

# COMPREHENSIVE GUIDE TO EV CHARGING STATION INVESTMENT

Investing in EV charging stations proves highly lucrative in nations actively promoting electric vehicle uptake, featuring a burgeoning market for electric cars. Countries with robust government backing, favorable regulations, and a well-defined charging infrastructure plan are particularly appealing for such investments.

Noteworthy leaders in EV adoption and infrastructure development encompass Norway, the Netherlands, the UK, South Africa, Morocco, Australia, Canada, China, and select regions in the United States, like California.

The increasing popularity of electric vehicles in additional countries further enhances the profitability of this investment. ECOHARVEST INC offers end-to-end setup for clients, facilitating complete ownership by our client and welcomes partnership proposals as well.

Setting up a network of 50 EV charging stations involves several key steps, from planning and infrastructure development to marketing and financial considerations. Here's a comprehensive guide:

## 1. Planning and Infrastructure

### a. Market Research:

Identify high-traffic areas, urban centers, and strategic locations with potential demand for EV charging.

Analyze existing competition and regulatory requirements.

### b. Regulatory Compliance:

Familiarize yourself with local regulations and standards for EV charging stations.

Obtain necessary permits and approvals from relevant authorities.

### **c. Site Selection:**

Choose locations with easy access, visibility, and sufficient power capacity. Consider partnerships with businesses or property owners for co-location.

### **d. Power Supply:**

Assess the electrical infrastructure at chosen sites to ensure adequate power supply. Work with utility companies to upgrade infrastructure if needed.

### **e. Charging Station Selection:**

Choose suitable charging stations based on demand and charging speed (e.g., Level 2 or DC fast chargers).

Consider futureproofing by selecting stations compatible with emerging technologies.

## **2. Infrastructure Cost**

### **b. Hardware and Installation:**

Estimate the cost of purchasing and installing charging stations.

Include costs for electrical upgrades, wiring, and any necessary construction.

### **b. Networking and Software:**

Implement a centralized management system for monitoring and billing.

Factor in costs for software development, networking equipment, and cloud services.

## **3. Marketing Strategies**

### **a. Brand Development:**

Create a brand identity and logo for your charging network.

Develop a user-friendly app or website for station location and payments.

### **b. Partnerships:**

Collaborate with local businesses, municipalities, and electric vehicle manufacturers.

Offer incentives or revenue-sharing models to attract partners.

### **c. Promotions and Awareness:**

Launch marketing campaigns to raise awareness about EVs and your charging network.

Offer promotions or discounts during the initial launch period.

#### **4. Profitability Considerations**

##### **a. Pricing Model:**

Decide on a competitive and sustainable pricing model.

Consider tiered pricing based on charging speed or membership plans.

##### **b. Revenue Streams:**

Explore additional revenue streams, such as advertising on charging stations or partnerships with local businesses.

Offer premium services, like reserved parking or loyalty programs.

##### **c. Maintenance and Support:**

Budget for regular maintenance to ensure the reliability of charging stations.

Provide customer support through a helpline or online platform.

##### **d. Monitoring and Analytics:**

Implement analytics tools to track station usage and optimize operations.

Use data to identify high-demand locations and adjust charging station placement accordingly.

### **Set-up Cost**

20 units of Level 2 Charging Stations and 30 units of DC Charging Stations will be purchased and Installation is free of charge.

The price each unit of level 2 charging station is \$1,200.

The price of each unit of DC fast charging station is \$30,000.

Marketing and App development cost is \$50,000

Total amount needed to set up this investment \$974,000.

Set-up location cost is determined by the country and city of proposed investment.

# Profit Calculator

## Monthly Estimated Profit from 30 DC fast charging station

Number of Charging Stations	Number of Vehicles charged per station daily	Number of Vehicles charged per day	Charging fee (\$)	Revenue per day (\$)	Revenue per month (\$)
30	4	120	20	2,400	72,000

Note: maintenance, VAT and electricity fee excluded

## Monthly Estimated Profit from 20 EV level two charging stations.

Number of Charging Stations	Number of Vehicles charged per station daily	Number of Vehicles charged per day	Charging fee (\$)	Revenue per day (\$)	Revenue per month (\$)
20	2	40	5	200	6,000

Note: maintenance, VAT and electricity fee excluded



AC EV wallbox with T2S Socket



2 Guns EV Charging Stations

## Locations

Ideal locations for EV charging stations include public parking lots, shopping centers, workplaces, and residential areas. High-traffic areas where people spend time are key to promoting widespread EV adoption.

