



Zap & Snack: An EV Convenience Store Business Plan

By: Mahriana Benson



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Vision

To create a new way of EV charging that is fast and offers food for the health conscious.



The Product

Zap & Snack is an EV charging station convenience store with a smoothie bar.

The Leadership

Mahriana Benson founded the company after seeing an opportunity in the EV charging industry. She serves as Founder and Owner.

The Overall Industry

The EV industry is rapidly growing, with 10,000 charging ports added each week, according to the Federal Highway Administration.

The Competitors

Major competitors include at home chargers and public chargers located in parking lots. Zap & Snack will differentiate its products from competitors by offering wifi, healthy convenience snacks, and a unique pull through parking design.

The Financial Status

Zap & Snack wants to acquire a 10 year loan of \$1,467,500 to fund its operations. Annual net income in year 1 is expected to be \$90,927 and this jumps to \$172,730 by year 10.

Future Plans

In 2025, Zap & Snack Plans to hold its grand opening. By 2031, it expects to be recognized nationally for its unique EV Charging concept.



Zap & Snack is an EV charging station convenience store concept located in Denver, Colorado. Founded in 2024, its primary purpose is to provide a different charging experience for EV and Plug In Hybrid vehicle owners. By offering a convenience store with EV chargers located in the place of traditional gas pumps, Zap & Snack is in essence an EV convenience store. Within the store, upscale selections will be offered such as organic snacks and a smoothie bar. However, non-organic offerings will also be available to accommodate various price points and food tastes. Also, 10 parking spots are available for non-charging customers who want to purchase snacks inside.

Since EV vehicles can take a few hours to charge via level 2 charging or 20-30 minutes via level 3, Zap & Snack will offer WiFi that extends to the charging stations, so consumers can access the internet from the comfort of their charging car. Inside the store, there will be a seating bar area where consumers can eat snacks as well as access the internet. There is also an outdoor patio seating area for customers who want fresh air. Also, safe charging is a top priority especially for women traveling alone. By providing 24/7 video surveillance and well-lit charging bays, Zap & Snack is the safe solution for car charging.





Mahriana Benson
Founder/Owner

As a lifelong automotive enthusiast, Mahriana created Zap & Snack for the everchanging auto market. A junior at CSU studying business real estate, she has a profound interest in new business opportunities.

Aside from school, she is an active leader and member in 6 different on campus organizations including the honors program, Phi Mu Sorority, Collegiate DECA, and the library advisory board. In her free time, Mahriana enjoys spending time with friends, golf, traveling, and event planning.

Honors Committee

Randy Ready
Thesis Advisor

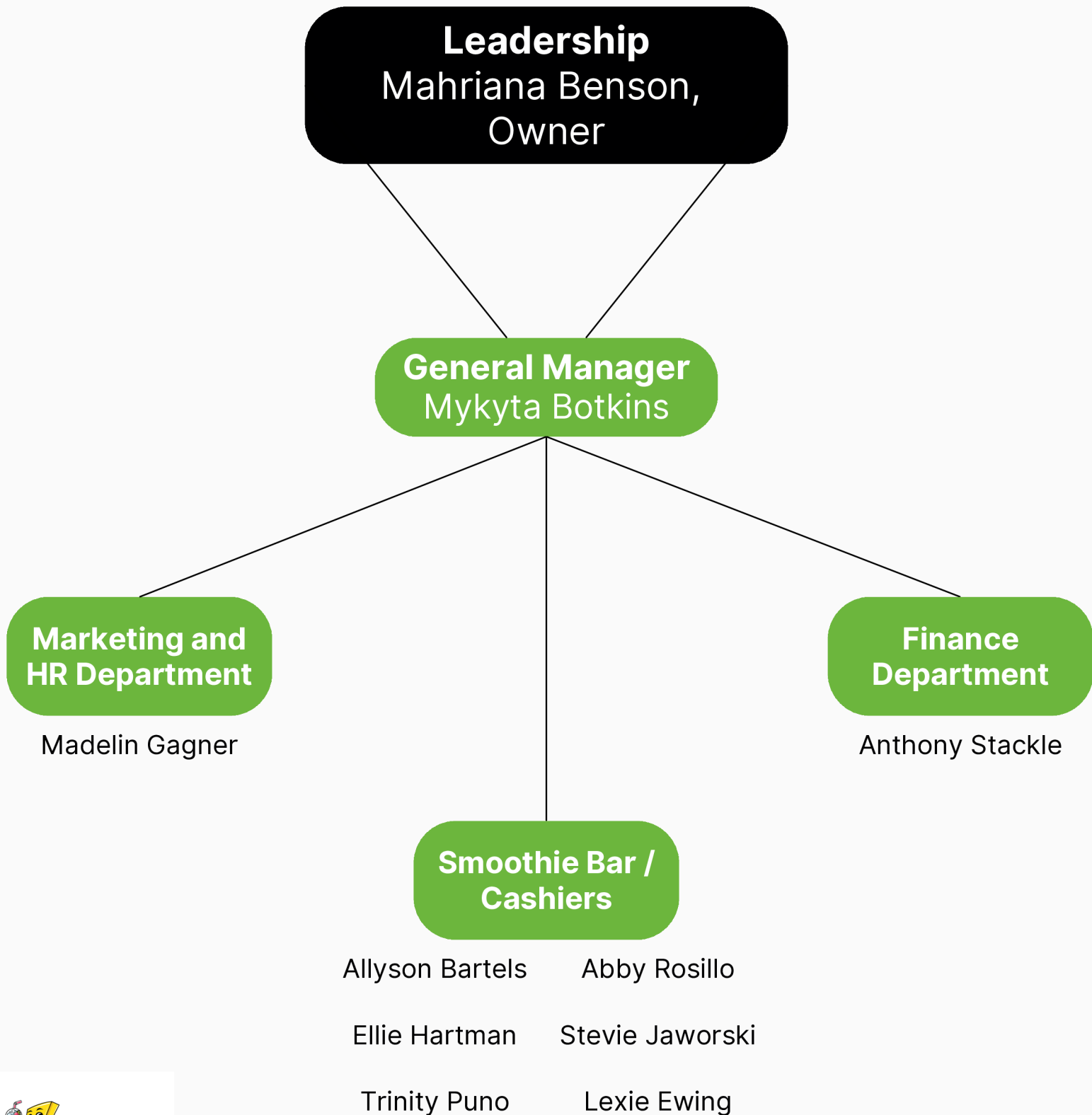
Director of CSU
Administration for
Parking and
Transportation Services

