**Business Model Canvas 04/10/2024**

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| **Value Proposition** | **Revenue Streams BLOOMATECH KIC BMC** | **Customer Segments** | **Customer**  **Relationships** |
| * High-Quality Local Adhesives: Superior to imported alternatives. * Cost Reduction: Lower import costs for the adhesive industry. * Environmental Impact: Reducing waste and promoting sustainability. * Economic Value: Creating new market opportunities for farmers. * Innovation: Utilizing local resources for high-value products. | * Product Sales: Revenue from selling adhesives. * Partnerships: Potential revenue from strategic partnerships. * Grants and   Subsidies: Financial support from government and NGOs.   * Licensing: Licensing the adhesive technology to other manufacturers. | * Industrial Buyers: Companies in need of adhesives (e.g., packaging, construction, textiles). * Local Manufacturers: Small and medium enterprises. * Export Markets: Potential international buyers interested in eco-friendly adhesives. | * B2B Sales: Direct relationships with industrial buyers. * Customer Support: Providing technical support and after-sales service. * Community Engagement: Building relationships with local communities and farmers. |
| **Key Resources** | **Key Activities**. | **Key Partners** | **Distribution Channels** |
| * Cassava Starch: Primary raw material. * Production Facility: For processing and manufacturing. * Skilled   Workforce: For production, R&D, and quality control.   * Financial Capital: For initial setup and operations. * Technology: For processing and quality assurance. | * Cassava Starch Processing: Converting raw cassava into starch. * Adhesive Production: Formulating and manufacturing adhesives. * Quality Control: Ensuring the adhesives meet industry standards. * Marketing and Sales: Promoting the product to local industries. * Logistics and Distribution: Efficiently distributing the adhesives. | * Cassava Farmers:   Suppliers of raw cassava starch.   * Research Institutions: For R&D on adhesive formulations. * Government Agencies: For regulatory support and subsidies. * Local Distributors: For distribution of the final product. * Environmental NGOs: For promoting the eco-friendly aspect of the product. | * Direct Sales: Through a dedicated sales team. * Online * Platform: For orders and customer support. * Local * Distributors: To reach a wider market. * Trade Shows and * Conferences: For product promotion and networking. |
| Cost Structure |  |  |  |
| * Raw Material Costs: Purchasing cassava starch. * Production Costs: Manufacturing and processing expenses. * R&D Costs: Research and development for product improvement. * Marketing and Sales: Promotional activities and sales efforts. * Logistics: Distribution and transportation costs. |  |  |  |