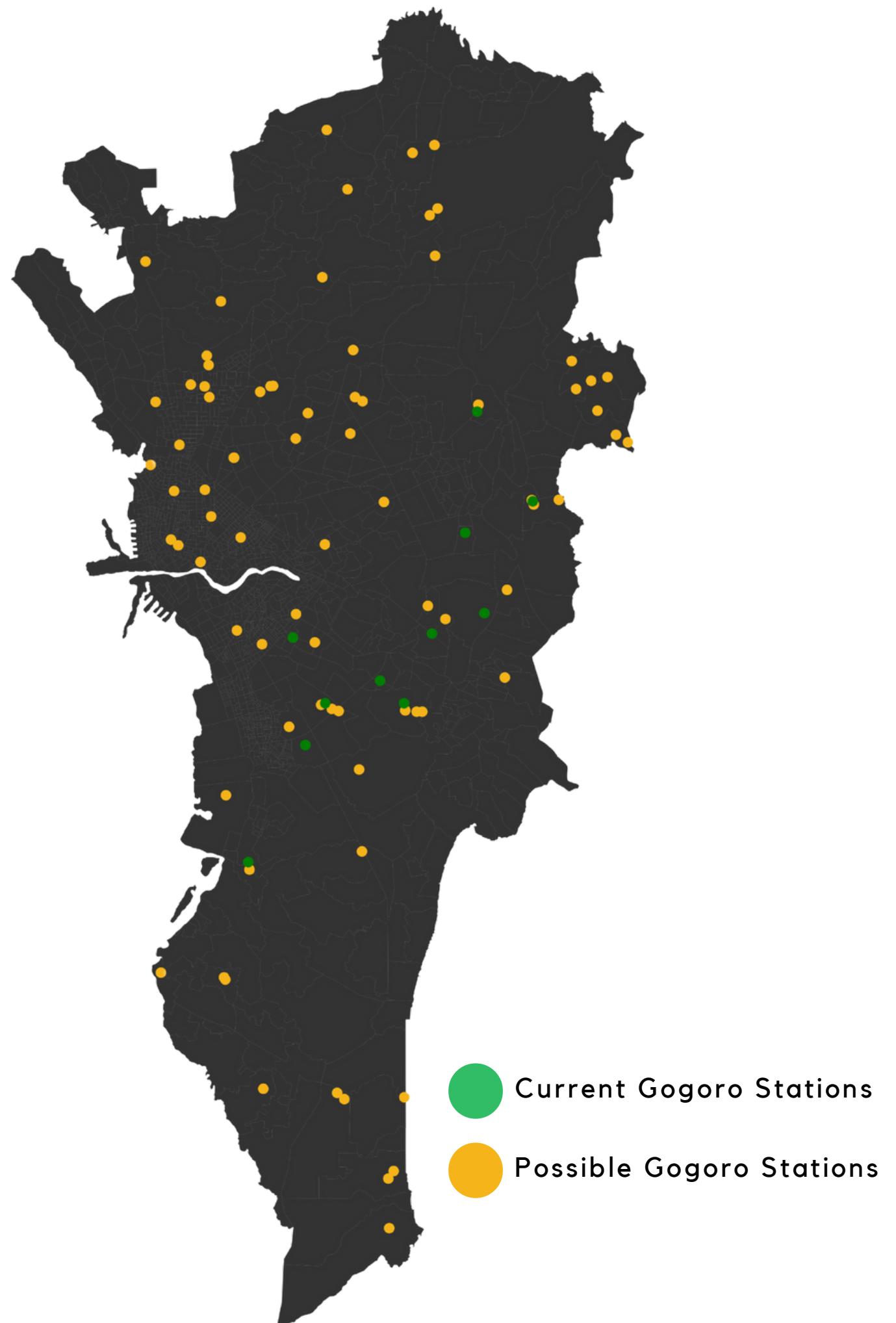
3

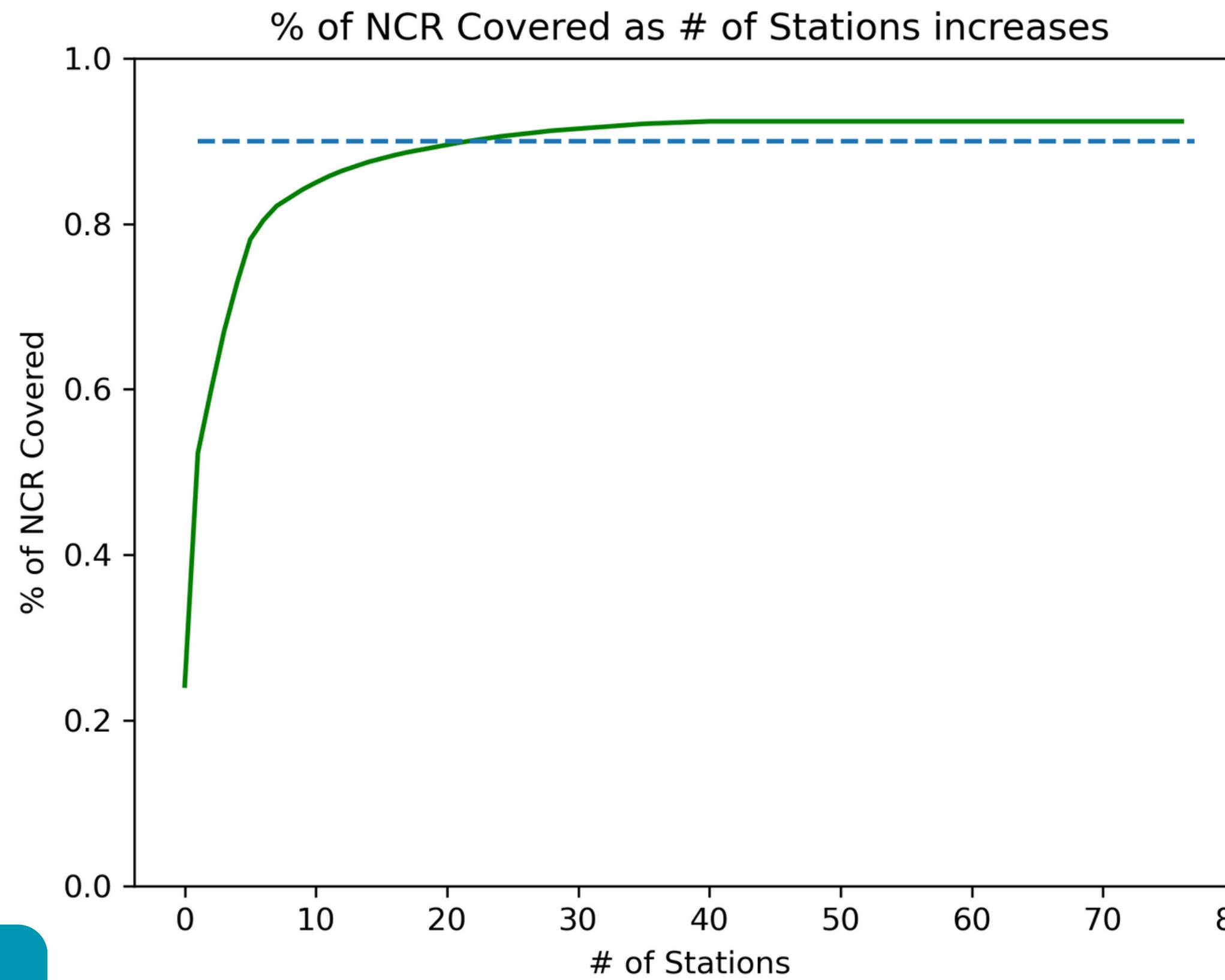


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