

ParkHere

Headquarter Munich

About ParkHere

ParkHere is a fast growing high-tech scale-up, which provides holistic parking solutions and mobility concepts for corporates and the real estate industry. Consisting of IoT hardware, software products, and mobile apps, ParkHere offers solutions for flexible and sustainable mobility at companies with modern hybrid work models. Our customers are real estate managers and parking operators. Companies such as Telefónica, Microsoft, Henkel, IONOS 1&1, and Bayer AG already rely on the individually configurable complete solution and expert knowledge of ParkHere.

About the Project

This project focuses on analysing the current eMobility market to understand how our customers charge, bill, and manage their EV-Charger setups today. We want to identify what solutions they use, why they use them, and what typical contracts look like. Based on this, you will define a proposition on how ParkHere can best enter and scale in this market.

Expected outcome

- Overview of key E-Mobility competitors and their offerings
- Insights into how our customers charge, bill, and manage E-Mobility today
- Summary of typical contract structures (Business models of their suppliers) and decision drivers
- GTM strategy for ParkHere to penetrate the E-Mobility market
- Recommended product approach (including technical analysis) for winning market share
- Business case showing how ParkHere can maximise revenue from customer E-Mobility usage

Apply now!

Save the time for formal motivation letters. Just send us your resume and tell us about your exciting projects and plans.

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