Business Case

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○ Executive Summary:

We propose to develop a mobile application for electric vehicle (EV) charging to meet the growing demand for EV charging. This application will target a wide range of audiences, from individual electric vehicle owners to commercial fleets, providing user-friendly and reliable charging management functions.

○Situation analysis:

1. The global automotive industry is undergoing a significant shift in the rapidly increasing demand for electric vehicles due to environmental issues and regulatory changes.

2. Existing electric vehicle charging applications often lack necessary functions, such as real-time display of charging station availability and user-friendly interface for operation and communication, so improvements are needed in this field.

○ Solution Options:

1. New development: We can choose to develop a new electric vehicle charging application, design and build from scratch to ensure the required real-time display of charging station availability, user-friendly operation, communication friendly interface, and other necessary functions. This choice may require more time and resources, but it can provide a high degree of customization and functional integrity.

2. Collaboration and integration: Another solution is to collaborate with existing electric vehicle charging applications or charging station networks, by integrating their services and data, simplifying processes, and providing a better user experience. This approach can quickly launch products, but may be limited by partner restrictions.

○ Cost benefit analysis:

1. Application development and functional improvement: This solution may require more funds and time for application development, testing, and maintenance, but it can provide higher customization and functional integrity. Marketing and user adoption may also require more resources.

2. Collaboration and integration: This solution may require less initial development costs as we utilize existing infrastructure, but may require payment of partner fees. Market promotion

and user adoption may be faster as we can quickly enter the market.

○ Risks and Assumptions:
1. Market competition: The competition is fierce, and other applications are also providing similar services. Our success may be challenged by our competitors.

2. Changes in regulations: Regulations may change over time and may affect the demand and scale of the electric vehicle charging market.

3. Technical risk: The reliability and performance of the application are key factors for success. Technical failures or vulnerabilities may have a negative impact on user trust.

4. User adoption rate: Users may need time to adapt to new applications, and adoption rate may be slower.

5. Willingness to cooperate with partners: Establishing a cooperative relationship with existing application or charging station operators depends on their willingness and conditions.

○ Suggestion:
After considering cost-effectiveness, risks, and opportunities comprehensively, we recommend choosing a "completely new development" solution. This approach will enable us to provide highly customized charging management applications that meet the needs of different users, while providing users with a more user-friendly operating interface and real-time monitoring of charging station availability. This will help us establish brand awareness in the electric vehicle charging application market, provide unique value, attract a wide range of users, and ultimately expand our market share and revenue. In the future, we can consider collaborating with electric vehicle manufacturers, charging station operators, and energy companies to expand our influence and continuously improve and expand to other platforms to achieve diversified revenue sources.

○ Business Opportunities:
1. Utilize the rapidly growing market opportunities of electric vehicles and charging infrastructure.

2. By providing real-time charging station availability, payment integration, and route planning for electric vehicle owners, our product sets it apart.

3. Utilize our existing application development expertise and infrastructure to efficiently enter this market.

○ Impact analysis:
1. Enhance brand awareness in the field of electric vehicle charging applications and position us as a leader in sustainable transportation solutions.

2. Expand our stakeholder base by increasing opportunities to collaborate with electric vehicle manufacturers, charging station operators, and energy companies.

3. By continuously improving and expanding to other platforms, we aim to provide services to a wider audience and achieve diversified sources of income.