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Strategic Planning and Market Competition

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Objectives

1. Create key partnerships with transportation companies to supply their fleets.

- Supply DHL with 200 Electric Vehicles for their “Green Fleet” by 4th quarter of 2022. Lighting eMotors already supplies DHL with 89 vehicles in California and New York, helping them transform their fleet into a less-carbon emission one, by offering them to further expand their green fleet with eLighting’s products on more states, DHL can standardize their EV fleet (They are already acquiring Lighting’s mobile chargers too).

2. Implement the electric fleet management centers market

- Complete installation of 20 charging stations on California and New York by 4th quarter of 2022. Lighting Energy (Subsidiary of Lighting eMotors) offers charging as a service with charging stations that work 24/7. The implementation of these stations will increase their appeal to couriers, since they can include the charging stops in their routes. California and New York are the main states in which the company operates so it’s a good place to start, and it’s where most of their products are deployed.

3. Develop the most advanced technology for Mobile EV charging

- 1. Increase Battery Capacity from 184kWhr to 210kWhr, 2. max output per day from 460kWhr to 530kWhr (Aprox. 15%) and 3. reduce weight from 3,700 lbs. to 3,200. Mobile charging stations act as a rescue vehicle for EVs or a catered charge service. The reduction of weight could help make the delivery more efficient, by reducing the energy need to transport it. With the increases in capacity, the speed of charge can be increased and also more vehicles can be serviced by a single station. This could make it attractive for both couriers and individual EV users.