Pete Thrasher
Thesis Committee Member

Interim Director - Everitt
Real Estate Center (EREC)
Instructor - Department of
Finance and Real Estate



Organizational Chart



Ownership

Zap & Snack will start by having 1 location that is owned as an LLC by Mahriana Benson, with the possibilities of expanding. Due to the LLC business format, Mahriana is not considered an employee of the company on payroll. Zap & Snack will remain privately owned for the foreseeable future. This is to ensure high standards and successes, beginning in its infancy.



Staff

Within the organizational chart, there are 3 main departments, Marketing/HR, Finance, and the Smoothie Bar/Cashiers. All employees report to the General Manager, who reports to the owner. Marketing/HR and Finance will primarily work from home, however they will work as Manager on Duty when the GM is off for the day. The Smoothie Bar/Cashiers exclusively work within the store to provide the best customer experience. With the exception of the general manager, all employees are part time, thus avoiding the requirement to provide health insurance and benefits. Employers with fewer than 50 full time employees are not legally required to provide benefits. However, the general manager will receive a stipend for insurance and benefits.

EV Vehicles

The first modern electric vehicle was introduced in 1996, dubbed the EV1 by General Motors. Production only lasted 3 years, as GM deemed the cars unprofitable. In 2010, Nissan released the Leaf, which was the first mass-produced electric vehicle. However, what really changed the EV industry was the release of the Tesla Model S in 2012. With its large pop culture prevalence, it brought alternative fuel vehicles into the spotlight. Today in the US there are 3.3 million electric vehicles on the road from virtually all automakers.



EV Charging Stations

After the release of the Leaf and Model S, there were a large market for charging stations. According to the Department of Energy, in 2012 there were approximately 6,200 publicly accessible charging stations. As of 2023, 68,000 stations exist with 185,000 charging ports.

Types of Charging Stations

Level 1 Chargers

Level 1 chargers use a standard 120V household outlet and are the most basic and widely accessible option. They typically provide about 5 miles of range per hour, making them best suited for overnight charging or low daily mileage. No special equipment or installation is required, which makes them convenient but slow. They're ideal for plug-in hybrid vehicles or EV owners who don't drive long distances daily.