## Number of electric vehicles per country

- **Canada:** Volume of battery electric car (often abbreviated as BEV) sales in Canada increased to around 85,000 units in 2022. This figure represents an increase of nearly 44.1 percent compared with the previous year when around 59,000 units were registered in the country for the first time.
- **USA:** There are currently 2,442,270 electric vehicles registered in the United States. California has the highest EV adoption rate (2.5%). Tesla has a 56.5% market share for EVs sold in the United States. The US electric vehicle market was valued at \$49.1 billion in 2023.
- **Australia:** We estimated that there are now approximately 130,000 EVs on Australia's roads, made up of around 109,000 BEVs and 21,000 PHEVs. If EV sales continue at the same rate for the remainder of 2023, the fleet should reach close to 180,000 by year's end.
- **Norway:** In 2022, about 88 percent of all cars sold in Norway were electric cars, including battery-electric vehicles (BEV) and plug-in hybrid electric vehicles (PHEV). This share represents a sharp increase compared to the pre-pandemic EV sales share, which stood at 56 percent in 2019. The stock of electric and plug-in hybrid cars in Norway came close to 817,500 units in 2022.
- **Netherlands:** In 2022, the total fleet of battery electric and plug-in hybrid electric passenger cars in the Netherlands amounted to approximately 703,000. The number of battery electric vehicles (BEV) showed significant growth, from a little under 382,000 BEVs in 2021 to nearly 516,000 in 2020.

- **China:** As of June 2022, China had the largest stock of highway legal plug-in passenger cars with 10 million units, 46% of the global fleet in use
- **South Africa:** South Africa, which has the most advanced e-mobility market in Africa, counted about 1,000 electric vehicles (EVs) in 2022 - out of a total fleet of 12 million automobiles.
- **United Kingdom:** Today there are an estimated 950,000 electric cars on the road in the UK and 570,000 plug-in hybrids (PHEVs), according to the Society of Motor Manufacturers and Traders (SMMT). In November 2023, there was a drop in new car sales.
- **Morocco:** Morocco is positioning itself as a major player in the electric car industry. The country already has a production capacity of 40,000 electric cars per year. It aims to increase it to 100,000 by 2025, according to the Moroccan Minister of Trade and Industry.
- **Philippines:** The Philippines has done well in the use and promotion of EVs. As of 2022, the ASEAN Center for Energy lists regional EV count (including hybrid EVs) as about 271,000 units. Based on the report, Thailand leads with 218,000 vehicles, followed by Indonesia's 25,300. The Philippines comes in third with 14,000.



**AC EV Wallbox with T2S Socket**



**2 Guns EV Charging Station**

## Frequently Asked Questions

1. What is the potential return on investment for investing in EV charging stations?

**Answer:** The return on investment for EV charging stations varies based on factors such as location, charging infrastructure demand, and usage fees. Most DC charging stations charge \$30 to \$50. Generally, with the increasing adoption of electric vehicles, a well-placed charging station can provide a favorable return over time.

2. What are the key factors to consider when selecting a location for an EV charging station investment?

**Answer:** Location is crucial. High-traffic areas, proximity to major highways, and accessibility are key considerations. Additionally, understanding local regulations, incentives, and the existing EV infrastructure landscape can contribute to a successful investment.

3. What types of charging stations offer the best investment opportunities?

**Answer:** The best investment opportunities often lie in a mix of charging station types. While fast-charging stations cater to travelers, destination charging at shopping centers and workplaces can attract longer stays, providing a diverse and lucrative investment portfolio.

4. How can investors navigate regulatory challenges associated with EV charging station investments?

**Answer:** Staying informed about local and national regulations is crucial. Building strong relationships with regulatory bodies, understanding permitting processes, and actively engaging in the local EV community can help investors navigate and address regulatory challenges effectively.



5. What technological advancements should investors keep an eye on in the EV charging industry?

**Answer:** Investors should monitor advancements in battery technology, smart charging solutions, and interoperability standards. These factors can influence the long-term viability and competitiveness of EV charging stations, ensuring investors stay ahead in a rapidly evolving industry.

6. How does the organization owner collect payments?

**Answer:** Ecoharvest Inc will develop an app that enables electric vehicle owners to locate nearby charging stations and pay for their charging time directly on the app.

7. How does EV charging stations generate their power?

**Answer:** charging stations typically get their power from the grid, just like your house or office. However, the way they deliver that power to the car varies depending on the type of charging station.

Here are the three main types of charging stations:

- Level 1 charging stations: These are the slowest type of charging station and typically plug into a standard 120-volt outlet. They can take several hours to fully charge an EV.
- Level 2 charging stations: These are the most common type of charging station and can be found in many public places, such as parking lots and shopping centers. They use a 240-volt outlet and can charge an EV in a few hours.
- DC fast charging stations: These are the fastest type of charging station and can charge an EV in less than an hour. However, they are more expensive to install and are usually only found at select locations.