**Strategic Business Case Template Example**

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| Organization Name |  |  |  |  |  |
| Positive Charge |  |  |  |
| Initiative Title |  |  |  |  |  |
| Regional EV Charging Infrastructure Expansion |  |  |  |
| Date |  |  |  |  |  |
| MM/DD/YY |  |  |  |
|  |  |  |  |  |  |
| 1. Strategic Context |  |  |  |  |  |
| Mission Statement |
| To accelerate access to clean, reliable electric vehicle charging across underserved U.S. regions. |
| Vision Statement |
| A fully electrified, equitable transportation network accessible to all communities. |
| Strategic Alignment |
| This initiative aligns with Positive Charge’s 5-year plan to increase public charging density by 250% and reduce average user downtime by 40%. It directly supports our goals of expansion, accessibility, and decarbonization. |
|  |  |  |  |  |  |
| 2. Problem or Opportunity Statement |  |  |  |  |
| *Clearly define the strategic problem, gap, or opportunity this business case addresses. Include supporting data or trends if available.* |  |  |
| Current charging infrastructure in rural and mid-size cities lags far behind EV adoption rates, leading to “range anxiety,” uneven regional adoption, and stalled fleet expansion. Market research and customer feedback show demand is growing fastest outside our current service zones. |
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| 3. Proposed Initiative |  |  |  |  |  |
| *Describe the strategic project or change being proposed. Include scope, timeline, and major deliverables.* |  |  |  |
| We propose the development of 30 new high-speed charging hubs across Washington, Oregon, and Northern California over 36 months. Each hub will feature Level 3 fast chargers, solar canopy integration, and battery storage systems, connected via Positive Charge’s real-time load management software. |
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| 4. Objectives and Success Metrics |  |  |  |  |
| *List the specific outcomes this initiative will achieve and how success will be measured. Tie each objective back to broader strategic goals.* |  |  |
| Objective | KPI or Metric | Target |  |  |  |
| Increase user access | New users per month | Increase 15% by Q4 |  |  |  |
| Reduce operational inefficiency | Cost per transaction | Decrease 10% within 12 months |  |  |  |
| Improve regional EV coverage | New Charging hubs deployed | 20 sites by end of year 2 |  |  |  |

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| 5. Financial Overview |  |  |  |  |  |
| *Summarize the total estimated cost, funding needs, and return expectations.* |  |  |  |  |
| Estimated Total Cost | $18,500,000,000  |  |  |  |
| Funding Source(s) | Internal funds + federal NEVI grant + utility partnerships |  |  |  |
| Expected Return or Savings | $6,500,000,000  |  |  |  |
| Payback Period or ROI | 3.5 years |  |  |  |
|  |  |  |  |  |  |
| 6. Resource Requirements |  |  |  |  |
| *Detail the people, systems, capital, or vendor support needed. Mention any capacity gaps or hiring needs.* |  |  |  |
| Internal: Site acquisition team, software engineers, permitting and ops staffExternal: EVSE hardware vendors, solar canopy provider, regional construction contractorsOther: Legal for zoning approvals, grant compliance specialist |
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| 7. Risk and Dependency Assessment |  |  |  |  |
| *List potential risks and critical dependencies with mitigation plans.* |  |  |  |  |
| Risk / Dependency | Mitigation Strategy |  |  |  |
| Regulatory approval delay | Begin permitting process early |  |  |  |
| Vendor system integration failure | Phase rollout with test sandbox |  |  |  |

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| 8. Implementation Roundup |  |  |  |  |
| *Lay out the high-level timeline and phases across 3–5 years.* |  |  |  |  |
| Phase | YEAR 1 - 20XX | YEAR 2 - 20XX | YEAR 3 - 20XX | YEAR 4 - 20XX | YEAR 5 - 20XX |
| Planning and Vendor Selection | **X** |  |  |  |  |
| Pilot Launch | **X** | **X** |  |  |  |
| Regional Rollout |  | **X** | **X** |  |  |
| Optimization |  |  | **X** | **X** | **X** |
| Performance Review |  |  |  | **X** | **X** |
|  |  |  |  |  |  |
| 9. Recommendation / Next Steps |  |  |  |  |
| *Clearly state what decision or action you’re requesting (e.g., funding approval, executive endorsement, board review). Include timing and key stakeholders.* |  |  |
| We recommend approval to allocate initial funding ($2.5M) for permitting, site acquisition, and vendor engagement by Q4 20XX. Leadership support is also requested to apply for NEVI funds and initiate Phase 1 rollout in Washington by Q1 20XX. |

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