Level 2 Chargers

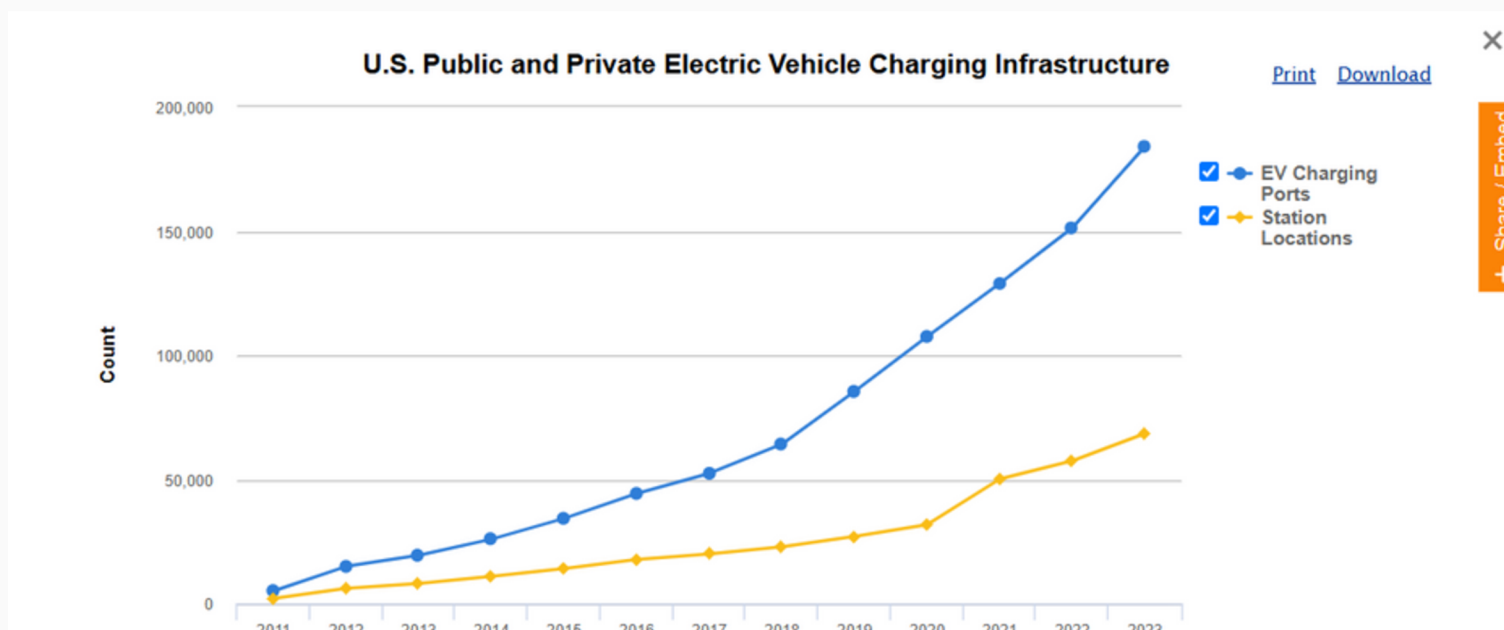
Level 2 chargers operate on a 240V outlet, like those used for electric dryers or ovens. They deliver 25 miles of range per hour, significantly reducing charging time compared to Level 1. These chargers are common in homes, workplaces, and public charging stations. Installation usually requires a dedicated circuit and a professional electrician, but it's a practical option for most EV owners.

Level 3 or DC Fast Chargers

Level 3 chargers, also known as DC fast chargers, provide the fastest charging speeds by delivering direct current directly to the battery. They can add 100 miles of range in as little as 20–30 minutes, making them ideal for road trips and quick top-ups. Due to their high power demands, they're found at commercial locations rather than homes. Not all EVs can use DC fast charging, so compatibility should be checked.



Market Size & Expected Growth of Charging Stations



EV Charging Stations

As of 2023, nationally 68,000 public level 2 and 3 stations exist with 185,000 charging ports. In Colorado, according to the Colorado 2023 Electric Vehicle Plan, the state aims to have 940,000 electric cars on the road by 2030. Furthermore, the state aims to have 100% EVs by 2050. To support the increased demand by 2030, the goals of the state are increasing the number of charging ports awarded or installed to 1,700 DCFC and 5,800 public Level 2 by 2025. Of importance to Zap & Snack, the state is awarding grants for charging stations through 2025, which significantly reduces the companies overhead cost.

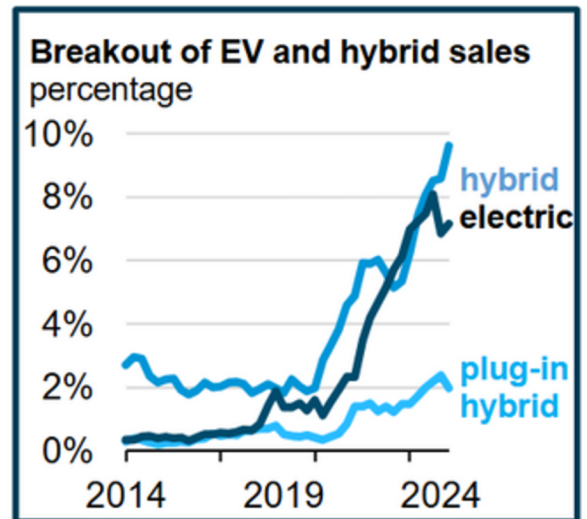
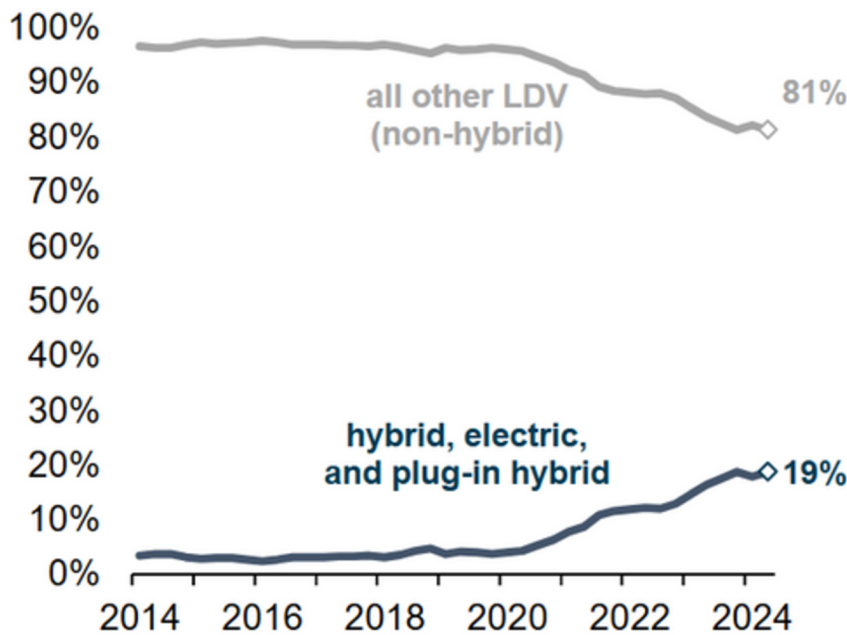


Market Size & Expected Growth of EV Vehicles

EV Vehicles

According to the US Energy Information Administration, in 2024 about 19% of new cars are electric or plug-in hybrid growing rapidly from 10% in 2020. Today in Colorado, 30% of new cars sold are plug-in hybrid or electric. While there are differing opinions regarding the future of EVs in terms of politics, many incentives still exist. Specifically in Colorado, taxpayers can receive \$3,500 towards the purchase of a new EV. Many dealerships and auto manufacturers also offer incentives.

Quarterly U.S. light-duty vehicle (LDV) sales by powertrain (Jan 2014–June 2024) percentage of sales



At Home Charging Stations

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Convenience - Owners can plug in while at home. • Increased Home Marketing Value - EV chargers are an upgraded property feature, which can provide additional marketing value during the sale of a home. 	<ul style="list-style-type: none"> • High Initial Cost - Installation and equipment can be expensive. • Slow charging - At home Level 1 and 2 charging is slower than Level 3 charging. • 1 Location - EV Drivers can only charge at home, which is not practical for many owners. • Apartment Living - Those who live in multifamily dwellings, apartments, or rentals cannot charge from home due to leases or physical distances from outlets. 	<ul style="list-style-type: none"> • Incentives - Tax credits, rebates, and grants make installation more affordable. • Smart Home Integration - Smart Homes with EV chargers have cool features like remote monitoring. • Growing EV Demand - More consumers are purchasing EV's, thus more chargers are bought. 	<ul style="list-style-type: none"> • Public Charging Expansion - Expansion of chargers in public could make at home chargers unnecessary. • Grid Dependency - If a house faces a power outage, the owner is unable to use the charger.

Public Charging Stations Parking lots, Shopping Centers, Hotels

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• High Visibility & Accessibility - These stations are easily accessible.• Road Trips - Allows EV Owners to charge and drive long distances.• Fast Charging - Many public chargers have Level 2 or Level 3 chargers, which charge significantly faster than at home chargers.	<ul style="list-style-type: none">• Limited space - These chargers have limited space to host chargers, since they have to leave room for gas cars.• No convenient amenities - While public chargers are located in shopping centers, not all consumers want to go into a large store or watch a movie. So, fast and convenient options do not exist.	<ul style="list-style-type: none">• Station Expansion Growth - The demand for more EV chargers is strong, leaving plenty of opportunities in this industry.• Charging Times - While the fastest chargers, (Level 3) can charge a car from empty to full in under 60 minutes, there are opportunities for even faster charging.	<ul style="list-style-type: none">• User Misuse - A risk of having a gas and EV charging parking lot is having gas cars park in charger stations since the lot is full.• Grid Dependency - Similarly to houses, power outages cause the chargers to be unusable.



Non-Parking Lot Public Chargers and WiFi

Virtually all available public EV charging are in the parking lots of businesses, that are not focused on the EV business.

