

# The Role of Utilities in Promoting EV Adoption

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# Agenda

EZ-EV History

Barriers to EV Adoption

The EZ-EV Solution

The Role of the Utility



EZ-EV  
History

# Structure

**Corporate  
Innovation**

**Exelorate  
Growth**

**EZ-EV**

# What is EZ-EV?

EZ-EV is an enterprise software and services company that provides solutions to advance the electrification of transportation.

We support customers throughout their EV journey.



Awareness

Research

Experience

Purchase

Ownership

**EZ-EV Launch**

B2C Model

**January  
2017**

**May  
2017**

**Partner with Local  
Dealers  
& Auto OEMs**

B2B Model with  
corporate partnerships

**500 Cars Sold!**

**December  
2017**

**July  
2018**

**Series A Funding  
Received**

**Grow and Scale the  
Business**

**Fall  
2018**

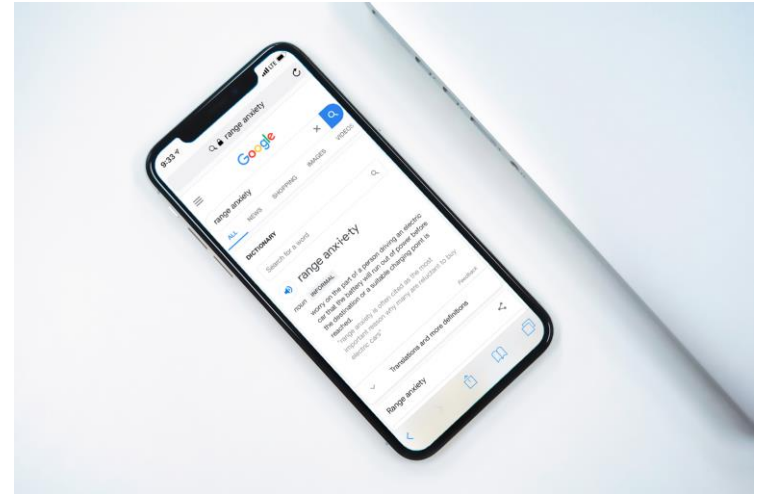




Barriers  
to EV  
Adoption

# Barriers to EV Adoption

- Cost
- Range Anxiety
- Lack of consumer understanding of 'electricity as a fuel'
- Lack of knowledge from dealers
- Model variety
- Education







EZ-EV  
Business  
Model

# The Problem

- Customers can get lost on the customer journey to purchase an EV without a consistent trusted advisor and supporting tools

# The EZ-EV Solution

- Customized, hands-on customer support throughout the buying journey
- Dealer relationships in the customer's local area
- Personalized Content
- Local Events



## Getting to the Utility as the Customer

- B2C: Direct to end consumer
  - B2B: Exelon Experiment
    - Research and Design Phase
  - Interviews
    - Understand the Customer Problem
- Spoke with utilities at EEI, Distributech, and an EPRI conference
    - Surveys, conversations, and other feedback
  - More localized customer base
  - Build credibility by doing the research



The  
Role of  
the  
Utility

## Utilities, EVs, and Infrastructure

- Electrification is Key
  - EVs provide significant value to utilities
- Question of who invests in and maintains charging infrastructure

- Chicken and Egg Problem
  - Promote EVs first?  
OR
  - Build charging infrastructure first?

# Thanks!

Any questions?

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