COMMERCIAL MODELS

Three ways to build an AC EV charging business

A simple guide for people who want to sell, operate or invest in charging infrastructure.

Start with the role — not the charger.

The right model depends on how much capital you want to invest, whether you want one-time or recurring income, and whether you are prepared to manage charging operations every day.

THE THREE BUSINESS OPTIONS

BUSINESS MODEL	CAPITAL REQUIRED	PARTNER RESPONSIBILITY	WHO FUNDS THE CHARGERS	MAIN RESPONSIBILITY / RISK
1. Dealer & Installation Partner	Low	Sell, install, commission and provide AMC	Customer or investor	Project execution and local service; asset owner carries utilisation risk
2. Mini CPO	Low–Medium	Find sites and investors; install, operate and maintain chargers	External investor	Site performance, investor coordination and daily operations
3. CPO	High	Fund, install, own, operate and maintain the charging network	CPO	Full investment, utilisation and operating responsibility

WHAT ALL THREE MODELS NEED

- A viable location with enough EV users and sufficient parking time for AC charging.
- Available electrical load, correct protection, earthing, connectivity and safe access.
- Tech OVN supplies the AC charger hardware and CSMS platform in all three models.
- A written AMC/software plan and a realistic view of utilisation — never a guaranteed return.

01 Dealer & Installation Partner

THE SIMPLEST WAY IN

The partner sells and installs charging equipment for customers who will own the chargers. This is the simplest and fastest model for entering the EV charging sector.

BEST SUITED FOR Electrical contractors, solar EPC companies, panel builders, automation firms, facility-management companies and local sales partners.

HOW THE MODEL WORKS

01 Find customer → 02 Survey site → 03 Sell charger → 04 Install & commission → 05 AMC & support

WHO IS RESPONSIBLE FOR WHAT?

Customer / asset owner
Funds the charger and site infrastructure, provides power and parking, approves tariffs and owns the charging business outcome.

Dealer & Installation Partner
Finds the customer, surveys the site, prepares the BOQ, supplies and installs the charger, commissions the site, provides local support and carries out AMC.

Tech OVN — OEM & CSMS Partner
Supplies AC EV charger hardware and the charger management software; supports product documentation, device onboarding, remote technical support and software updates.

TYPICAL REVENUE FOR THE DEALER

- Margin on the charger and optional accessories.
- Site survey, cabling, DB, protection, earthing, civil work, signage and commissioning.
- Annual AMC, extended warranty, spare parts and an agreed CSMS service or renewal margin.
- Future expansion when the customer adds more charging points.

Important commercial rule. The dealer should sell a properly designed project — not promise how much the customer will earn from charging. Demand and payback belong to the asset owner.

02 Mini CPO

INVESTOR-FUNDED SITES, OPERATOR-RUN

A Mini CPO develops charging locations using external investors to fund the chargers and agreed site infrastructure. The Mini CPO also acts as the installer, operator and AMC provider, while Tech OVN supplies the hardware and CSMS.

BEST SUITED FOR Entrepreneurs or electrical businesses that can find strong locations, bring investors, install chargers and manage day-to-day operations and maintenance.

HOW THE MODEL WORKS

01 Find location → 02 Validate demand → 03 Bring investor → 04 Install & commission → 05 Operate, AMC & settle

WHO IS RESPONSIBLE FOR WHAT?

External investor

Funds the chargers and agreed site infrastructure, confirms asset ownership and signs the commercial, settlement and exit terms.

Mini CPO / Installer & AMC Provider

Finds and contracts the site, brings the investor, completes the survey and BOQ, installs and commissions the chargers, manages tariffs, users, collections, uptime, local support, preventive maintenance and investor settlements.

Site host

Provides parking, access, site permissions and usually the electricity connection; supports security and site-level coordination.

Tech OVN — OEM & CSMS Partner

Supplies AC EV charger hardware and CSMS, onboards devices, provides remote monitoring tools, software and firmware updates, escalation support and warranty support as agreed.

THE MONEY FLOW

Customer collections − Taxes / refunds − Electricity & site payout − CSMS / payment / operations = Investor & Mini CPO settlement

The agreement should clearly define asset ownership, all deductions, settlement frequency, AMC responsibility and how the remaining amount is divided between the investor and Mini CPO.

03 Charge Point Operator (CPO)

OWN THE NETWORK, OWN THE RISK

The CPO funds, owns, installs, operates and maintains the charging network. It controls the customer experience and carries the full investment, utilisation, uptime and field-service responsibility.

BEST SUITED FOR Companies with capital, a long-term network plan, operating staff and the ability to wait for utilisation to grow.

HOW THE MODEL WORKS

01 Select site → 02 Fund equipment → 03 Install & commission → 04 Operate & collect → 05 Maintain & expand

WHO IS RESPONSIBLE FOR WHAT?

CPO / Installer & AMC Provider

Funds and owns the chargers, secures the site, completes the electrical and civil work, installs and commissions the chargers, sets tariffs, manages customers and payments, monitors uptime, provides local support and performs AMC and field repairs.

Site host

Provides land or parking, access, site permissions and, where agreed, the electricity connection and site security.

Tech OVN — OEM & CSMS Partner

Supplies AC EV charger hardware and CSMS, product documentation, device onboarding, remote monitoring, software and firmware updates, technical escalation and warranty support as agreed.

HOW A CPO MAKES MONEY

- Charging collections after electricity, site payment, software, payment fees, maintenance and taxes.
- Parking or idle fees where permitted and clearly disclosed.
- Fleet or corporate charging contracts, subscriptions and employee/resident plans.
- Advertising, retail tie-ups and destination-charging partnerships.

SIMPLE OPERATING CALCULATION

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Monthly energy sold = connectors × actual average charging power
    × active charging hours per day × 30
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Net operating income = customer collections – electricity – site payout – payment/software fees – AMC/support – taxes/refunds. A high charger count does not compensate for a weak location.

04 Which option should you choose?

SIDE BY SIDE

COMPARISON	DEALER & INSTALLER	MINI CPO	CPO
Capital needed	Low	Low-Medium	High
Asset funded by	Customer / investor	External investor	CPO
Installation & commissioning	Dealer	Mini CPO	CPO
Charging operations	Usually asset owner	Mini CPO	CPO
AMC / field support	Dealer	Mini CPO	CPO
Utilisation risk	Asset owner	Defined between investor and Mini CPO	CPO
Primary income	Project margin + AMC	Setup / management / AMC + agreed share	Net charging income

A SIMPLE DECISION RULE

Choose Dealer & Installation Partner

if you want a project business without owning or operating charging assets.

Choose Mini CPO

if you can source sites and investors and also install, operate and maintain the chargers.

Choose CPO

if you can fund, install, own, operate and maintain your own charging network.

05 Before planning a project

INFORMATION NEEDED

REQUIRED INPUT	WHAT TO CONFIRM
Location	City, exact site type, access hours and nearby EV demand.
Parking	Number of dedicated bays and average vehicle parking duration.
Power	Available sanctioned load, connection owner, tariff category and cabling distance.
Users	Public users, residents, employees, hotel guests, fleets or dealership customers.
Investment	Who will buy the chargers and who will fund electrical/civil work.
Operations	Who will set tariffs, collect payments, handle refunds and provide local support.

Start small and scale with data. For a new operator, one strong destination site is better than many weak sites. Measure sessions, energy sold, uptime and repeat users before expanding.

This document explains commercial models only. Final tariffs, taxes, electrical approvals, public-charging requirements and contractual terms must be checked for each site and state.

TALK TO US

Discuss your EV charging business model

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