

an

international growth strategy

for a Dutch electric vehicle charging product-service startup

Revolt is a Dutch company that provides EV charging solutions to companies for a fixed monthly fee. This fee includes the installation, maintenance and service of the charge points. Revolt is building a presence in the Dutch market but in order to reach scale- and network effects they need to expand beyond the Dutch border. To guide Revolt in this process, this research presents an **international growth strategy** and its development.



Process



1. internal and external analysis
2. quantitative market analysis
3. qualitative market analysis
4. product-market fit validation
5. design market entry playbook

Result

| Country | Economic | | EV Market | | EV Market | | EV Market | | EV Market | | EV Market | | EV Market | | EV Market | | EV Market | |
|----------------|----------|-------|-----------|-------|-----------|-------|-----------|-------|-----------|-------|-----------|-------|-----------|-------|-----------|-------|-----------|-------|
| | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | 2032 | 2033 | 2034 | 2035 | 2036 | 2037 |
| Austria | 0.220 | 0.421 | 0.448 | 0.503 | 0.454 | 0.298 | 0.19877 | 0.139 | 0.203 | 0.180 | 0.183 | 0.202 | 0.219 | 0.244 | 0.267 | 0.288 | 0.307 | 0.324 |
| Belgium | 0.000 | 0.408 | 0.404 | 0.403 | 0.252 | 0.255 | 0.26036 | 0.000 | 0.203 | 0.188 | 0.179 | 0.181 | 0.181 | 0.181 | 0.181 | 0.181 | 0.181 | 0.181 |
| Canada | 0.000 | 0.206 | 0.182 | 0.182 | 0.182 | 0.182 | 0.22141 | 0.000 | 0.410 | 0.400 | 0.390 | 0.380 | 0.370 | 0.360 | 0.350 | 0.340 | 0.330 | 0.320 |
| Czechia | 0.198 | 0.182 | 0.201 | 0.211 | 0.211 | 0.211 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Denmark | 0.218 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Estonia | 0.100 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Finland | 0.203 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| France | 0.204 | 0.502 | 0.447 | 0.243 | 0.243 | 0.243 | 0.19877 | 0.000 | 0.242 | 0.242 | 0.242 | 0.242 | 0.242 | 0.242 | 0.242 | 0.242 | 0.242 | 0.242 |
| Germany | 0.204 | 0.502 | 0.447 | 0.243 | 0.243 | 0.243 | 0.19877 | 0.000 | 0.242 | 0.242 | 0.242 | 0.242 | 0.242 | 0.242 | 0.242 | 0.242 | 0.242 | 0.242 |
| Greece | 0.000 | 0.000 | 0.004 | 0.004 | 0.004 | 0.004 | 0.10242 | 0.000 | 0.203 | 0.203 | 0.203 | 0.203 | 0.203 | 0.203 | 0.203 | 0.203 | 0.203 | 0.203 |
| Hungary | 0.112 | 0.700 | 0.270 | 0.100 | 0.100 | 0.100 | 0.09388 | 0.000 | 0.473 | 0.473 | 0.473 | 0.473 | 0.473 | 0.473 | 0.473 | 0.473 | 0.473 | 0.473 |
| Ireland | 0.347 | 0.647 | 0.647 | 0.647 | 0.647 | 0.647 | 0.30000 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Italy | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Latvia | 0.076 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Lithuania | 0.111 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Luxembourg | 0.300 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Netherlands | 0.219 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Norway | 0.440 | 0.440 | 0.440 | 0.440 | 0.440 | 0.440 | 0.2275 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Poland | 0.142 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Portugal | 0.071 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Romania | 0.060 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Slovakia | 0.146 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Slovenia | 0.146 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Spain | 0.146 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Sweden | 0.207 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| Switzerland | 0.440 | 0.440 | 0.440 | 0.440 | 0.440 | 0.440 | 0.2275 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |
| United Kingdom | 0.274 | 0.401 | 0.401 | 0.401 | 0.401 | 0.401 | 0.20714 | 0.000 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 | 0.180 |

Market data dashboard

The market data dashboard contains all relevant factors for quantitatively analysing and selecting promising markets. The factors come from literature, context research and the company analysis. The market ranking is used to select markets for the qualitative market analysis and selection.

Market entry playbook

The market entry playbook is a blueprint for entering a foreign market. It describes the market research, market validation and market entry. It guides Revolt through these processes and provides actionable templates for decision making in each phase.

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 “An international growth strategy for a Dutch electric vehicle charging product-service startup”
 March 13th, 2023
 MSc Strategic Product Design

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