

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

- Private Wallbox- und Stellplatzeigentümer (Angebotsseite)
- Zahlungsdienstleister (z. B. Stripe, PayPal)
- Anbieter von MID-geeichten Stromzählern
- Versicherungen (Haftpflcht / Plattformversicherung)
- Lokale Installations- und Elektrobetriebe (optional, Add-ons)
- Werbepartner aus dem Bereich Elektromobilität (CPC)

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

CATEGORIES
Production
Problem Solving
Platform/Network

- Betrieb & Weiterentwicklung der Plattform
- Vermittlung privater Ladeplätze
- Buchungs-, Abrechnungs- & Zahlungsabwicklung
- Nutzer- und Anbieterakquise
- Kundenservice & Konfliktmanagement

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

- Digitale Plattform (Web/App)
- Buchungs- und Abrechnungssystem
- Rechtliche Struktur (AGB, Datenschutz, Verträge)
- Know-how im Bereich E-Mobility & Plattformökonomie
- Markenname & Plattformvertrauen
- Startkapital für Entwicklung & Marketing
- Positives Image

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Für E-Autofahrer:

- Wohnortnahe, planbares Laden
- Preis vergleichbar mit öffentlichen Ladesäulen
- Transparente und rechtssichere Abrechnung
- Filterbare Auswahl (Entfernung, Leistung, Zugang)

Für Wallboxbesitzer:

- Zusatzeinnahmen ohne Gewerbeanmeldung
- Stromweitergabe 1:1 → kein Stromverkauf
- Geringes Risiko & einfache Teilnahme
- Nutzung bestehender Infrastruktur

Für Städte & Umwelt:

- Entlastung öffentlicher Ladeinfrastruktur
- Effiziente Nutzung bestehender Ressourcen

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

- Selbstbedienungsplattform (Self-Service)
- Digitale Buchung & automatische Abrechnung
- Transparente Preis- und Verbrauchsübersicht
- Bewertungssystem für Vertrauen
- Support bei Konflikten oder Störungen
- Langfristig: Bonus- & Empfehlungsprogramme

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

- Webplattform
- Online-Marketing (lokal, zielgerichtet)
- Empfehlungsprogramme (Hosts → Hosts)
- Suchmaschinen
- Lokale Kooperationen (Wohnquartiere, Communities)

Customer Segments



For whom are we creating value?
Who are our most important customers?

*Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform*

E-Autofahrer ohne eigene Wallbox

- Stadtbewohner mit hohem Ladebedarf
- Fokus: wohnortnahe & planbares Laden

Private Wallbox- & Stellplatzbesitzer

- Haus- und Garagenbesitzer mit ungenutzter Wallbox
- Keine gewerbliche Tätigkeit, private Vermietung

Sekundäre Nutzergruppen

- Pendler
- Messe- und Eventbesucher
- Touristen

Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE
Cost Driven (barest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

- Personalkosten
- Plattform- & IT-Kosten
- Versicherungen & rechtliche Absicherung
- Marketing & Nutzerakquise
- Transaktionsabhängige Zahlungsgebühren

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING
List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING
Negotiation (bargaining)
Yield Management
Real-time-Market

- Provisionsbasierte Erlöse aus Stellplatzvermietung
- Außenstellplatz: 1,50 € / Stunde
- Garagenstellplatz: 2,00 € / Stunde
- 15 % Provision für Smart Shift pro Buchung
- Stromkosten werden 1:1 weitergegeben (kein Erlös)
- Werbeeinnahmen (ab Jahr 2)
- Kontextbezogene Online-Werbung (Cost-per-Click)
- Fokus auf Elektromobilität & verwandte Dienstleistungen