Thus, this creates a need for EV consumers who want to charge somewhere besides the back of a busy store parking lot. It's also important to note, oftentimes these lots do not have WiFi that extends out to the EV spots. This makes EV consumers rely on cellphone usage and hotspots.



EV's Towing Boats or Trailers

For EV consumers who are towing a boat, RV, or trailer the public EV charging infrastructure is a nightmare. Since most chargers are in a parking space, backing up a car along with a 20+ foot trailer in a busy parking lot is not practical.

However, by creating an EV charging station with chargers set up similarly to a gas station, this format makes it much easier to tow a trailer with an electric vehicle. Consumers can pull through with the trailer, instead of trying to back in or having to disconnect the trailer.



Fast Snacks

Since many public EV chargers are in parking lots, this requires consumers to walk into these large businesses for snacks or food. However, not everyone has the time or desire to peruse the store, as they have to work or simply do not want to be in a large store environment. Since EV charging takes more time than getting gas, some consumers do work online while their car is charging. This limits the amount of time that consumers have to get food or snacks, making fast snacks for EV chargers a market need.

Green and Busy Consumer

Zap & Snack's demographic is individuals who are over 16+, have a drivers license, are driving an EV vehicle, and who need to charge their vehicle. Race, gender, and sexual orientation do not affect the demographic. We cater to people who are very busy and do not want to peruse a large big box store such as Target to get snacks while their car is charging. Since our consumers are sustainability focused, they are interested in the natural and organic food options our store offers. And, lastly our target demographic needs wifi access for work and school.

Needs	Products They Enjoy
<ul style="list-style-type: none">• Fast Charging• Wifi• Fast Store Experience• Restrooms• Great Customer Service	<ul style="list-style-type: none">• Smoothies• Organic and Natural Foods• Local and sustainable food

Likes	Dislikes
<ul style="list-style-type: none">• Productivity apps• Multitasking during EV Charges	<ul style="list-style-type: none">• Smog• Wasteful packaging• Fatty food



Marketing Mix

Product



- Zap & Snack's name says it's all, customers can "Zap" their EV cars while grabbing a "Snack". The slogan "Charge Fast, Snack Faster" puts further emphasis on the convenience store model of the business.
- Zap, the companies mascot is featured on the logo holding a smoothie, which hints at the smoothies offered.
- The Zap & Snack Logo is the primary branding product to be used in all marketing materials.

Price



- Prices are competitive with local smoothie bars as well as stores like Whole Foods and Sprouts.
- The **Zap & Snack Club** is a free points based rewards program for customers. \$1 equals 1 point, and after spending \$100/accumulating 100 points customers get \$5 off. These points can be used for EV Pumps and inside the store.

Promotion



- Zap & Snack's main promotion strategies are being listed as a charging station on the Department of Energy's website, the plugshare app, and google search engines.
- Zap & Snack will also be active on TikTok, Facebook, and Instagram while also overseeing a website.
- As a company, we will have partnerships with local EV auto dealers to create a referral program.

Place



- Zap and Snack will be located at **15535 E 40th Ave, Denver, CO 80239**
- Consumers will also have the option to preorder smoothies and store goods online via the website, to be picked up inside the store.



Zap & Snack Promotional Video

Click [HERE](#) to watch!



Proposed Location

15535 E 40th Ave, Denver, CO 80239
List Price: \$875,000



Location

15535 E 40th Ave, Denver, CO 80239 is an 0.84 acre lot currently listed for sale at \$875,000. This is an undeveloped lot that is currently zoned for commercial and residential use. After a call with the listing broker, he confirmed this property is zoned properly for a convenience store. For ingress and egress, there will be a entrance/exit from E 40th Ave, see the blueprint for a visual. The property is unique since it already includes plans for a proposed 32 unit residential project.

However, this lot would be the perfect place for Zap & Snack, instead of the proposed development. Located only 10 minutes from DIA and 0.5 miles to I-70, this location has 24/7 traffic. The heavy traffic and densely populated area is optimal for a Zap & Snack location.



[Listing Link Here](#)

