SOCIAL INNOVATION WAREHOUSE

EidoS ALWAYS LEARNING

Theory of Change

What is the problem you are trying to solve?	Who is your key audience?	What is your entry point to reaching your audience?	What steps are needed to bring about change?	Measurable effect of your work?	What are the wider benefits of your work?	What is the long term change you see as your goal?
* Make private electrcity accessiable for the public for EV charging purposes * Provide EV charging in residential zones * Extend the infrustructe by thousands of percents * Eliminate EV range & charge anxieties	* EV drivers that: - have long trips - like to maintain full charge all time - don't have level 2 (or 1) charger at home - don't have opportunity to charge in public charger * Providers that are: - have EV and level 2 charger at home - EV enthusiasts that want to support the infrastructure and install a level 2 charger at home - solar owners that would like to sell their energy for a greater proit - business owners with parking infrastructure	* friends & families homes * apartment complexes * small local businesses in downtown that rent their commercial space and have rights on their parking infrastructure	* lots of marketing and education * install first units bu ourselves // verify already installed units - if they can be accessible from the driveway, if not - make changes * tell everyone we know with an EV to charge at these residential locations	* charging events through our marketplace * feedback from costumers and providers about the quality of the product and service Measurable effect? * measure increase in EV sales in launch area comapre to a state without our marketplace Measurable effect? * expanding our marketplace to other states and countries	* EV drivers feel comforable to reach out to privetly owned chargers Wider benefits? * Charger owners feel comfortable to offer their private charger for strangers Wider benefits? * it becomes usual to see EVs pulling in and out of driveways for a quick charge	* enhance the adoption of EVs: EV sale goals will be reached faster than goverment predicts * standardize the public use of private electrcity sources * reduce GHG emissions!!

Key assumptions	Key assumptions	Key assumptions	Key assumptions	Key assumptions	Key assumptions	Stakeholders
* EV drivers need residential charger * the current infrastructure is lacking * residential charging will eliminate range & charge anxieties	* there are EV drivers that need such a product/service * level 2 owners have the will to let strangers to use their charger	* all involved players will agree to be part of the marketplace	* interest of our network in this product and service * agreement to corporate with us	* there is a pool of active EV drivers (users) and providers * goverment continue to push fleet electrification	* user adaption to a whole new scheme of charging behaviour	* Charger company to collaborate with * Automotive industry * Energy providers