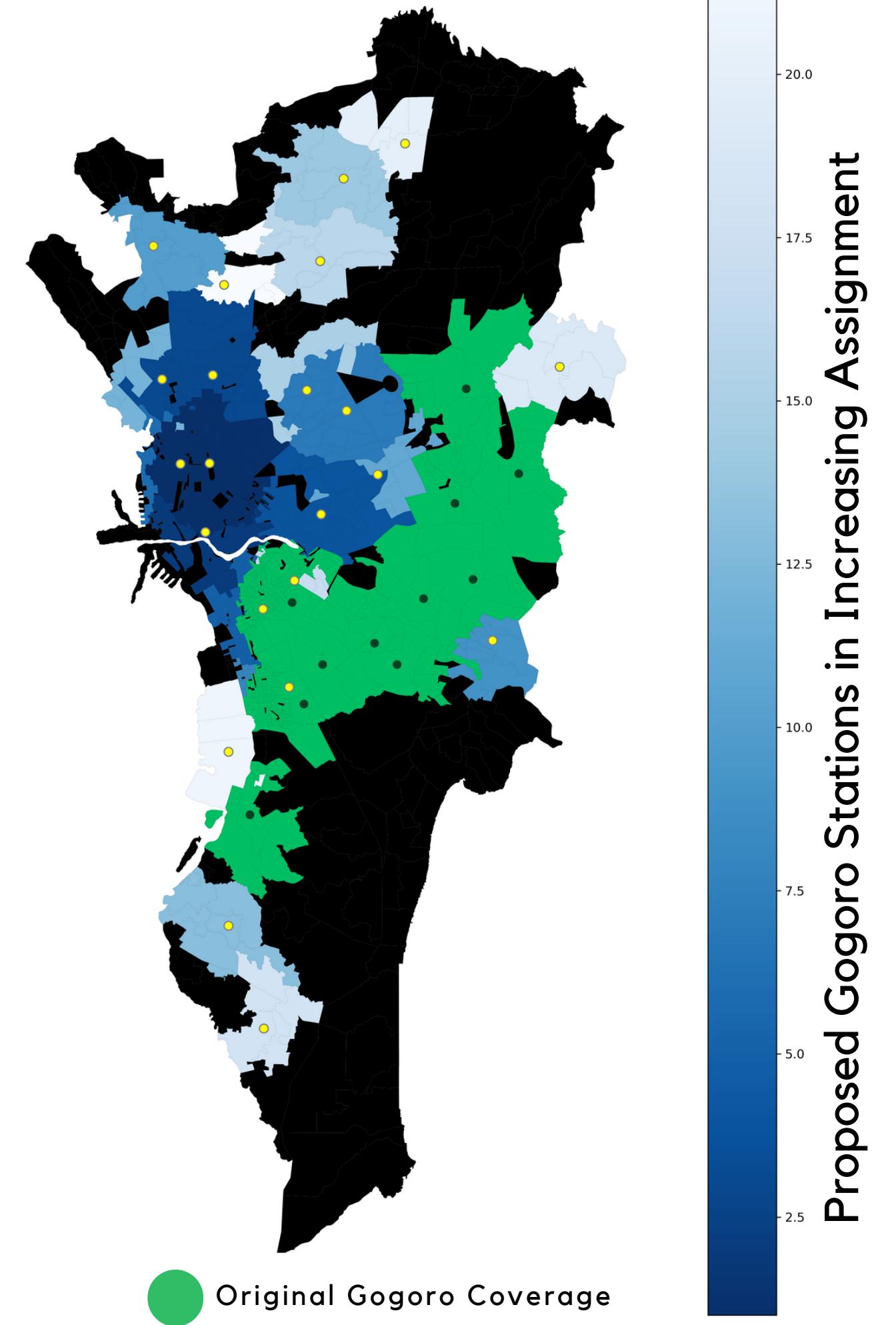


At a certain point, the number of additional barangays covered diminish

22 NEW STATIONS ADDED

We actually cover 90% of the metro's Barangays with this amount!

