

CASE STUDY- WE IDENTIFIED THE EV CHARGING INFRASTRUCTURE MARKET AS AN ATTRACTIVE OPPORTUNITY FOR OUR CLIENT WITH A FOCUSED TARGET ON KEY COUNTRIES AND SUB-APPLICATIONS

IDENTIFY SEGMENT OR NEW END USE CASE



█ Already enabled use cases
 █ Known use cases but not enabled
 █ Unknown use cases and not considered

EV COMPONENTS	INFOTAINMENT SYSTEMS	EV FAST CHARGING	BATTERY ASSEMBLY
ADAS	CONNECTIVITY TECHNOLOGY	MOBILE DELIVERY BOTS (NEW SKATEBOARDS PLATFORM)	BATTERY MANAGEMENT SYSTEMS

KEY RECOMMENDATION

TO TARGET	
Key Applications	<ul style="list-style-type: none"> EV charging infrastructure – OEMs and tier companies looking for partnerships / cooperation in developing ecosystem Target focus on public infrastructure in Europe and home components in Asia as initial priority over next 3 years – Based on different demand requirements Prioritization on fast charging component requirements – Regulations / mandates requiring fast charging limited to few countries, however, will see highest growth after 3 – 4 years
Key countries	<ul style="list-style-type: none"> Easter Europe and South East Asia – home EV infrastructure Central Europe – cooperating with OEMs and tier companies for increasing current density of charging stations North America was not identified as client did not have right to win for region for the next 5 years
Key customers	<ul style="list-style-type: none"> Governments, association bodies – short term OEMs, residential sites, commercial complexes, energy / fuel centers – long term