



## CUSTOM APPLICATION DESIGN AND DEVELOPMENT FOR SMART EV CHARGING

Custom application design and development is tailoring the design of a mobile computer program or software to fit an organization's particular business needs

### OPPORTUNITY DEFINITION | CUSTOM APPLICATION DESIGN AND DEVELOPMENT | SMART EV CHARGING

This project aims to facilitate EV drivers to search, find, use and pay for EV charging through a mobile application. The app will be connected to Qatar's existing EV charging stations and provide a helpful front-end experience that helps promote EV driving locally.

#### TARGET MARKET

##### Target Market

The global electric vehicle market was valued at \$162.34 billion in 2019 and is projected to reach \$802.81 billion by 2027.

##### Target Users

- EV Owners



#### KEY PROBLEM STATEMENT | NEED

In Qatar, EV charging stations operate on a individual basis and aren't currently optimized to meet the needs of local EV ecosystem such as station-finder and online payments. Without a robust UI/UX component, the EV charging network locally will remain basic and hinder EV demand growth.



#### PROCUREMENT CYCLE

##### Request For Proposal (RFP)

The opportunity is in a RFP stage.



#### TIMESPAN

Total duration of 2 - 3 years including implementation, testing, operations and monitoring.

#### BUDGET ACROSS CUSTOM APPLICATION DESIGN AND DEVELOPMENT ECOSYSTEM

The Qatar market for custom application design and development is projected to reach **USD 13 million** by 2022, at a compound annual growth rate (CAGR) of 4% from 2019 to 2022.



#### ADJACENT OPPORTUNITIES



- Smart Electricity Meter
- Sustainable City Platform
- Sustainability Readiness Index
- E-Bike sharing
- E-Car sharing

#### STAKEHOLDERS

- Kahramaa
- Building owners
- Residents



#### OWNER AND SECTOR

**Owner** Kahramaa

**Sector** Transport

