**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=10504&utm_source=template-word&utm_medium=content&utm_campaign=Example+Simple+Business+Model+Canvas-word-10504&lpa=Example+Simple+Business+Model+Canvas+word+10504)  
SIMPLE BUSINESS MODEL CANVAS TEMPLATE EXAMPLE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Handshake outlineKEY  PARTNERSHIPS  Collaborations with local governments for station placements, partnerships with renewable energy suppliers, and alliances with electric vehicle manufacturers. | Playbook outlineKEY ACTIVITIES  Operation and  maintenance of EV charging stations, customer service management, and continuous technological upgrades for efficient service. | Clipboard Checked outlineVALUE PROPOSITION  Offering fast, reliable, and eco-friendly charging solutions to EV owners, with superior customer service and advanced technology. | Target Audience outlineCUSTOMER RELATIONSHIPS  Building loyal customer relationships through reliable service, customer loyalty programs, and responsive support. | Puzzle pieces outlineCUSTOMER SEGMENTS  Targeting individual EV owners, commercial fleets, and government vehicles requiring regular charging services. |
| Circular flowchart outlineKEY  RESOURCES  Our network of charging stations, proprietary charging technology, skilled technical team, and customer support infrastructure. | Train outlineCHANNELS  Service accessibility via mobile app, online platforms for reservation and payment, and strategically located charging stations |
| Money outlineCOST STRUCTURE  Investments in charging station infrastructure, technology development, personnel costs, and marketing expenses. | | Register outlineREVENUE STREAMS  Income from charging services, subscription plans for frequent users, and partnerships for station installations. | | |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |