



BMC Revenue Streams

- A revenue stream is basically **the company's source of income.**
- For example, a software development business's main revenue stream can be **building apps for corporate clients, while a retail store earns from selling products to individual customers.**
- **Advantages of BMC :**
- **Clear Visualization** - Provides a **one-page overview** of the entire business model, making it easy to understand and communicate.
- **Focus on Key Aspects** – Highlights essential elements such as **value propositions, revenue streams, and customer segments.**
- **Encourages Innovation** – Helps entrepreneurs and businesses explore new ideas and refine their strategies.