

One-Page Business Case Template Example

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| Project Title | Regional Charging Hub Expansion – Pacific Northwest |
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1. Problem / Opportunity

Briefly describe the issue or opportunity this project addresses. Include context or urgency (e.g., compliance, cost, risk, growth).

Current EV charger coverage in key Oregon and Washington corridors is insufficient for the projected 20xx EV traffic. Customer surveys cite “range anxiety” as the top barrier to adoption in rural and suburban areas.

2. Proposed Solution

Summarize the solution or project being proposed. Note how it solves the problem or seizes the opportunity.

Build 12 high-capacity charging hubs along underserved regional routes. Integrate solar offset, battery storage, and real-time availability via the Positive Charge app.

3. Implementation Plan and Timeline

Note key phases or milestones. Estimate the timeline and note the responsible teams.

- Q1–Q2 20xx: Site acquisition, permitting, and community engagement
- Q3 20xx: Begin construction in two pilot locations
- Q4 20xx: Full rollout completion across all 12 sites

4. Cost Estimate (CAPEX / OPEX)

List one-time and recurring costs as well as funding sources (if known).

Estimated \$7.2M in capital costs, \$450K annual operating costs

Funding mix: internal capital + federal NEVI program grant + local utility incentives

5. Expected Benefits / ROI

List tangible benefits (savings, revenue, efficiency). Note strategic value or long-term impacts.

- Forecasted 18% increase in regional app usage and charger sessions
- Strong potential for long-term partner revenue via retail co-location
- Strengthens ESG profile and state-level infrastructure goals

6. Risks and Mitigation.

Describe the main risks or barriers, and steps to reduce or manage them.

- Risk: Permit delays → Mitigation: Pre-apply via state fast-track program
- Risk: Low initial usage → Mitigation: Targeted local marketing and app incentives

7. Recommendations / Next Steps

Suggest action (e.g., approval of funding, pilot, further review). List the points of contact for questions.

Approve preliminary funding and site feasibility studies by the end of Q4 20xx. Assign a PM team and engage regulatory consultants to begin permitting.

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