

## Business Model Canvas for Nikola Motor

<b>Key Partners</b> <ul style="list-style-type: none"> <li>• General Motor</li> <li>• Bosch</li> <li>• Iveco</li> <li>• Meritor</li> <li>• Nel Hydrogen</li> <li>• Hanwha</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>• Production</li> <li>• Sales and Marketing</li> <li>• Repair</li> </ul> <hr/> <b>Key Resources</b> <ul style="list-style-type: none"> <li>• Battery</li> <li>• Body Frame components</li> <li>• Manpower</li> </ul>	<b>Value Propositions</b> <ul style="list-style-type: none"> <li>• Free fuel</li> <li>• Maintenance</li> </ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"> <li>• Customer service engagement</li> <li>• Integrity</li> </ul> <hr/> <b>Channels</b> <ul style="list-style-type: none"> <li>• Online stores</li> <li>• Customer care call center</li> <li>• Retails outlets</li> <li>• Show rooms</li> </ul>	<b>Customer Segment</b> <ul style="list-style-type: none"> <li>• Market by Type: <ul style="list-style-type: none"> <li>➢ Battery Electric Vehicles (BEV)</li> <li>➢ Hybrid Electric Vehicles (HEV)</li> <li>➢ Plug-in Hybrid Electric Vehicles (PHEV)</li> </ul> </li> <li>• Vehicles Class: <ul style="list-style-type: none"> <li>➢ Mid-priced</li> <li>➢ Luxury</li> </ul> </li> <li>• Vehicle Type: <ul style="list-style-type: none"> <li>➢ Two-wheelers</li> <li>➢ Passenger Cars</li> <li>➢ Commercial Vehicles</li> </ul> </li> </ul>
<b>Cost Structure</b>		<b>Revenue Streams</b>		
<ul style="list-style-type: none"> <li>• Cost of production</li> <li>• Taxes and other payment</li> <li>• Sales and Administrative cost</li> </ul>		<ul style="list-style-type: none"> <li>• Reverse merger</li> <li>• Private Stock placement</li> <li>• Cash from Trust Account</li> </ul>		