**ONE-PAGE BUSINESS MODEL CANVAS**

**TEMPLATE for Microsoft Word EXAMPLE**

This outline provides a comprehensive view of Positive Charge’s business model, showcasing how each component helps to create and deliver value in the EV charging and logistics industry.

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| VALUE PROPOSITIONS | Positive Charge offers state-of-the-art EV charging solutions, providing fast, efficient, and environmentally friendly charging services. Our unique value lies in our advanced technology (i.e., reduced charging time) and our commitment to sustainable practices. |
| CUSTOMER SEGMENTS | Our primary customer segments include EV owners, commercial businesses with fleet vehicles, and local government entities looking to promote electric vehicle usage in their communities. |
| CHANNELS | Positive Charge delivers its value proposition through a network of strategically located charging stations, an easy-to-use mobile app for service access, and partnerships with commercial and governmental entities. |
| CUSTOMER RELATIONSHIPS | We establish strong customer relationships through personalized support, loyalty programs for regular users, and community engagement initiatives that promote sustainable transportation. |
| REVENUE STREAMS | Our revenue streams include fees from charging services, subscription models for frequent users, and partnerships with local businesses and government agencies for station installations. |
| KEY RESOURCES | Key resources for Positive Charge include our advanced charging technology, network of charging stations, proprietary software for station management, and skilled technical staff. |
| KEY ACTIVITIES | The key activities for our business model are maintaining and upgrading charging stations, developing user-friendly technology interfaces, and establishing partnerships for expanding our network. |
| KEY PARTNERSHIPS | Our key partnerships include collaborations with the following entities: local governments, suppliers of charging technology, real estate firms for station locations, and environmental organizations. |
| COST STRUCTURE | Major costs involve the installation and maintenance of charging stations, technology development, staff salaries, and marketing activities. |
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