



| Key partners                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Key Activities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Value Proposition                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Customer Relationships                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Customer Segments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| <p>Jalloh's Car rental company will work with car manufacturers and leasing companies like Tesla and BYD to secure vehicles through bulk leasing rather than outright purchase, which keeps upfront costs down. For charging, we'll partner with networks like BP Pulse and Shell EV Charging to get discounted commercial rates and priority access. Insurance will be handled through specialist EV insurers such as Haven and Acorn who understand battery cover and EV risks. We'll also coordinate with councils for dedicated parking bay access, and tap into City of London grants and incentives for green transport startups to help fund the rollout.</p> | <p>Jalloh's Car Rental Company will provide fleet management covers for day-to-day upkeep of the vehicles, including cleaning, scheduled maintenance, and regular battery health checks to keep the fleet in top condition. Charging operations are handled to make sure every EV is 80%+ charged and ready before the next hire, so customers never get a low battery. Customer support runs alongside this to handle app issues, accidents, and roadside problems like flat tyres so drivers get help fast. Finally, insurance and compliance covers EV-specific insurance, ULEZ verification, and all legal requirements to keep the fleet road-legal and protected. Customers will</p> | <p>Jalloh's Car Rental offers Zero-emission electric cars with instant booking. No ULEZ or Congestion Charge fees, and charging is included. Choose electric hire and avoid both the guilt of polluting the environment and the extra costs. Compared to petrol hire, you'll save on running costs with pre-booked chargers and app-based keyless access. Customers benefit from a diverse fleet of vehicles ranging from compact cars to large family SUVs. It also provides accessible vehicles for disabled users, and age-appropriate child car seats for toddlers through to young children.</p> | <p>The service operates on a fully self-service model with no on-site staff required, using smartphone-based unlocking similar to Zipcar. Customer support is provided 24/7 via in-app chat to assist with vehicle access and charging issues. For regular users, a subscription option is available based on monthly credits, while a loyalty scheme rewards customers with complimentary charging minutes after a set number of hires.</p> <p>The core proposition of the service is the provision of zero-emission electric vehicles for immediate hire. The cost of charging is incorporated, and customers are exempt from ULEZ and</p> | <p>1. Eco-Conscious Travelers / Tourists<br/>       Adults 25-45 who travel for leisure and want to reduce their carbon footprint. They choose EVs to try sustainable travel without buying one. They book for airport transfers, city breaks, and road trips.<br/>       Key needs: Easy app booking, charging map included, long-range vehicles, airport/hotel drop-off.<br/>       Message: "Explore guilt-free. Zero emissions, 100% adventure." 2. Business Travelers / Corporate Clients<br/>       Consultants, sales teams, and executives traveling 1-5 days for work. Many companies now have ESG/net-zero targets so they prefer EVs over petrol/diesel.</p> |

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| For car wash, we'll collaborate with Dusty Car Wash as there the | also enjoy AA-breakdown recovery in the UK, and electric car to help tackle air pollution. | <p>PESTEL: Eco Ride EV Rentals London</p> <p>Political: London ULEZ now covers all areas inside the M25. Non-compliant cars pay £12.50/day. City policy: The Mayor Sadiq Khan, focus on clean air and reducing congestion charges, supports EV rental models. (London City Hall, 2021), Risk: Congestion Charge now applies to EVs from Jan 2026 at £13.50/day</p> <p>2. Economic Cost advantage: EV lease costs now match or beat petrol cars. Ex: Dacia Spring £199 vs Sandero £225/month</p> <p>Running costs: Charging costs ~50% less than petrol for 36,000 miles. £1,500 vs £3,900 for equivalent petrol cars. Inflation: High cost of buying EVs £36k avg. used vs £15k petrol makes rental more attractive.</p> | <p>Congestion Charge fees, making it more cost-effective than traditional petrol rental. Further benefits include pre-reserved charging points, app-based keyless entry, and a staff-free, self-service operating model akin to car-sharing platforms such as Zipcar. Support is available around the clock through in-app messaging for access and charging enquiries. Regular users can opt for a subscription with allocated monthly credits, while a loyalty scheme offers free charging time after a set number of rentals. The vehicle fleet caters to diverse needs, including small cars, large SUVs, wheelchair-accessible vehicles, and child seats for all age groups. The business targets four main groups: tourists seeking low-cost, emissions-free travel without ULEZ fees; London commuters requiring part-time vehicle access</p> | <p>Key needs: Corporate accounts, invoicing, premium EVs like Tesla/BMW, fast pickup, reliable range. Message: "Drive your company's sustainability goals forward."</p> <p>This segment has high repeat bookings and higher spend.</p> <p>3. City Residents / "Car-Free" Locals</p> <p>People aged 22-35 living in cities like London who don't own a car. They rent hourly or daily for weekends, IKEA runs, or to test-drive an EV before buying.</p> <p>Key needs: Flexible short-term rental, cars in the city, charging card included, low cost, no insurance hassle. Message: "The EV for your weekend. No ownership, no hassle."</p> <p>Individual users make up 61.5% of the market, with 71% being millennials and Gen Z. 4. EV Enthusiasts &amp; Content Creators</p> |
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|  |  | <p>Threat: Energy prices rising = higher charging costs if using public rapid chargers</p> <p>3. Technological App unlock: Keyless entry + app booking = no staff, lower costs. Like Zipcar/Turo model Battery + range: New EVs do 450+ miles per full charge. Enough for London daily use.</p> <p>Charging network: BP Pulse, Tesla Superchargers expanding. But London still has charger queuing issues.</p> <p>Telematics: Track battery health, location, usage = better fleet management</p> <p>4. Environmental : Air quality: EVs produce zero emissions.</p> | <p>without ownership expenses, businesses needing corporate travel accounts, and environmentally aware consumers who want to drive EVs but cannot afford to purchase one.</p> <p>STP<br/>Segmentation</p> | <p>Aged 18-40, tech lovers and social media creators who want to experience the newest EV models like Tesla, Cybertruck, or Lucid.</p> <p>Key needs: Access to latest models, fast charging, photo-friendly locations.</p> <p>Message: "Drive the future. Test every EV on your bucket list."</p> <p>Reference:</p> <p>1. Transport for London (2025) Transport for London. Available at: <a href="https://tfl.gov.uk">tfl.gov.uk</a> (Accessed: 22 July 2026).</p> <p>2. EV Charging / Electric Vehicles</p> |
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|  | <p><b>Key Resources</b></p> <p>We'll launch with a fleet of 20 EVs to start: Tesla Model 3, MG4, and BYD Dolphin, selected for a mix of premium appeal, range, and low running costs. Vehicles will be accessed via our own app with integrated booking and keyless unlock to remove friction and staffing overhead. We'll secure commercial partnerships with BP Pulse and Tesla Superchargers for discounted charging, plus reserved parking bays with chargers across key London zones to guarantee availability and reduce downtime.</p> | <p>Directly supports London's clean air goals.<br/>ULEZ driver: £12.50/day saving vs non-compliant petrol/diesel.</p> | <p><b>Channels</b></p> <p>The service will be accessed through a dedicated mobile application and website, enabling customers to book, unlock, and pay for vehicles entirely online. Pick-up points will be established at key transport hubs, including Heathrow Airport and St Pancras Station, to serve both domestic and international travellers. Strategic partnerships will be developed with hotels, corporate clients, travel agents, and gig economy platforms such as Deliveroo and Uber drivers to expand market reach. Marketing and customer acquisition will be focused on digital channels, particularly Instagram, TikTok, and Facebook, to target environmentally and technology-conscious audiences, with additional outreach through</p> | <p>Transport for London (2024)<br/>Electric vehicle charging.<br/>Available at: <a href="https://tfl.gov.uk">tfl.gov.uk</a><br/>(Accessed: 22 July 2026).<br/>3. Car Club / Car Rental<br/>Transport for London (2023)<br/>Car clubs in London.<br/>Available at: <a href="https://tfl.gov.uk">tfl.gov.uk</a><br/>(Accessed: 22 July 2026).<br/>4. Road Usage / Congestion Charge / ULEZ<br/>Transport for London (2025)<br/>Congestion Charge and ULEZ.<br/>Available at: <a href="https://tfl.gov.uk">tfl.gov.uk</a><br/>(Accessed: 22 July 2026).</p> |
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Jalloh’s car rental Company.  
Sellu Jalloh  
Student Number 25090661



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|  |  |  | partnerships with gym centres and other community locations. |  |
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## Cost Structure

With a 20-car fleet, the largest expenses are car leasing at £400 per car per month, alongside insurance and dedicated parking bays. Variable costs include electricity, cleaning, and maintenance, while fixed costs cover app development, staff salaries, and office. EVs provide an advantage through lower maintenance and zero fuel tax, balanced against higher upfront vehicle costs. Our key differentiator against Enterprise and Hertz is “no ULEZ fees + charging sorted,” which saves London drivers £12.50 per day and removes charging anxiety.

