BUSINESS MODEL CANVAS (BMC) REPORT

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INTRODUCTION

Nowadays, there are so many newly developed products penetrating our current market. The idea of invention and innovation has been widely used by the developer to produce many things that help to ease mankind's daily work. And of course, to produce a new product we need to know how the market is behaving and how the process will be. To ease the process in developing new products or business, Business Model Canvas (BMC) can be used. What is BMC?

Business Model Canvas (BMC) is a tool that helps us to better understand a business model in a structured and straightforward way (Sheda, 2016). Specifically, BMC is a strategic management and entrepreneurial tool that helps in describing, designing, inventing and capturing the market values. BMC is widely used to quickly draw a picture of our idea detail and this allows us to get a better understanding regarding our business. It also provides knowledge and skills such as tools' hands on experience, communication and also team work.

In BMC, there are nine focused items regarding the business which are customer segments, value proposition, channel, customer relationship, revenue stream, key resources, key activities and cost structure. The practicality of BMC really helps in conveying the idea to be developed and commercialized the product or business to the market.

1.0 CUSTOMER SEGMENTS

Customers are the main important element in business. Even if we are inventing something great, without buyers the product or business can never succeed. In the customer segment, it focuses on for whom this product or business will benefit.

For my newly developed product which is portable power supply, it mainly focuses on working adults and students. This is because these two categories mostly are using laptop to do their work. For me myself, whenever I am bringing my laptop to do some work outside, having a power source to charge when the battery is low becomes my concern. In addition, my laptop is having a very short screen on-time which lasts 1 hours. We know that not every place provides power outlets and there is possibility even for the provided outlet, it might not be sufficient for many users at a time. Basically, this product can be very useful to everybody since it provides electrical energy for the usage of low-watt electrical appliances.

2.0 VALUE PROPOSITION

Value proposition is the second segment in business model canvas. In this segment, it focuses more on the benefits or the contribution of our product or business to the customer segment. To be more specific, the way the product's features are matching the needs of customers.

Portaps, easier and instant power source no matter where you are. The value proposition of PortaPS is helping its customers in providing a backup power supply. Whenever they are about to use their laptop with the occurrence of no electricity, PortaPS can be used as an emergency power supply for charging the laptop or for using any low-watt consumed appliance such as the hair dryer. This can be very convenient to many of us.

Unlike the power bank, PortaPS is developed with some technology enhancement which are temperature sensor and mobile-apps pairing. The value we are proposing is the better safety of usage to the customers. Concerning about the explosion that might take place when a lithium-ion-

based product is left at a very high temperature place, these technologies seem to be useful and can increase the safety level of its user.