



## Internship Proposal: Price setting of public charging locations - Study on practices and outlook on public charging location tariffs

### Background

Irex Consulting is a business engineering consultancy company specialized in the energy & utility sectors. We are experts in tackling operational business challenges across the entire value chain – production, sourcing & trading, grids, and supply.

### Assignment

As electric vehicle (EV) sales continue to rise across Europe, the public charging infrastructure is expanding rapidly to keep pace. This growth has led to an increasing number of Charge Point Operators (CPOs) installing public charging stations. However, as prime locations become scarcer, competition among CPOs is intensifying, making strategic pricing a crucial factor for long-term success. This internship is a strategic study focused on analyzing the current pricing models used by market players and assessing the direction in which the market is evolving. The first objective is to develop a comprehensive overview of existing pricing strategies and the underlying business models. This includes addressing key questions such as:

- What is the business model of a CPO?
- Which pricing strategies are being adopted in the market, and what factors influence pricing decisions?
- How are charging prices differentiated? Are they based on location, time of use, customer segments?
- Who are the key challengers in the market, and are they implementing specific pricing strategies?

The second objective is to explore, define, and quantify smarter pricing strategies that could provide CPOs with a competitive advantage. By leveraging dynamic pricing models, optimizing costs, and responding to market trends, these strategies aim to enhance profitability while maintaining market attractiveness.

### Objectives

Mapping of current pricing strategy

- Develop a comprehensive overview of existing pricing models and business strategies used by CPOs.
- Investigate key factors influencing pricing decisions
- Identify and analyze key market challengers and their pricing strategies.

Exploring smarter pricing strategies

- Research and define smarter pricing models that could provide CPOs with a competitive edge.
- Evaluate the feasibility and impact of these pricing models and quantify to the extent possible

Conclude

- Conclusive slide deck explaining current market trends and recommendations for CPOs to enhance their pricing strategies in response to market changes.

### Preparation Material

- <https://alternative-fuels-observatory.ec.europa.eu/consumer-portal/electric-vehicle-recharging-prices>
- <https://www.eurelectric.org/in-detail/transport-electrification/>
- <https://www.incremental.no/index.php?page=news> (What does it take for a CPO to be profitable)

**Schedule** Beginning of July -- End of August

### Contact

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