

1. The case

The company selected for this task is Kempower Oyj. Kempower Oyj is a Finnish company that designs and manufactures DC fast charging solutions for electric vehicles and machines. It is part of the Kemppi Group, a family-owned business that also operates in the welding industry. Kempower's products include movable chargers, station chargers, satellite chargers, and pantograph chargers. Kempower's mission is to charge our planet for the better by powering the electric movement.

A notable software product of Kempower is Kempower ChargeEye, a cloud-based charging management software for remote management and analysis of charging and connectivity. This software is intended to improve the user experience and efficiency of Kempower's charging solutions.

2. The used modelling tools

The model used was the Business Model Canvas. This is considered a classic model and could cover many different aspects of the company's business model. Kempower is no longer in the 'start-up phase', and therefore, the Business Model Canvas could provide a comprehensive understanding of how the company functions as a business.

The model was drafted using draw.io. I decided to use this tool instead of the suggested ones because of its customizability.

3. The model

Please see next page.

4. Explanations

The terms used in the model were very much self-explanatory. I could not think of anything that needs further explanation.

Business Canvas Model - Kempower Oyj

Key partners	Key activities	Value propositions	Customer relationships	Customer segments
Component suppliers Original equipment manufacturers (OEMs) Charge point operators (CPOs) Retail chains Bus and truck (fleet) operators Distributor and installer networks Service and maintenance networks	Designing and manufacturing fast charging solutions Developing and maintaining digital services Marketing and selling the products Providing after-sales support and customer service	To provide quick and scalable EV charging solutions for everyone everywhere, with competitive features, compatibility with nearly all EVs, and efficient production To satisfy the customer needs of fast, reliable, and convenient charging for their electric vehicles and machines, as well as reducing the environmental impact and operational costs of their businesses	Trust and loyalty Customer satisfaction and feedback Long-term partnerships High-quality products and services Flexible and customized solutions Remote management of charging and connectivity	OEMs CPOs Retail chains Bus and truck (fleet) operators
	Key resources		Distribution channels	
	Human capital Intellectual property Production facilities Materials and components Digital and cloud services		Own website Sales teams Subsidiaries Distributor and installer networks	
	Cost structure			
Materials and components Production Facilities Research and development Personnel Service and maintenance			Purchase of charging solutions Subscription of digital and cloud services	