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SUSTAINABLE GREEN VENTURE

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Abstract— Companies and people are hooked to advertisements. Companies are constantly designing and testing out new advertisements to get the public hooked, and they have massive budgets. Our offering to the ever-growing market of Advertisements is to provide a novel solution, by creating a whole new experience at E charging stations. With more people investing in Electric vehicles as an alternate to traditional fossil fueled cars not because of the government subsidies but due to the far sightedness to create a more conscious planet, we see this potential to use the public EV charging stations to put up self-sufficient off the grid solar AD boards. State of the art technology would showcase adverts to these visionary people, that would benefit them in one way or the other.

Keywords— Electric Vehicle Chargers, Advertisements, Market, AD Boards,

I. INTRODUCTION

The last decade saw a major technological trend; some of the greatest excitement and development was focused on the EV industry. EV's have experienced phenomenal growth over the last decade. Global EV sales have exceeded 2 million units by 2018, and by 2020 this figure projected to increase to 4 million. EV's have been offering huge benefits through reduced air pollution with petrol and diesel vehicles.

Most of the companies in the current scenario are keen on advertisements, they are trying out new techniques by designing and experimenting with them to put the audience hooked. The existing problem is that there are a smaller number of advertisement boards which are highly expensive and lack of security cameras at these particular sites. We as a team have come up with a novel solution as the number of electric vehicle users is rising exponentially and we aim to open up new parts of advertisements to run a sustainable green venture. In this day and age, individuals need to see messages conveyed in a medium they know and anticipate that is an expectation for new dynamic information. What superior way to communicate those messages that the digital shows encased with the charging stations that are placed exterior the front of shopping stations or grocery stores for the case. Charging stations are the culminate to publicize to each driver who pulls up to charge. This also provides a unique opportunity for various ad agencies to invest in these advertisements alongside these chargers. These Charging stations can create a 360-degree experience allowing customers to look out at the

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advertisements. We see this as high potential where the respective EV charging stations can put these solar-powered AD boards and the people in one way or the other.

II. DESCRIPTION OF THE MODEL

The model which is illustrated below comprises how the entire system is operated. The box in green is the Electrical Vehicle Charger. We have 2 RED AD Boards (6ftx2ft each) powered by solar panels which are suspended with LED lights so that these could be visible at night. On top of the AD Boards, we have 2 cameras which give us a rough estimate of how many people are using the EV Chargers whether it is weekly, monthly, or yearly. At the back of the EV charger, we have a structure that supports the solar panels. We have the solar panels at the top to give shade to the cars. At the back of the structure, we have a case in which the battery and inverter are placed inside. The case operates on the basis of a lock and key system.

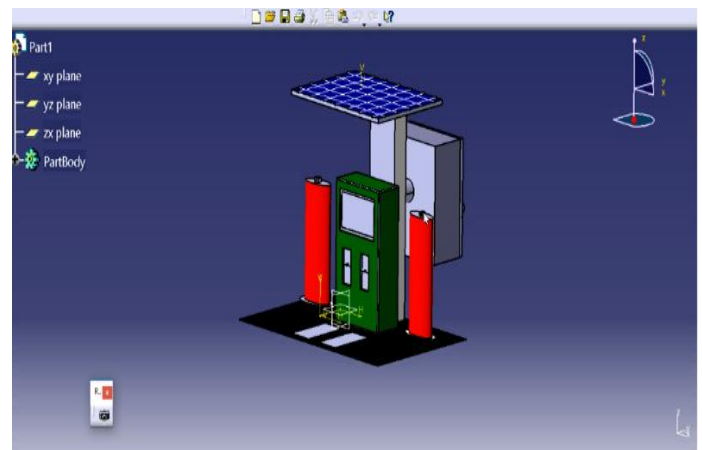


Fig. 1. Design of the entire Model

III. MARKET RESEARCH

According to our secondary market research we found that there are 279 AD agencies in Dubai (U.A.E). Statistical data shows that there are almost 150,000 Businesses ranging from asms to mncs and every company has a fixed marketing budget. The **DUBAI ELECTRICITY & WATER AUTHORITY** which is known as DEWA has around 200 EV Chargers. So far, we have mutual agreements from 4 AD

agencies & 1 company to use our services and they have subscribed to our website.

