

## Project study

### Designing an energy community in the energy / mobility sharing economy

#### Background

In the wake of increasing mobility and energy demands, available infrastructure should be used efficiently. The Sono Motors start-up pursues a sustainable mobility concept that is independent from fossil fuels. They develop and build solar electric cars and offer innovative mobility and energy services. Sono Motors currently explores options to connect owners of their cars who own private renewable energy facilities. They aim at building a self-sustaining electricity community that shares clean energy to charge their cars.

#### Research Questions

Sono Motors seeks to find out how such an electricity community should be optimally designed in order to attract Sono Motors' customers and to position itself competitively in the market. Possible research aspects could be:

- Market research and competition analysis (including Home-Energy-Management Systems and optimized PV-Charging)
- Analysis of an existing survey regarding Sono Motors' customers, their behavior, needs and expectations
- Product design of the "Energy Community"
- Recommendations for the market entry strategy

Sono Motors was founded in 2016 and employs a motivated team of experienced engineers, designer, technicians and industry experts. The research work can be carried out in the office of Sono Motors in Munich.

The selection of suitable candidates and the detailed specification of the project will take place in close cooperation with Sono Motors. Interested students with high motivation, strong analytical skills and very good knowledge of English and German are invited to send their electronic application to [cem@wi.tum.de](mailto:cem@wi.tum.de).