

EXECUTIVE SUMMARY

Indonesia, as a developing country, has now made its commitment towards carbon emission reduction by taking part in the global agreement, named "Paris Agreement". In order to realize this commitment, Indonesia Government has set targets internally. One of the goals that is being aimed is the electric vehicle (EV) growth in Indonesia, with particular targets as the milestones in the coming years. In practice, having this goal and target in place is not going to be easy to achieve, therefore, Indonesia Government has made programs and regulations internally to expedite the EV growth and achieve the targets. On the other side, EV is a new industry that cannot stand alone since it has its own ecosystem that needs to grow simultaneously. One of the supporting industries in the EV ecosystem that directly has impact to EV growth is the EV Charging Station. Needless to say, this industry can determine whether the EV growth will be successful or not in a country. Indonesia is no exception.

With above facts, we see a potential business that can commercially grow and positively impact the environment, Electric Vehicle Charging Station. As mentioned above, this business will shape new industry in the coming years and directly impact the EV growth in Indonesia. Besides, with the support from Indonesia Government in the form of programs and regulations, it is going to be the tailwind to this business. Although this business is not really new in Indonesia, yet, it has not reached maturity level either. There are few players already in the country who have started early since few years back, therefore, in this business plan, we are trying to propose and give new Points of Difference to the market. We name this business plan, Hello Volta.

Hello Volta will be a new business that operates in EV Charging Station industry. Geographically, Hello Volta will focus on Greater Jakarta Area. It will start in the western and southern Jakarta and then, expand its reach to wider area. In term of Points of Difference (POD), Hello Volta will focus on the technology and the service. Just like any other technologies, EV charging machine has also developed quite rapidly. With the latest technology development and market needs, Hello Volta plans to use the machine that offers "Fast" and "Ultra-Fast" charging. This technology has not been commonly used in Indonesia market at the moment and therefore, we see this as an opportunity. Besides technology, another POD that Hello Volta will offer is "Full Service" experience wherein we will provide charging assistant at every station to give help and convenience for the customers.

This business plan of Hello Volta has a 10-year financial projection. Initially, Hello Volta will require IDR 20 billion for the investment and majority of it will be spent for the charging machines. With this investment, the business expects Payback Period within 8 years, IRR 17%, and NPV as much as IDR 301 billion.