Store Layout

Exterior Blueprint

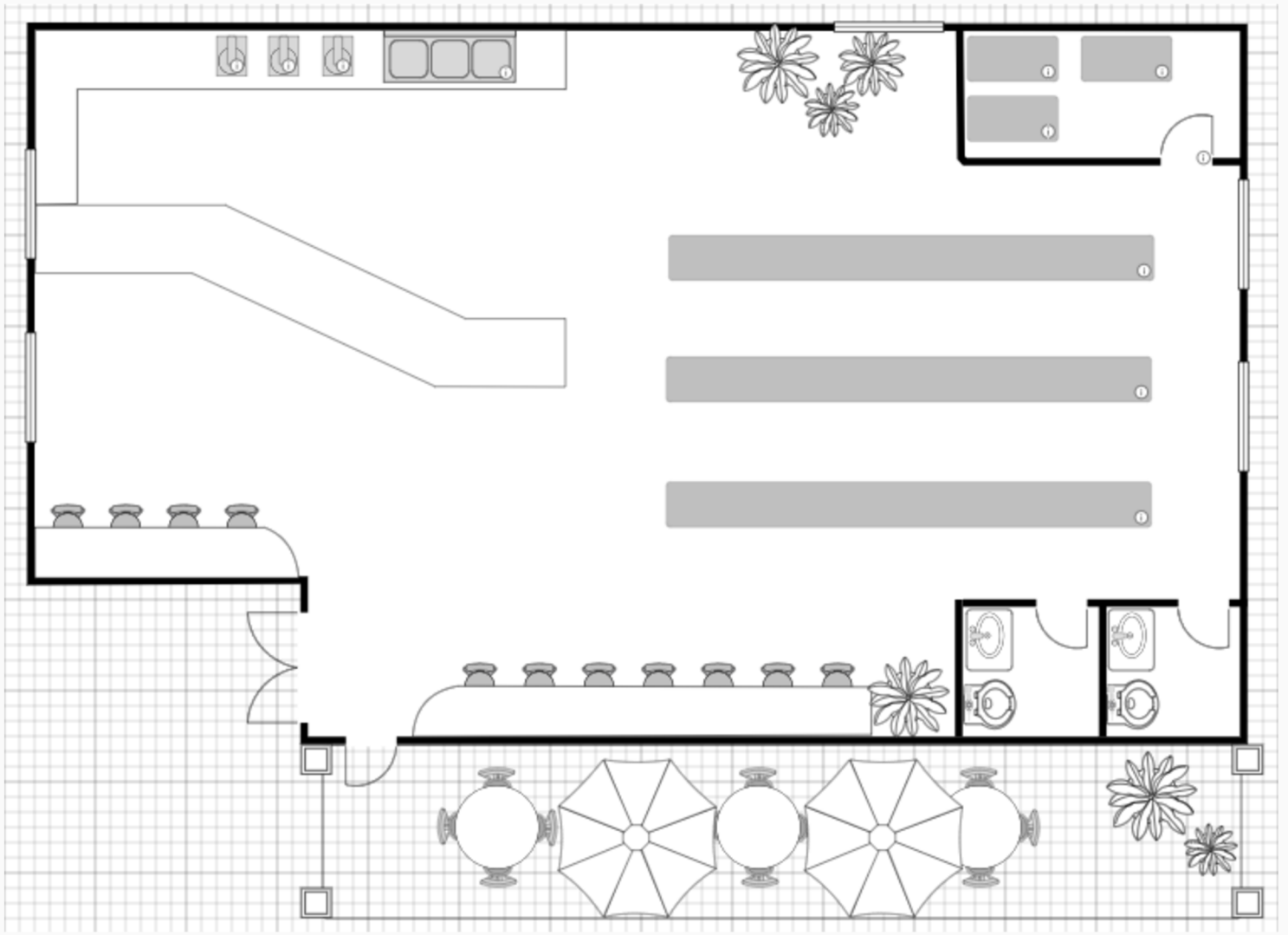


Not Drawn to Scale



Store Layout

Interior Blueprint



Not Drawn to Scale





Level 2 ChargePoint CT4021

Zap & Snack plans to install 4 of these chargers. These offer 2 ports a piece, so in total there will be 8 ports. Level 2 charging is great since it is less expensive overall to both the consumer and the business. Level 2 chargers will be marketed as the companies main charger and the most cost effective.

Level 3 ChargePoint Express 250 CPE250

Zap & Snack is offering 4 of the ChargePoint Express 250 CPE250. These chargers also have 2 ports per unit, so in total there will be 8 ports. While these chargers are pricier to use and install, they follow the Zap & Snack motto of “**Charge Fast, Snack Faster**”. Level 3 chargers will be marketed as an “upgrade” for customers who want to get the fastest charge.





Smoothie Bar

Standard Charge (Classic Smoothies) – (32 oz \$7.99 | 44 oz \$8.99)

- ⚡ Strawberry Supercharge – Strawberries, banana, Greek yogurt, honey, and almond milk.
- ⚡ Tropical Turbo – Mango, pineapple, coconut milk, and orange juice.
- ⚡ Berry Boost – Blueberries, raspberries, strawberries, and apple juice.
- ⚡ Peanut Butter Power Drive – Banana, peanut butter, oats, chocolate protein, and almond milk.
- ⚡ Green Energy – Spinach, kale, green apple, banana, chia seeds, and coconut water.

