



## Tips to Create BMC

- To create a compelling Business Model Canvas (BMC), start with a **clear understanding of your target audience, define your unique value proposition, and then map out your key activities, resources, channels, customer relationships, revenue streams, and cost structure.**

### **Tips for a Clear and Effective BMC:**

**Be concise and clear:** Use precise language and avoid jargon.

**Use visual imagery:** Incorporate images to make the BMC more engaging and easier to understand.

**Focus on the core:** Don't overload the canvas with unnecessary information.

**Be adaptable:** The BMC is a living document, so be prepared to iterate and adapt it as needed.

**Use templates and software:** There are many online tools and templates available to help you create a BMC.