4

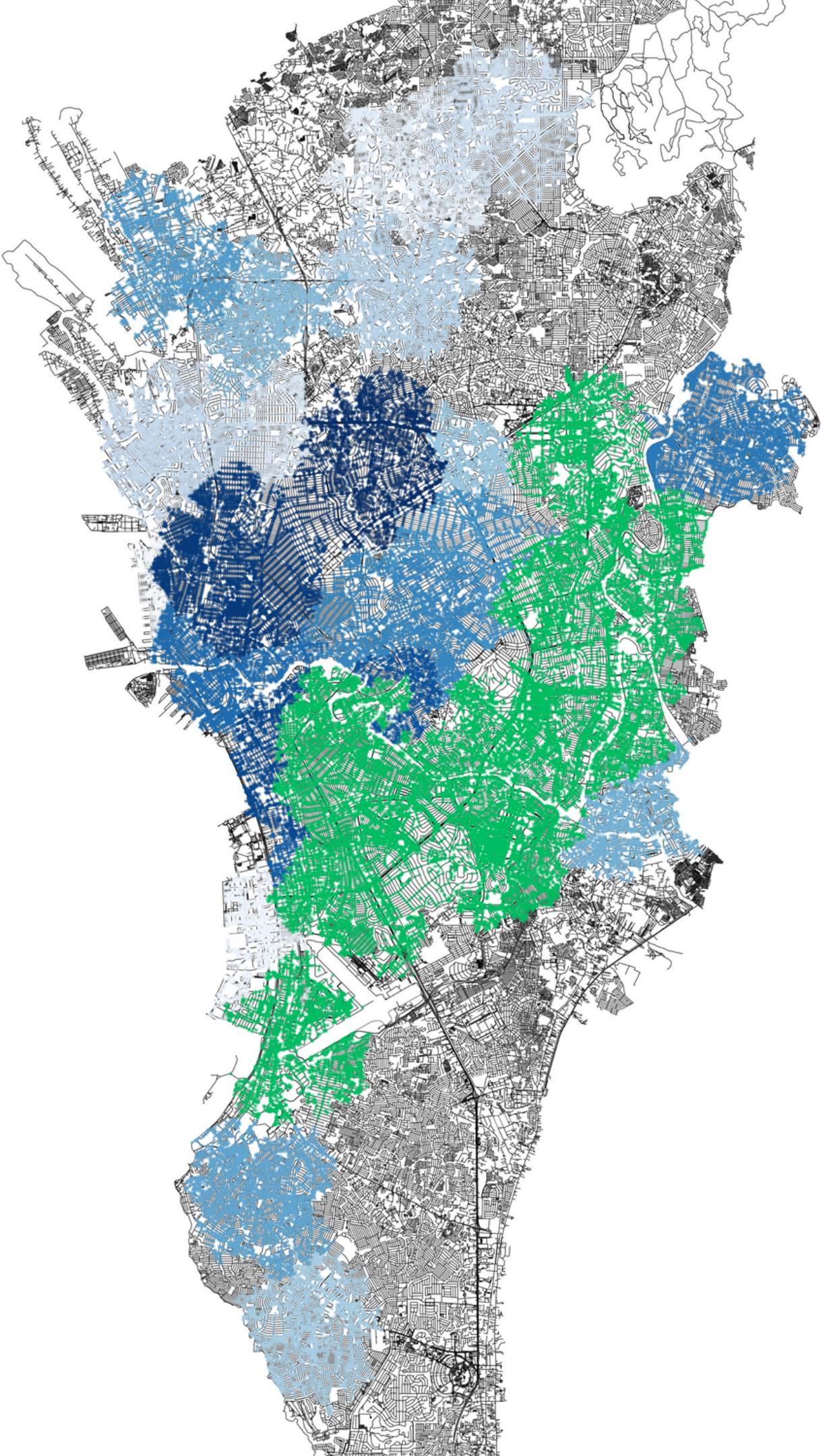


22

NEW STATIONS ADDED

We can also see which areas are covered by this new network!

4





WAY FORWARD



- The points considered covers several barangays but based on the plot does not cover all areas of the metro
- Consider brands outside of the ones in the study.
- Focus of the study was maximum area coverage NOT population served.
- Find the proper coverage area per station



A vibrant, crowded scene of many people riding Gogoro electric scooters on a city street. The riders are wearing various colorful helmets and casual clothing. In the foreground, a woman with long brown hair, wearing a light-colored top, is smiling and pointing her right index finger upwards towards the sky. A teal speech bubble containing the text is positioned in the upper left area of the image.

#LET'S GOGORO!