



Executive Summary

Idea

The idea originally came from the EU in order to reduce the CO2 emission and the use of fossil fuels. Since governmental organizations care more and more about the use of electric cars, they provide a lot of subventions to all companies which are using electric cars. The problem with electric cars nowadays is the higher price and the lack of chargers around the countryside. Because of reasons like that, a lot of people don't want to buy electric cars. Our project wants to change that by making electric cars accessible to everybody by creating a Car-Sharing platform.

Team

Our team is made up of three people:

- Jonathan Dulsky (Project Leader)
- Peter Glatz
- Probst Philipp

Jonathan will be responsible for creating the app and a webserver, Peter will create the website and a database and Philipp will work on the script.

Our Product

We will provide a service for people to rent cars for a certain period of time within a city. We will have a website where they can create an account. They can check where the available cars are at the moment and choose one to book it for a certain period of time. We will also develop an app in order to provide mobile accessibility. Our website will also provide an admin panel where the administrator can oversee each and every car and who is driving it right now.

Target Market and Goals

The market we are aiming for are mainly people living in bigger cities who don't need cars that often and care about the environment. Our goals are to increase the use of electric cars and make them accessible to everyone.



General Company Description

Mission Statement

Our mission is to get people to use electric cars in order to reduce the use of fossil fuels.

Company Goals and Objectives

Our goal is to run a successful business with a large customer base. We want to be seen as pioneers, bringing electric cars to a lot of people.

Our objectives are to be known for high quality customer service and to be the best in this line of business.

Business Philosophy

It is very important to us to treat our customers well and respect their privacy. Our main concern is to provide an easily useable and thoughtful car sharing service.

E-Car Industry

The e-car industry is still growing and we see this as our advantage to make our idea more attractive. We can't point out all the existing e-car service companies, but with our ideas we bring a breath of fresh air in this market. As we 3 are software developers, we will provide the best customized service for our customers wishes.

Form of Ownership

It will be a GmbH (private ltd company), this is comparable to a private limited partnership. We choose the GmbH because all 3 of us own the company and the risk for the owners is much lower. On the other hand the costs for the founding are higher.



Products and Services

Car

The main car we will provide will be the Renault Zoe. It is a fully electrical car because of that there is no CO₂-Emission, it has space for 5 people and a range of about 400 km. Also it is easy to charge and there are no engine sounds. The car can be charged in places where electricity and a power outlet is obtainable. The car can be charged at a power outlet or at public charging stations. Most of the charging stations in Austria are free so no additional costs for the electricity will occur.

Service

The cars will be leased, because buying them would be too expensive for our startup. The cars will be parked in a garage we will be renting in the city center.

Our service of lending electric cars is extremely easy to use for everyone. We will provide a website with an easily usable GUI and an android app.



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