

EVChargingServicesSM

Education Background

My education background: I received my Associate in Applied Science degree in Transportation from the University of Akron, Akron, Ohio and a Bachelor of Science degree in Transportation Design from ArtCenter College of Design, Pasadena, California. I also hold a Master of Arts degree in Education Administration from California State University San Bernardino.

Executive Summary

EVCharging Services is a start-up business venture conceived by Garth Newberry to provide innovative charging solutions for homes and businesses. Our business plan lays out a simple strategy to reach out to potential customers through sales channels that have not been used extensively in the past.

Our target customer will be new EV converts and adopters influenced by incentives (“rebate essentials”). We will focus on providing the value/benefit and consultative approach to the customer, so the buying decision is made based on the potential value the product and service can provide. We will also provide information on incentives, such as rebates and tax credits.

Our value proposition is that our client will save time and money by going with our option to make the installation of an EV charger hassle-free for them, the Single-family home owner. The case, when a customer purchases a car or needs a charger installed in his/her home, they often don't where to look. EVCharging Services will provide the product, coordinate the necessary permitting if needed, and we will work with a network of certified electricians to do the installation.