**
SIMPLE BUSINESS MODEL CANVAS TEMPLATE EXAMPLE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Handshake outlineKEY PARTNERSHIPSCollaborations with local governments for station placements, partnerships with renewable energy suppliers, and alliances with electric vehicle manufacturers. | Playbook outlineKEY ACTIVITIESOperation and maintenance of EV charging stations, customer service management, and continuous technological upgrades for efficient service. | Clipboard Checked outlineVALUE PROPOSITIONOffering fast, reliable, and eco-friendly charging solutions to EV owners, with superior customer service and advanced technology. | Target Audience outlineCUSTOMER RELATIONSHIPSBuilding loyal customer relationships through reliable service, customer loyalty programs, and responsive support. | Puzzle pieces outlineCUSTOMER SEGMENTSTargeting 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 outlineCHANNELSService accessibility via mobile app, online platforms for reservation and payment, and strategically located charging stations |
| Money outlineCOST STRUCTUREInvestments 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. |