## Revenue Streams

The pricing structure is based on multiple flexible options. A pay-as-you-go model is offered at £0.45 per minute with a £1 unlock fee, while hourly and daily rates of £20 per hour and £55 per day cater to longer journeys. A subscription plan is available for £49 per month, which includes priority access to vehicles. Corporate clients will be served through bespoke B2B contracts. Additional revenue streams include a delivery and collection service, charged between £35 and £70 for drop-offs and pick-ups at homes, airports, hotels, or other specified locations. Specialty vehicle hire offers a 20% discount on disability-accessible vehicles, and optional extras such as baby car seats, WiFi routers, and snow chains are available at £5 to £15 per day. The business will also operate a peer-to-peer and fleet leasing model, where vehicle owners can list their cars in exchange for a 20% to 30% commission.

How to target customer

# Business Model Canvas



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| <p><b>Key partners</b><br/>         Some activities and resources in your business may need outsourcing. List the key partners and activities they will perform.</p> <p>Who are your key partners?</p> <p>Who are your key suppliers?</p> <p>Which key resources are you acquiring from partners?</p> <p>Which key activities do partners perform?</p> <p>What are your motivators for this partnership?</p> <ul style="list-style-type: none"> <li>- Acquisition of resources</li> <li>- Reduction of risk and uncertainty</li> <li>- Optimisation and economies to scale</li> </ul> | <p><b>Key Activities</b><br/>         Actual tasks and activities required to create and deliver the business offering. List the key activities required to be successful.</p> <p>What key activities are needed for:</p> <ul style="list-style-type: none"> <li>- value proposition</li> <li>- distribution channels</li> <li>- customer relationships</li> <li>- revenue streams</li> </ul> <p><b>Key Resources</b><br/>         What key resources does your value proposition need.</p> <p>What key resources are needed for:</p> <ul style="list-style-type: none"> <li>- value proposition</li> <li>- distribution channels</li> <li>- customer relationships</li> <li>- revenue streams</li> </ul> <p>Types of resources – Physical, Intellectual (brand, copyright, patents, data) Human, Financial.</p> | <p><b>Value Proposition</b><br/>         Your Value Proposition is the reason why customers turn to your company over another. It solves your customer's problem or satisfies your customer's need.</p> <p>What value do you deliver to the customer?</p> <p>What problem do you help to solve for your customer?</p> <p>What product and / or service will you be offering?</p> <p>Which customer needs are you satisfying?</p> <p>Characteristics of value proposition</p> <ul style="list-style-type: none"> <li>- Newness</li> <li>- Performance</li> <li>- Customisation</li> <li>- Design</li> <li>- Brand / status</li> <li>- Price</li> <li>- Cost Reduction</li> <li>- Accessibility</li> <li>- Convenience / visibility</li> </ul> | <p><b>Customer Relationships</b><br/>         It is essential to establish and maintain relationships with customers. Clarify the type and purpose of the relationship.</p> <p>What type of relationship does each of our customer segments expect us to establish and maintain with them?</p> <p>Which ones have you established?</p> <p>How are they carried out?</p> <p>How much will it cost?</p> <p><b>Channels</b><br/>         How will you communicate?</p> <p>Through which channels do our customer segments want to be reached?</p> <p>How are you planning to reach them?</p> <p>Are your channels integrated?</p> <p>Which ones work best?</p> <p>Which ones are most cost effective?</p> <p>How do you plan to integrate them in your customer routines?</p> <p>Channel types – Sales force, web sales, own shops / stalls, partnership shops, wholesalers</p> | <p><b>Customer Segments</b><br/>         For whom are you creating value? How can you identify your customers and the segments of customers you will have?</p> <p>Who are your most important customers?</p> <p>Are your customers individuals / business / individuals with a business?</p> <p>What will they expect:</p> <ul style="list-style-type: none"> <li>- Self service</li> <li>- Automated service</li> <li>- Personal Assistance</li> <li>- Communities</li> <li>- Co-creation</li> </ul> <p>What does your customer segments look like:</p> <ul style="list-style-type: none"> <li>- Mass market</li> <li>- Niche market</li> <li>- Segmented</li> <li>- Diversified</li> <li>- Multi sided platform</li> </ul> |
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## Cost Structure

What are the most important costs inherent in your business.

- Which key resources are the most expensive
- Which key activities are the most expensive

Is your business more

- Cost driven (leanest cost structure, low price value proposition, maximising automation, extensive outsourcing)
- Value driven (focused on value creation, premium value proposition)

Consider- Fixed costs such as salaries, rentals, utilities

Income, expenses, earnings or profit, sales, gross margins, break even.

