

# AEIC 2025 Business Model Canvas (BMC)



**PRODUCT NAME : PAPERBLOOM**

**ISSUE TO ADDRESS:** ASCAR ADMINISTRATIVE SCIENCE CARNIVAL 2025

## KEY PARTNERS



- Local recycling centers
- Art and design students
- School and kindergarten educators
- Environmental programme organisers

## KEY ACTIVITIES



- Collecting and processing recycled paper.
- Educating users on sustainability.
- Crafting biodegradable paper pots.

## SDG VALUE PROPOSITION



- SDG 12: Responsible Consumption and Production : To promotes responsible consumption & waste reduction
- SDG 13: Climate Action

## CUSTOMER SEGMENTS



- Wedding planners.
- University environmental group & school programs.
- Corporate CSR and NGOs.
- Home gardeners & urban plant lovers.

## KEY RESOURCES



- Recycled paper.
- Molds and crafting tools.
- Team's knowledge.

## CHANNELS



- University fairs
- Instagram, and our websites (crafting & gardening)

## CUSTOMER RELATIONSHIP



- Feedback loop via Websites or gardening groups.
- DIY kits for customers to create their own EcoPots.

## COST STRUCTURE



- Paper collection and cleaning.
- Production tools
- Marketing and packaging
- Participation in events (booth, printing materials)

## REVENUE STREAM



- Direct sales of EcoPot units
- Custom-branded pots for nurseries or events



## PREPARED BY:

- 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)