

EcoG commits to strategic university partnership to support the next generation of professionals in e-mobility

- EcoG and [Mondragon Unibertsitatea](#) announced the successful completion of a joint educational initiative designed to inspire and support the next generation of professionals in the field of e-mobility.
- The program involved a strategic cooperation between EcoG and the university, which resulted in a series of lectures, workshops, and case studies focused on electric cars and charging infrastructure.

For EcoG this is the beginning of a great journey into future collaborations with students who are interested in the future of e-mobility.

[Petr Füzék](#), Chief Commercial Officer at EcoG, expressed his satisfaction with the program, saying, “We are thrilled to have co-organized this initiative with Mondragon Unibertsitatea. At EcoG, we understand the importance of inspiring and supporting the next generation of professionals in the field of eMobility, and we are committed to doing our part to help drive innovation in this exciting industry.”

The program began with an on-site lecture/workshop in March, where students received a challenge to work on a case study for EcoG in teams with the EcoG core team. The case study focused on charging infrastructure and the current market situation of charger manufacturers, including their offerings, customer value proposition, and unique sales proposition. The study also examined marketing communication and how manufacturers explain complex topics and innovations, as well as the differences between EV chargers and the market requirements for them.

After the workshop, the students worked on the case study and handed it over for review. The final stage of the program involved a pitch session where four groups of students presented their case studies in the form of a 15-minute pitch in front of company and university representatives. The jury evaluated each team based on adequacy of data collection and thoroughness in:

- Analysis
- Capacity to analyze information gathered
- Exercise of criticism and appraisal of the alternatives
- Assessment of the feasibility of proposals
- Quality of presentation



Award & next steps

Two of the top-performing students from the program were offered an internship in EcoG's Munich office, where they will gain valuable experience working in the company's sales and marketing departments. This internship opportunity provides a unique chance for students to apply what they learned in the program and make meaningful contributions to EcoG's mission of driving innovation in the field of e-mobility.

EcoG and Mondragon Unibertsitatea are already planning future initiatives to continue their cooperation and support the next generation of professionals in the field of e-mobility.

About EcoG

EcoG is a global IP and tech company working on the rapid expansion of sustainable charging infrastructure for electric vehicles. With its charge controllers, reference designs and software, it enables companies to get products & services to market quickly and scale profitably.

EcoG is already the market leader in Europe with more than 15% market share and a strong footprint in the Indian and North American markets. Overall, EcoG grew four times faster than the market last year. Industrial giants such as Siemens or one of the world's largest service station equipment suppliers are among its customers. The company continues to grow in 2024 and as a next step invests 14,4M\$ in its North American HQ in the USA.

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