## Revenue Streams

Consider how the business will charge and receive income.

What are your customers willing to pay?

What do they currently pay and how does your offering differ?

What is your revenue model?

What are your pricing structures?

How do your customers pay now?

How would they refer to pay?

How much does each revenue stream contribute to the overall revenue?

Will you use: Fixed pricing, list pricing, product feature, customer segment or value dependent

# Business Model Canvas

| Cash out-flows                               | Description (as required)      | Starting point | 1       | 2       | 3       | 4       | 5       |
|----------------------------------------------|--------------------------------|----------------|---------|---------|---------|---------|---------|
| Total anticipated cost of sales              | 5 Cars                         | £0             | £11,150 | £12,850 | £11,850 | £12,150 | £10,900 |
| Existing assets for business purposes        | 15vcars                        | £0             | £0      | £0      | £0      | £0      | £0      |
| Rent or premises costs                       | Council parking spot           | £250           | £250    | £250    | £250    | £250    | £250    |
| Business rates for your business premises    |                                | £0             | £0      | £0      | £0      | £0      | £0      |
| Utilities (gas, electricity, water)          |                                | £0             | £0      | £0      | £0      | £0      | £0      |
| Insurance                                    | EV insurance                   | £500           | £500    | £500    | £500    | £500    | £500    |
| Telephone and internet                       | EE Mobile and Internet service | £60            | £60     | £60     | £60     | £60     | £60     |
| Marketing and advertising expenses           | Social Media TikTok, Facebook  | £0             | £0      | £0      | £0      | £0      | £0      |
| Vehicle running costs                        | Car wash and Charging          | £250           | £250    | £250    | £250    | £250    | £250    |
| Equipment purchase or leasing                |                                | £0             | £0      | £0      | £0      | £0      | £0      |
| Postage, printing, stationery                |                                | £0             | £0      | £0      | £0      | £0      | £0      |
| Transport and delivery                       |                                | £0             | £0      | £0      | £0      | £0      | £0      |
| Professional fees (legal, accounting etc.)   |                                | £0             | £0      | £0      | £0      | £0      | £0      |
| Your salary (if PSB is in deficit)*          |                                | n/a            | £0      | £0      | £0      | £0      | £0      |
| Your salary (over and above your PSB needs)* |                                | n/a            | £0      | £0      | £0      | £0      | £0      |

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|----------------------------------------------|----------------------------------|--------|---------|---------|---------|---------|---------|
| Staff costs                                  | Staff me and one part time staff | £2,500 | £2,500  | £2,500  | £2,500  | £2,500  | £2,500  |
| Start Up Loan monthly repayment - First Loan | Bank loan for 5 cars             | n/a    | £1,000  | £1,000  | £1,000  | £1,000  | £1,000  |
| Enter Ca                                     |                                  | n/a    | £0      | £0      | £0      | £0      | £0      |
| Enter other                                  |                                  | £0     | £0      | £0      | £0      | £0      | £0      |
| Enter other                                  |                                  | £0     | £0      | £0      | £0      | £0      | £0      |
| Enter other                                  |                                  | £0     | £0      | £0      | £0      | £0      | £0      |
| Enter other                                  |                                  | £0     | £0      | £0      | £0      | £0      | £0      |
| Enter other                                  |                                  | £0     | £0      | £0      | £0      | £0      | £0      |
| Total cash out-flows (B)                     |                                  | £3,560 | £15,710 | £17,410 | £16,410 | £16,710 | £15,460 |

|                          |         |        |        |        |        |        |
|--------------------------|---------|--------|--------|--------|--------|--------|
| Your net cash flow (A-B) | -£3,560 | £3,290 | £4,415 | £3,815 | £3,890 | £2,965 |
|--------------------------|---------|--------|--------|--------|--------|--------|

|                                                    |    |         |       |        |        |         |
|----------------------------------------------------|----|---------|-------|--------|--------|---------|
| Your monthly opening business bank account balance | £0 | -£3,560 | -£270 | £4,145 | £7,960 | £11,850 |
|----------------------------------------------------|----|---------|-------|--------|--------|---------|

|                            |         |       |        |        |         |         |
|----------------------------|---------|-------|--------|--------|---------|---------|
| Your closing cash position | -£3,560 | -£270 | £4,145 | £7,960 | £11,850 | £14,815 |
|----------------------------|---------|-------|--------|--------|---------|---------|