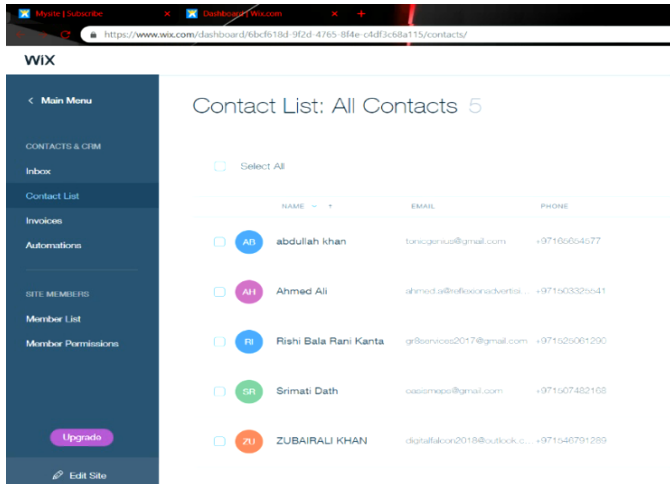


Fig. 2. List of contacts subscribed to our website

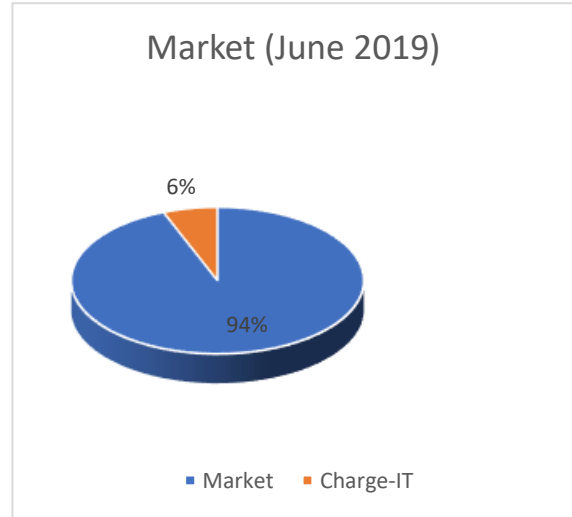


Fig. 4. Market of June 2019

VI. RESULTS

By March 2019 we had tie-ups with 4 % of AD Agencies and by June 2019 it turned out to be 6%

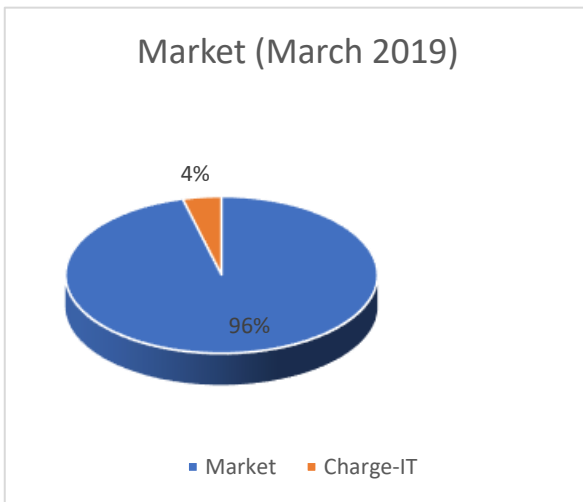


Fig. 3. Market of March 2019

V. COSTS & REVENUE MODEL

We have the detailed lists of costs for manufacturing and installing our product.

- 1) Solar Panels = 750*4 = AED 300
- 2) Inverter = AED 750 a 2Kw system
- 3) LED Boards (2) – AED 20,000
- 4) Aluminum Structure – AED 2500
- 5) Cameras/ Sensors/Data Storage/WIFI Router – AED 5,000

Miscellaneous Costs (licensing, Construction, Installation etc.) – AED 10,000

Fixed – AED 25,000 would be born yearly which includes licensing and maintenance

Total – AED 66,250

2 Models:-

Starter Pack – Operates on monthly basis (1 month contract AED 8000) includes 2 hrs of advertisements per day on all AD Boards as well as 1 Newspaper AD.

Professional Pack – 3 Month contract (AED 23,000) and covers 3 hrs of Advertisements per day as well as 3 newspaper AD's



CONCLUSION

This research work was set to develop our offering a novel solution to the growing market. By opening new paths of advertisements, we keep the audience hooked. With our new design and invention this has opened up new doors for ad agencies for investing into our product.

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