**Initial Project Charter: Cam Car  
  
Project Title:**

Cam Car – AI-Powered Compact Electric Vehicle

**Project Description:**

Cam Car is a smart, battery-powered compact vehicle designed for new drivers and urban residents. It features AI-driven safety tools, auto-parking assistance, and a mobile app interface, aiming to launch before the next holiday season.

**Project Purpose / Business Case:**

Urban congestion, climate awareness, and an increase in first-time drivers have created demand for compact, eco-friendly vehicles. Cam Car meets this need by offering a cost-effective and AI-enabled driving solution. It fills a market gap between basic EVs and high-cost autonomous vehicles.

**Project Objectives:**

* Design and develop a prototype within 4 months
* Launch an MVP (Minimum Viable Product) by Q4
* Achieve a 90% user satisfaction score in pilot testing
* Sell 10,000 units within 12 months of launch

**Scope:**

**Included:**

* Vehicle design and engineering
* AI integration and app development
* Safety and compliance testing
* Marketing and launch strategy

**Excluded:**

* International distribution in Phase 1
* Custom vehicle options (will be post-launch enhancements)

**Key Stakeholders:**

* Sponsor: Jane Andrews, VP of New Ventures
* Product Manager: You (or assignable)
* Engineering Lead: Mark Chen
* Design Lead: Alisha Romero
* QA Lead: Jordan Singh
* Marketing Manager: Priya Kumar

**Roles and Responsibilities:**

* Sponsor: Budget approval, strategic oversight
* Product Manager: Overall product vision, timeline management, cross-functional coordination
* Engineering: Vehicle architecture and performance
* QA: Safety and compliance testing
* Marketing: Go-to-market planning and branding
* Design: UI/UX for mobile app, vehicle aesthetics

**Milestones / Timeline:**

| Milestone | Target Date |
| --- | --- |
| Concept Approval | Aug 15, 2025 |
| Prototype Complete | Oct 30, 2025 |
| Pilot Launch | Dec 1, 2025 |
| Full Launch (Holiday Season) | Dec 20, 2025 |

**Budget Estimate:**

* R&D: $500,000
* App Development: $150,000
* Marketing: $200,000
* Manufacturing (Pilot): $750,000
* Total Estimated Budget: $1.6 million

**Assumptions and Constraints:**

* Assumes battery supply chain stability
* Assumes regulatory clearance in key states
* Budget constraints limit customization features in MVP
* App development must be synchronized with vehicle release

**Approval:**

| Name | Role | Signature & Date |
| --- | --- | --- |
| Jane Andrews | Sponsor |  |
| [Your Name] | Product Manager |  |