

		<i>Designed for:</i>	<i>Designed by:</i>	<i>Date:</i>	<i>Version:</i>
Business Model Canvas		ACEDHARS Consult	ACEDHARS Consult		II
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments	
<ul style="list-style-type: none"> ■ African Centre of Excellence for Drug Research, Herbal Medicine Development and Regulatory Science (ACEDHARS) ■ Lagos State Traditional Medicine Board (LSTMB) ■ National Agency for Food and Drug Administration and Control (NAFDAC) ■ Pharmaceutical companies ■ Lagos state Ministry of Health ■ University of Lagos Research and Innovation Office ■ Lagos State Science Research and Innovation Council ■ University of Lagos Consult 	<ul style="list-style-type: none"> ◆ Production ✓ Testing, formulation and packaging ◆ Problem solving ✓ Consulting ◆ Platform ✓ Trade fair, Seminars, Training and Workshop 	<ul style="list-style-type: none"> ■ Poised to helping Herbal Medical Practitioners by providing them with up-to-date information; ensuring quick turn around time; creating first impression under lovable ambience with excellent feedback. ■ We hold the hands of the Herbal Medical Practitioners all through their entrepreneurial journey by giving them exceptional innovative experience so that they can develop innovative herbal medicinal products. 	<ul style="list-style-type: none"> ◇ Transactional; relational-selling; and win-win customer relationships ◇ Customers' delight ◇ Trust building 	Herbal Medicine Practitioners (HMPs) in: <ul style="list-style-type: none"> (i) Lagos State (ii) Across Nigeria (iii) Across West Africa 	
	Key Resources		Channels		
	<ul style="list-style-type: none"> ◆ Human resources ✓ 1 Tech Transfer Officer ✓ 4 Consultants ✓ 2 Laboratory staff ✓ 1 Chief Executive Officer ◆ Non-Human resources Office space, furniture, Air conditioner, Television set, Internet and Interactive boards.		Social media <ul style="list-style-type: none"> ◆ Twitter ◆ YouTube ◆ Facebook ◆ Instagram and Whats App Websites Jingles		
Cost Structure		Revenue Streams			
<ul style="list-style-type: none"> ■ Fixed Cost - Office space; Office furniture; Interactive board; etc. ■ Variable Cost - Internet facility; Printer cartridge; Dispensable bottled water; etc. ■ Recurrent Expenditure - Salaries; Electricity bills; Consumables; etc. 		<ul style="list-style-type: none"> ■ Toxicity testing ■ Formulations ■ Packaging/Branding of the herbal products Others <ul style="list-style-type: none"> ■ Listing of products for use at NAFDAC ■ Consultation services ■ Training/workshops ■ Seminars and conferences 			