Israel ict project failure

**INTRODUCTION**

**BetterPlace** was a venture-backed international company that developed and sold battery-charging and battery-switching services for electric cars It was formally based in palo alto,California,but the bulk of its planning and operations were steered from Israel where both its founder Shai Agassi and its chief investors resided.

The company was publicly launched on October 29, 2007, as Project Better Place, by Shai Agassi the company's founder and CEO at the time.As of January 2011 it had raised $700 million, and about a third was spent in setting up the battery switch stations. Also, several countries and states had offered tax breaks

on 26 May 2013, Better Place filed for bankruptcy in Israel.Following the decision of the Board of Directors of the global company, Better Place Danmark A/S also decided to initiate bankruptcy proceedings on the same date.

**STAKEHOLDERS**

**Renault Fluence Z.E** were the first customers, they were to provide the electric cars then BetterPlaceprovides enable the battery switching on them.

**Israel** was the first nation in the world to partner with betterplace to build electric car infrastructure.Electric cars aren't allowed by law to directly plug into ordinary Israeli electrical outlets. BetterPlace charging stations were to have smart grid interactivity that automatically time shifted the charging process away from peak electrical demand hours.

**REASONS FOR FAILURE**

* **Bankruptcy**

On 26 May 2013, Better Place filed for bankruptcy in Israel.

The company's financial difficulties were caused by the high investment required to develop the charging and swapping infrastructure, aboutUS$850million in private capital, and market penetration significantly lower than originally predicted by Shai Agassi, who expected 100,000 cars on Israeli roads by 2010. Less than 1,000 Fluence Z.E. cars were deployed in Israel and around 400 cars in Denmark.Under Better Place's business model, the company owned the Fluence Z.E. batteries, so the court liquidator would have to decide what to do with customers who do not have ownership of the battery and risk being left with a useless car.

* **BetterPlace** was put in the market from july 2013, there were several unsuccesfull attempts to acquire it like from sunrise group,success assets ltd.

Later on in November  2013 the court-appointed receivers decided to sell the remaining assets of Better Place in parts and liquidate the business