Supercharged (Superfood Smoothies) – (32 oz \$9.25 | 44 oz \$10.25)

- ⚡ Acai Amp Boost – Acai berries, banana, blueberries, almond butter, and oat milk.
- ⚡ Golden Torque – Mango, turmeric, ginger, coconut milk, and honey.
- ⚡ Avocado EV Dream – Avocado, spinach, banana, dates, and oat milk.
- ⚡ Cacao Performance Mode – Cacao, banana, peanut butter, espresso shot, and almond milk.
- ⚡ Matcha High Voltage – Matcha green tea, banana, vanilla protein, and coconut milk.

Regenerative Blend (Build Your Own Smoothie) – (32 oz \$7.99 | 44 oz \$8.99)

1. Choose a Battery Pack (Base) – Almond milk, coconut milk, oat milk, apple juice, or orange juice.
2. Select Up to 3 Energy Sources (Fruits) – Banana, strawberry, mango, pineapple, blueberries, raspberries, acai, apple, avocado.
3. Add a Turbo Boost (Extras: **+\$1.00 Each**) – Chia seeds, flaxseeds, protein powder, collagen, cacao nibs, peanut butter, matcha, turmeric.

Performance Upgrades (Add-ons)

- + Protein Boost (Vanilla, Chocolate, or Plant-Based) – **+\$1.50**
- + Superfood Toppings (Granola, Chia, Cacao Nibs) – **+\$1.00**
- + Extra Fruit or Veggies – **+\$0.75**

















Snack Selection

All Snacks are prepackaged, brands vary





Grab & Go Snacks

-  Power Trail Mix (Organic nuts, seeds, dried fruit) – **\$5.76**
-  Organic Apple Chips – **\$4.03**
-  Fresh Fruit - **\$5.00**
-  Dried Banana Bites – **\$3.80**
-  Organic Almond Butter Packets – **\$2.30**
-  Veggie Power Sticks (Carrots & Hummus) – **\$5.53**
-  Kale Chips (Organic & Air-Dried) – **\$5.76**
-  Dark Chocolate Energy Bar (Organic, Vegan) – **\$3.45**
-  Gluten-Free Granola Bar (Organic Oats & Honey) – **\$3.22**






High-Energy Protein Snacks

-  Organic Turkey Jerky – **\$6.92**
-  Plant-Based Protein Bar – **\$4.03**
-  Peanut Butter Energy Bites (Organic, No Added Sugar) – **\$4.61**






EV-Themed Snacks

-  Supercharged Snack Pack (Nuts, Dried Berries, Dark Chocolate) – **\$6.34**
-  Voltage Vegan Chips (Sweet Potato & Beet Chips) – **\$4.38**
-  Zap Bites (Organic Date & Nut Energy Balls) – **\$4.96**
-  Regenerative Recharge Bar (Coconut, Cacao, Almonds) – **\$4.61**

Refreshing Organic Beverages

-  Cold-Pressed Juice (Orange, Green Detox, Beet Boost) – **\$8.07**
-  Organic Kombucha (Ginger, Berry, Citrus) – **\$5.19**
-  Oat Milk Cold Brew Coffee – **\$6.11**
-  Electrolyte-Infused Spring Water – **\$3.45**
-  Matcha Green Tea Energy Drink – **\$5.53**

Classic Convenience Picks


-  Cheetos (Flamin' Hot, Crunchy) – **\$5.39**
-  Pepsi (20 oz bottle) – **\$4.58**
-  Snickers Bar – **\$3.79**
-  Gatorade (Variety) – **\$4.58**
-  Cup Noodles (Chicken, Beef) – **\$3.97**






Charging Rates


Level 2 Charging (AC Charging – 8kW)

 \$1.50 per hour

 Estimated Time: ~ 1 hour per 25 miles of range

Level 3 Charging (DC Fast Charging – 125 kW)

 \$15.00 per 30 min

 \$30.00 per hour

 Estimated Time: ~20-30 minutes per 100 miles of range

Electricity Cost:

The expected cost of electricity is 9.4 cents per kW/hr (based on Colorado State Average). For a level 2 charger, EV's charge at about 8kW/hr so, a cost of \$0.75/hour. Level 3 chargers charge at a rate of 125kW/hr so, a cost of \$11.75/hour or \$5.88/30 min.

Level 2 Charging Station profit margin-50%

Level 3 Charging Station profit margin-60.8%

Important Note:

Zap & Snack is utilizing time-based charging, as this encourages customers to turnover charging stations faster when compared to power-based charging.



Zap & Snack Financial Projections and Funding Request Proforma

Click [HERE](#) to view!

