



NATIONAL SCIENCE FOUNDATION

Business Model Canvas (BMC)

(Please give the requested information with brief explanations as appropriate)

1. Project Title *(Title should express the expected output of the project)*

2. Customer Segment *(Please briefly describe for whom the company is giving your product or service and Who is the most important customer category of your company?) Maximum 200 words*

3. Value Proposition *(Please briefly describe which problems of the customers are your company trying to solve? What products or services does company offer to your customers? Which specific customer segments needs are satisfying by your company with your new product/service?) Maximum 200 words*

4. Distribution Channels *(Please briefly describe how your company reach to your customer segments for delivering products/services? How customer can order/re-order your products/services. Sales are done by your own channels or via partner channels)* **Maximum 200 words**

5. Customer Relationships *(Please describe the types of relationships a company establishes with specific customer segment. how your company get, keep, and grow your customers? Why will they like you? How your company form a relationship with customers)* **Maximum 200 words**

6. Revenue Stream *(Please briefly describe how your company make money or generate cash from each customer segment? How do you set prices? Will there be a customer willingness to pay for your product or service other than going for another? Are you selliing, producing or doing both?)* **Maximum 200 words**

7. Key Resources *(Please briefly describe the most important assets required to make your business model work. What key resources (Man, Machine, Material and Money) that contribute to create your products/ service? any resources barrow, rent or own, Any intellectual property exploitation)* **Maximum 200 words**

8. Key Activities *(Please briefly describe the most important things a company must do to make its business model work. What are the key activities from value preposition, distribution channel, customer relationship etc.? What are your main activities of your products or services production, delivering, marketing, problem solving, administration & organization)* **Maximum 200 words**

9. Key Partners *(Please briefly describe the networks of suppliers and partners that makes the business model work. Who are your key partners and possible partners? Who are your key suppliers and competitors? Which key resources do you acquire from suppliers?)* **Maximum 200 words**

10. Cost structure (Please briefly describe all costs incurred to operate a business model. What are the important costs that may incur in production, delivering your product or service? E.g., Raw material cost, electricity, water, rent, building, equipment etc.) **Maximum 200 words**

Declaration by Applicant:

Hereby I certify that the above information provided by me are true to my knowledge.

.....
Signature of the Applicant -Team Leader

.....
Date

Please e-mail your duly completed BMC along with EoI to techg@nsf.gov.lk. The original hard copy will be requested if needed during the evaluation process. Incomplete applications will not be processed. NSF decision pertaining to evaluation of EoIs and detail applications will be the final.

For more information: Tel: 0112696771/ Ext. 141 (Grant Coordinators) and 120 (Head/TDID)