** BMC Worksheet**

This worksheet is designed to provide you with an opportunity to complete the “Create a Business Model Canvas” – BMC -- assignment.

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| BMC Worksheet\*\*When filling in the worksheet, please delete the “TIPS” once you have filled in a section. Try your best initially to fill in as much of this worksheet as you can\*\* |
| Business Name | [**TIP**: If you do not have a business name in mind, think of one.] |
| Business Overview | [**TIP**: An overview of your businessidea (one or two sentences)] |
| Problem | [**TIP**: What is the customer/societal problem you feel needs to be solved?] |
| Customer Segment(s) | [**TIP**: Describe who you think is your ideal customer segment. In other words describe a persona that represents the typical customer you think has this problem. Try to be as detailed as possible] |
| Solution | [**TIP**: A description of your product and/or service**.** How does your solution or proposed solution solve the challenge facing your target customers? |
| Miro BMC Link | [**TIP**: Create a link in Miro. Click on the "Share" button on the top of your Miro BMC. When you click on that link, you will be provided with sharing options. Click on the "Anyone with the link" option and select "can view." Copy the board link (blue button) and paste that link into this worksheet. |