

# The Business Model Canvas

**Team or Company Name:**  
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**Circular Design Challenge**

<p><b>KEY PARTNERSHIPS</b></p> <p><b>KEY PARTNERS</b></p> <ul style="list-style-type: none"> <li>• OPENIDEO, Think Beyond Plastics Accelerator Program</li> <li>• Government (Ministry of Environment)</li> <li>• Environmentalists</li> <li>• Plastic Straw Manufacturers</li> <li>• Other Investors</li> <li>• Distribution/Sales Agents</li> <li>• Public</li> </ul> <p><b>KEY SUPPLIERS</b></p> <ul style="list-style-type: none"> <li>• Straw Processing Machine Suppliers</li> <li>• Independent Nsheke Growers</li> <li>• Independent Cyperus Papyrus Suppliers</li> <li>• Hardware /Building Material Suppliers</li> <li>• Agrovets/ Straw Disinfectants Supplier</li> </ul> <p><b>KEY RESOURCES FROM PARTNERS</b></p> <ul style="list-style-type: none"> <li>• Funds</li> <li>• Technology</li> <li>• Human Resource( Expertise)</li> </ul> <p><b>KEY ACTIVITIES BY PARTNERS</b></p> <ul style="list-style-type: none"> <li>• Project Financing</li> <li>• Product Marketing</li> <li>• Plastic Ban Policy Making</li> <li>• Product Distribution</li> </ul>	<p><b>KEY ACTIVITIES</b></p> <p><b>PROJECT ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>• Conducting Research</li> <li>• Raising Public Awareness</li> <li>• Growing Nsheke Plants</li> <li>• Collecting Cyperus Papyrus</li> <li>• Making Soft Paper (for packaging)</li> <li>• Nsheke Straws Processing</li> <li>• Nsheke Straws Distribution</li> <li>• Nsheke Straws Selling</li> <li>• Nsheke Straws Exhibitions</li> <li>• Government Consulting (Policy)</li> </ul> <p><b>KEY RESOURCES</b></p> <p><b>KEY RESOURCES REQUIRED</b></p> <ul style="list-style-type: none"> <li>• Funds, at least \$200,000</li> <li>• Technology</li> <li>• Human Resources</li> <li>• Land (Farms and Industries)</li> <li>• Straw Processing Machines</li> <li>• Field Car (Hilux Double Cab.)</li> <li>• Tipper Trucks (Dump)</li> <li>• Structures - Storage, Production</li> <li>• Agricultural Machines</li> <li>• Irrigation Systems</li> </ul>	<p><b>VALUE PROPOSITION</b></p> <p><b>PRODUCT VALUE</b></p> <ul style="list-style-type: none"> <li>• Eco-Friendly Nsheke Straws</li> <li>• Value for Money</li> <li>• Quality Packaged Straws</li> <li>• User Guide Instructions</li> <li>• Safe and Hygienic Straws</li> <li>• Treated Straws</li> <li>• Colored Straws</li> <li>• Varieties (Different Sizes)</li> </ul>	<p><b>CUSTOMER RELATIONSHIPS</b></p> <p><b>CUSTOMER CONSIDERATIONS</b></p> <ul style="list-style-type: none"> <li>• Fair Price, below Plastics'</li> <li>• Reliable Nsheke Straw Supply</li> <li>• Straw Re-use Possibilities</li> <li>• Plastics' Impact Information</li> <li>• End User Satisfaction Surveys</li> </ul> <p><b>CHANNELS</b></p> <p><b>KEY DISTRIBUTION CHENNELS</b></p> <p>Nsheke Straws Producer (Afrosoft Limited)</p> <p>↓</p> <p>Authorized Distributors</p> <p>↓</p> <p>Nsheke Straw Customers</p> <p>↓</p> <p>Nsheke Straw End Users</p> <p>* Also, Overseas Distributors (Partners)</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p><b>KEY CUSTOMERS</b></p> <ul style="list-style-type: none"> <li>• Shops (Wholesalers)</li> <li>• Supermarkets</li> <li>• Restaurants</li> <li>• Bars</li> <li>• Groceries</li> <li>• Hotels</li> </ul> <p><b>OTHER CUSTOMERS</b></p> <ul style="list-style-type: none"> <li>• Offices</li> <li>• Cinema</li> <li>• Homes</li> <li>• Events (i.e. wedding)</li> <li>• Institutions (Colleges)</li> </ul> <p><b>MARKET SEGMENT</b></p> <ul style="list-style-type: none"> <li>• Local (Tanzania)</li> <li>• Global</li> </ul> <p><b>MARKETING STRATEGY</b></p> <ul style="list-style-type: none"> <li>• Promotion (Advertising)</li> <li>• Best Place (Distributor)</li> <li>• Competitive Pricing</li> <li>• Product Quality</li> <li>• People (User Satisfaction)</li> </ul>
<p><b>COSTS</b></p> <p><b>START- UP BUDGET ESTIMATES</b></p> <ul style="list-style-type: none"> <li>• Project Field Car (Used Hilux Double Cabin, FWD) - \$13,000</li> <li>• Research (Materials, Technology, Markets , and Other resources ) - \$10,000</li> <li>• Raising Public Awareness (TV/Radio Airtime, Public Events, Publications, etc.) - \$28,000</li> <li>• Establishing 10 Acre Nsheke Plants Model Farm - \$45,000</li> <li>• Setting Up Small Nsheke Straw Processing Industry - \$50,000</li> <li>• Key Staff Remunerations (Salaries , Allowances &amp; Consultancy Fees) - \$34,000</li> <li>• Miscellaneous Expenses (Utility Bills, Stationeries, Communications, etc. - \$20,000</li> </ul> <p><b>Total Estimated Start Up Costs = \$200,000</b></p> <p>*At scale, costs will grow and the following alternative funding will be employed to cover them;</p> <ul style="list-style-type: none"> <li>• Partner Investments (Funding)</li> <li>• Loans, for example Equipment Loans from EFTA Ltd (<a href="http://www.efta.co.tz/">http://www.efta.co.tz/</a>) - No collateral needed</li> <li>• Grants from Environmental Initiatives</li> <li>• Revenues from Sales</li> </ul>		<p><b>REVENUES (SMALL SCALE)</b></p> <p><b>START UP REVENUES</b></p> <p>\$200,000 Top Prize From OPENIDEO, Circular Design Challenge</p> <p><b>PRICING</b></p> <p>Nsheke Straws will be sold around \$0.5 (100pcs Package)</p> <p><b>PRICE COMPARISON</b></p> <p>Plastic Straws are now sold around \$0.75 (100pcs Package)</p> <p><b>PAYMENT MODE</b></p> <p>Nsheke Straws will be sold to Distributors, Customers may decide including their price in the drink's</p> <p><b>REVENUE ESTIMATES</b></p> <p>8 Hours Working Hours a Day, @ 35,000 straws per Hour, @ \$0.5 per 100pcs Package)</p> <p><b>Total Daily Revenue Estimates = (8*35,000*0.5)/100 = \$1,400, (Ceteris Paribus)</b></p>		