


AEIC 2025 Business Model Canvas (BMC)



PRODUCT NAME : ECO POT

ISSUE TO ADDRESS: ASCAR ADMINISTRATIVE SCIENCE CARNIVAL 2025

KEY PARTNERS  <ul style="list-style-type: none"> - Local recycling centers - Art and design students - School and kindergarten educators - Environmental programme organisers 	KEY ACTIVITIES  <ul style="list-style-type: none"> - Collecting and processing recycled paper. - Educating users on sustainability. - Crafting biodegradable paper pots. 	SDG VALUE PROPOSITION  <ul style="list-style-type: none"> - SDG 12: Responsible Consumption and Production : To promotes responsible consumption & waste reduction - SDG 13: Climate Action 	CUSTOMER SEGMENTS  <ul style="list-style-type: none"> - Wedding planners. - University environmental group & school programs. - Corporate CSR and NGOs. - Home gardeners & urban plant lovers.
KEY RESOURCES  <ul style="list-style-type: none"> - Recycled paper. - Molds and crafting tools. - Team's knowledge. 	CHANNELS  <ul style="list-style-type: none"> - University fairs - Instagram, and our websites (crafting & gardening) 	CUSTOMER RELATIONSHIP  <ul style="list-style-type: none"> - Feedback loop via Websites or gardening groups. - DIY kits for customers to create their own EcoPots. 	
COST STRUCTURE  <ul style="list-style-type: none"> - Paper collection and cleaning. - Production tools - Marketing and packaging - Participation in events (booth, printing materials) 		REVENUE STREAM  <ul style="list-style-type: none"> - Direct sales of EcoPot units - Custom-branded pots for nurseries or events 	PREPARED BY:  <ol style="list-style-type: none"> 1) ALYA NURNEESHA (2023449062) 2) NURAIN NATASHA (2023437458) 3) AMEERAH AFIEQAH (2023278176) 4) NURIN FARHANA (2023884774) 5) HANNAH HUMAIRA (2023437642) 6) IZZAH IWANI (2023424272) 7) NOR SYUHANA (2023401402) 8) RABIATUL ADAWIYAH (2023262302) 9) NUR AQILAH (2023899522)