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 explain for whom are you giving your product or service and Who is your most important customer category?)*

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?)*

4. Distribution Channels *(How do your customers need to be reached? By your own or via partner channels)*

5. Customer Relationships *(How do you get, keep, and grow your customers? Why will they like you? How can you form relationships with customers)*

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?)*

7. Key Resources *(What key resources does your service or production need? E.g., Human, Physical Intellectual, Financial)*

8. Key Activities *(What are your key activities? What are your main activities of your products or services production, marketing, problem solving, administration & organization)*

9. Key Partners *(Who are your key partners? Who are your key suppliers? Which key resources do you acquire from suppliers?)*

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.