**[A blue and white sign

AI-generated content may be incorrect.](https://www.smartsheet.com/try-it?trp=12401&utm_source=template-word&utm_medium=content&utm_campaign=SEO)One-Page Business Case Template Example**

|  |  |
| --- | --- |
| Project Title | Regional Charging Hub Expansion – Pacific Northwest |

|  |
| --- |
| 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. |
| 1. **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. |
| 1. **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 |
| 1. **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 |
| 1. **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 |
| 1. **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 |
| 1. **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. |

**One-Page Business Case Template**

|  |  |
| --- | --- |
| Project Title |  |

|  |
| --- |
| 1. **Problem / Opportunity**   Briefly describe the issue or opportunity this project addresses. Include context or urgency (e.g., compliance, cost, risk, growth). |
|  |
| 1. **Proposed Solution**   Summarize the solution or project being proposed. Note how it solves the problem or seizes the opportunity. |
|  |
| 1. **Implementation Plan and Timeline**   Note key phases or milestones. Estimate the timeline and note the responsible teams. |
|  |
| 1. **Cost Estimate (CAPEX / OPEX)**   List one-time and recurring costs as well as funding sources (if known). |
|  |
| 1. **Expected Benefits / ROI**   List tangible benefits (savings, revenue, efficiency). Note strategic value or long-term impacts. |
|  |
| 1. **Risks and Mitigation.**   Describe the main risks or barriers, and steps to reduce or manage them. |
|  |
| 1. **Recommendations / Next Steps**   Suggest action (e.g., approval of funding, pilot, further review). List the points of contact for questions. |
|  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |