Unveiling Strategic Insights on Mobility Needs, Guiding the UK Start-Ups for Market Launch of EV Rental Services in India

1 About the Project

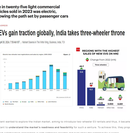
TYPE OF ORGANIZATION	Innovation Accelerator	ROLE	User Researcher
LOCATION	London, UK	DURATION	8 Weeks
TEAM PARTICIPANTS	4	LANGUAGE	English Hindi
RESEARCH TOOLS AND METHODS	Insight Interviews, Secondary Research, Day in The Life		

2 Project Context

Joint Insights, the research arm of Nesta Impact, has partnered with several start-ups across sectors, to engage in grid-ready, responsive, in the form of two different pilots, which are being run in Bangalore, India. Bringing the Nesta team's expertise in developing evidence-based solutions, with a focus on impact.

One is Inventory-free flight commercial platform, which aims to revolutionize following the profit and loss passenger cars

Source: Nesta


EVs gain traction globally, India takes three-wheeler throne
2015 VS. PRESENT - Global Sales of Electric Vehicles (in Million)
Electric Vehicle Sales Share (in %)
Electric Vehicle Sales (in Million)
Global Sales of Electric Vehicles
Electric Vehicle Sales Share
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Electric Vehicle Sales Share (in %)
Electric Vehicle Sales (in Million)
Global Sales of Electric Vehicles
Electric Vehicle Sales Share
Electric Vehicle Sales (in Million)
Electric Vehicle Sales Share (in %)