



Business Model Canvas Data Science for Business Decisions

Assignment Description Build a Business Model Canvas (BMC) for an organization of your choice using the BMC Template from “*Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* by Alexander Osterwalder (Author), Yves Pigneur (Author)”.

Please provide the URL of the company.

Alternatives

1. Your current organization
2. Any Analytics, AI or Data Driven company
3. If you are considering starting a business (related to Analytics / Data Science), this is the best time to do the BMC to get feedback...

Tools

You can use [Strategyzer](#) on a trial basis to do the BMC and export to a PowerPoint.

Alternatively, you can download the BMC under [Resources](#)

Note that the Strategyzer site has many supporting tools (like a manual...) under Resources.

Grading

Based on the level of depth and the detail put into each section. With the BMC, you can provide up to one page of text to explain further the BMC and outline the challenges you faced while doing the assignment.

A correction key document is available also on MyCourses.