

**Business Model Canvas (BMC)**

**NATIONAL SCIENCE FOUNDATION**

TDID/TG/EoI/BMC-01

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

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| **1. Project Title** *(Title should express the expected output of the project)* | |  |
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| **2. Customer Segment** *(Please briefly explain for whom are you giving your product or service and Who is your most important customer category? )* | |  |
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| **3. Value Proposition** *(Please briefly explain What are the customers' problems you are trying to solve? What products or services do you offer to your customers? Which customer needs are you satisfying?)* | |  |
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| **4. Distribution Channels** *(How do your customers need to be reached? By your own or via partner channels)* | |  |
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| **5. Customer Relationships** *(How do you get, keep, and grow your customers? Why will they like you? How can you form relationships with customers)* |
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| **6. Revenue Stream** *(How do you make money? 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?)* |
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| **7. Key Resources *(****What key resources does your service or production need? E.g., Human, Physical Intellectual, Financial)* |
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| **8. Key Activities** *(What are your key activities? What are your main activities of your products or services production, marketing, problem solving, administration & organization)* |
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| **9. Key Partners *(****Who are your key partners? Who are your key suppliers? Which key resources do you acquire from suppliers?)* | |  |
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| **10. Cost structure** ***(****What are the important costs that may incur in your product or service? E.g., Raw material cost, electricity, water, rent, building, equipment etc.)* | |  |
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| …………………………………………. ……………………….  **Signature of the Applicant -Team Leader Date**  Hard Copy of the duly completed and signed BMC along with EoI should be submitted by the Applicant by post, addressed to Director General, National Science Foundation, 47/5, Maitland Place, Colombo 07. Softcopy with digital signature also requested by email to [techg@nsf.gov.lk](mailto:techg@nsf.gov.lk). | |  |