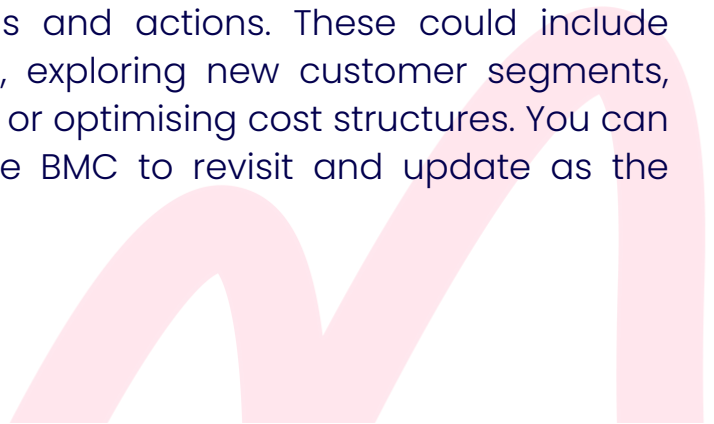


# The Business Model Canvas

The BMC provides an holistic view of the key components of a business model, and enables entrepreneurs and their mentors to quickly identify strengths, weaknesses, and opportunities for growth. Entrepreneurs often focus primarily on specific business functions and can get bogged down in the day-to-day details - meaning that they lose sight of their overall vision.

## Process

- If your mentee has never completed a BMC (or has not done one for a while), discuss and review together to identify opportunities and areas of focus. The BMC is not a static document but is constantly evolving; so regardless of the stage of the mentee's business, it will help both of you clarify ideas, ideate and brainstorm, communicate, iterate and refine
- You should start with the Customer Segments and Value Proposition sections, as they form the foundation of the business model. From there, you can work your way through the other sections in a logical order, making sure to consider how each element of the business model interlinks with the other elements, and supports your overall strategy
- As your mentee fills out each section, engage in a discussion to clarify concepts, offer insights, and challenge assumptions. Encourage them to think critically about each component and consider alternative approaches
- Based on the insights gained from completing the Canvas, work together to set specific goals and actions. These could include refining the value proposition, exploring new customer segments, seeking strategic partnerships, or optimising cost structures. You can periodically come back to the BMC to revisit and update as the business evolves.



## My Business Model Canvas

<b>KEY PARTNERS</b>	<b>KEY ACTIVITIES</b>	<b>VALUE PROPOSITIONS</b>	<b>CUSTOMER RELATIONSHIPS</b>	<b>CUSTOMER SEGMENTS</b>
	<b>KEY RESOURCES</b>			
<b>COST STRUCTURE</b>		<b>REVENUE STREAMS</b>		
<b>SOCIETAL COSTS</b>		<b>SOCIAL BENEFITS</b>		<b>ENVIRONMENTAL BENEFITS</b>