

EXECUTIVE SUMMARY

This research explores the business viability of EV Life, an application aimed at integrating various electric vehicle charging stations (EVCS) in Indonesia. With the increasing adoption of electric vehicles, fragmentation in charging infrastructure poses a major challenge. EV Life offers a solution by providing a unified platform for users to locate, book, and pay for charging services across multiple EVCS.

EV Life's competitive advantages lie in its multi-brand integration, user-friendliness, real-time information, and reservation features. Its business model is based on service fees charged to users and partnership fees with EVCS providers.

Financial analysis indicates positive projections, with a Net Present Value (NPV) of IDR 3.9 billion and an Internal Rate of Return (IRR) of 20%, exceeding the Weighted Average Cost of Capital (WACC) of 13.79%. A payback period of 4 years and 10 months suggests a relatively quick return on investment.

A comprehensive analysis indicates that EV Life presents a promising business opportunity within the burgeoning Indonesian electric vehicle market. With a solid business model, clear competitive advantages, and positive financial projections, EV Life is poised to become a key player in this industry, facilitating wider electric vehicle adoption and contributing to a more sustainable transportation ecosystem.