\$100,000 Owners Equity Contribution

Business Loan

\$1,467,500

10 year loan

7.50% interest rate

\$17,419 monthly payment

Year 1 Net Income

\$90,927

Year 10 Net Income

\$172,730

Projected Growth

Zap & Snack anticipates on growing at a 4% rate
yearly

Projected Sales

\$1.5 Million Projected sales in year 1

\$2 Million Projected sales by year 10



Future Plans & Milestones



Transforming EV Charging

The future for Zap & Snack is bright, with a grand opening expected in 2025. After 5 years as an established business, Zap & Snack hopes to be recognized nationally for its unique EV Charging concept. By 2035, the original business loan will be paid off which will optimize profitability.

2031

Be recognized nationally for Zap & Snack's unique EV Charging concept

2025

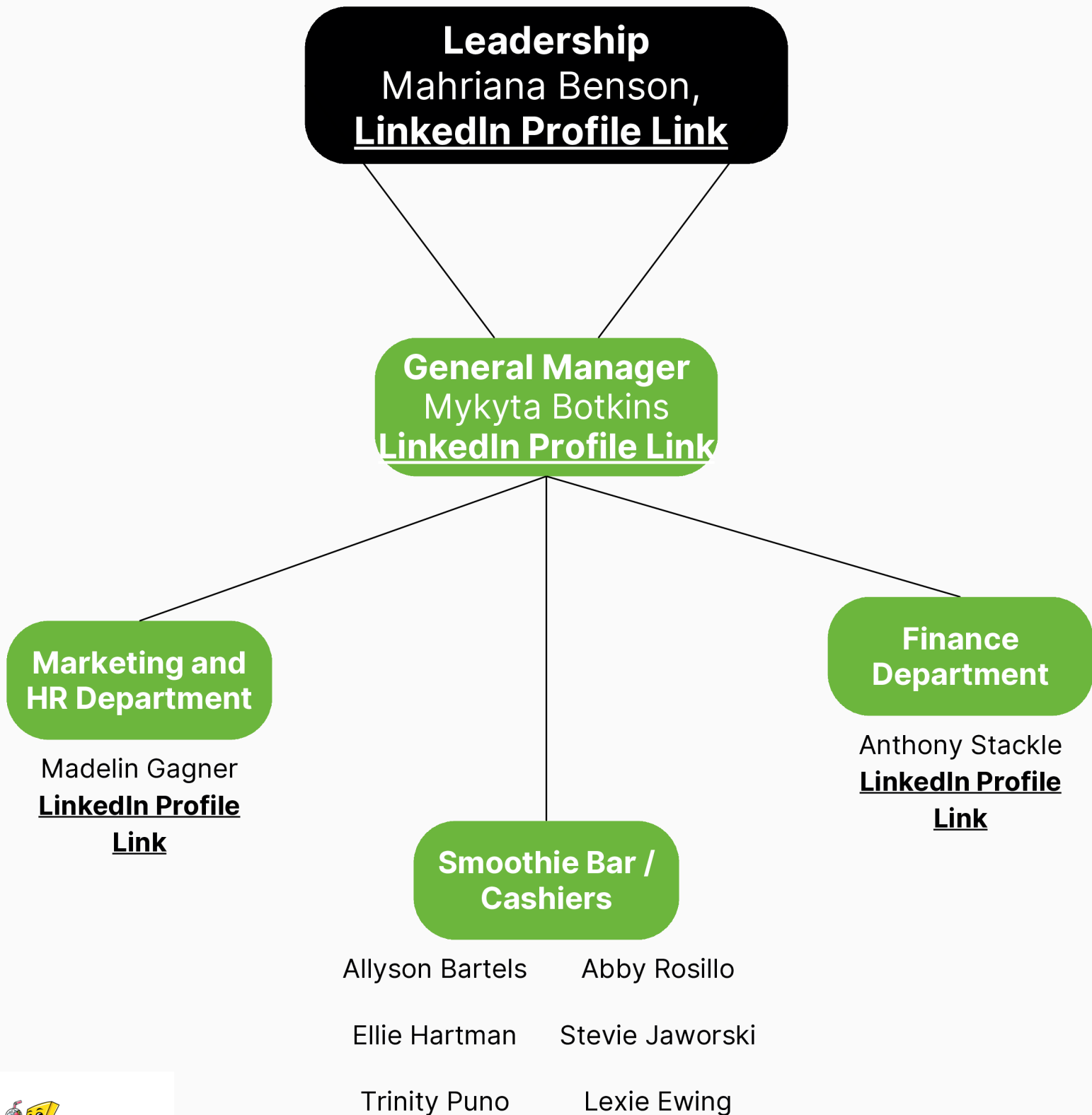
Secure grant, purchase land, obtain permits, grand opening

Payoff original business loan

2035



Staff Resumes/LinkedIn Profiles





Contact **Mahriana Benson**
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