

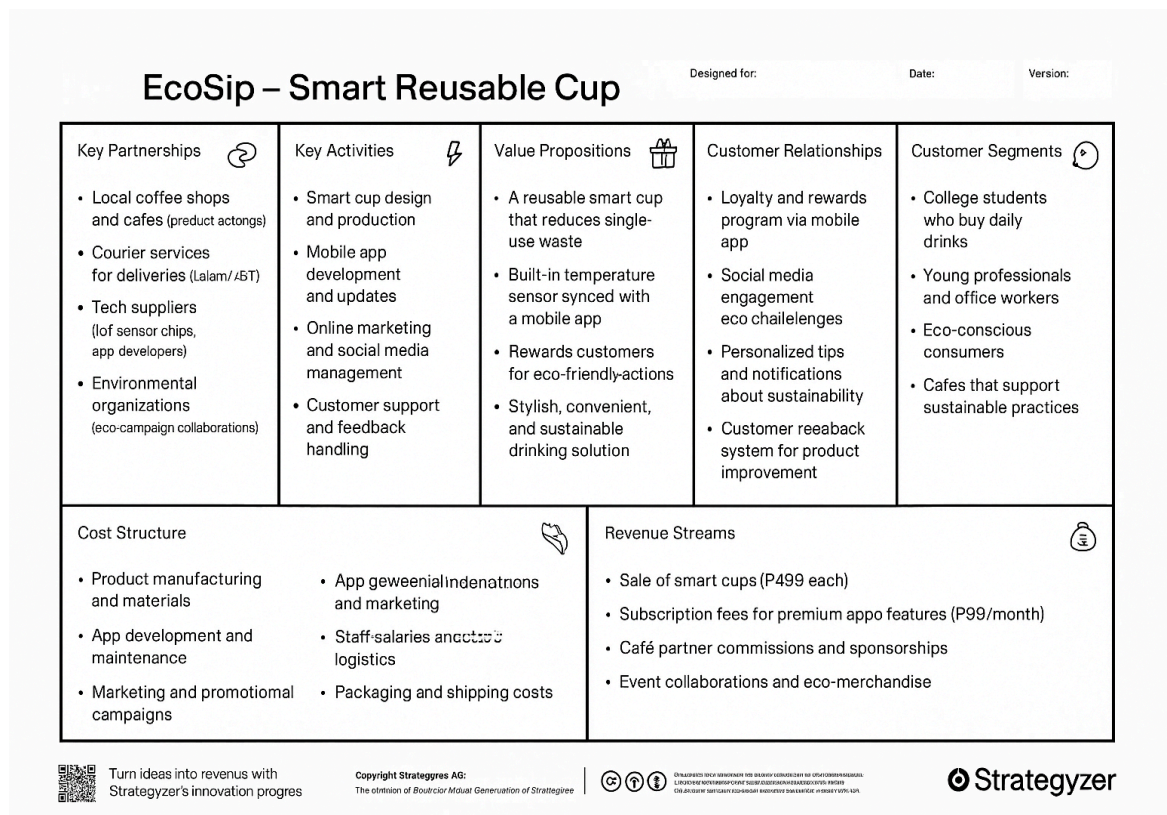
Instructions

1. Think of a unique business idea.

Choose a product or service that solves a real problem or provides new value.

Examples: Food business, eco-friendly product, digital service, or student-focused startup.

2. Use the “EcoSip Smart Reusable Cup” BMC image as your reference for format and content style.



3. Fill in all nine (9) building blocks of your own BMC:

- **Customer Segments:** Who are your target customers?
- **Value Proposition:** What value do you offer them?
- **Channels:** How will you reach your customers?
- **Customer Relationships:** How will you maintain engagement?

- **Revenue Streams:** How will you generate income?
 - **Key Resources:** What assets do you need?
 - **Key Activities:** What actions make your business work?
 - **Key Partnerships:** Who helps you deliver value?
 - **Cost Structure:** What are your main expenses?
4. **Write in short, clear bullet points.**
Avoid long sentences; keep it professional and concise.
5. **Design your BMC clearly and neatly.**
- You may handwrite it on a printed template or use Canva / PowerPoint for a digital layout.
 - Make sure it fits **one page only**.
6. **Remember:** You can improve this later for your **Final Pitch**, so treat this as your **first working draft** of your business idea.
7. **Submit your final version** following the format below.

Submission Format

- **Output:** Individual Business Model Canvas
- **Format Options:**
 - Handwritten (on printed template) **or** digital (Canva, PowerPoint, or Word)
 - Must fit **one page only**
- **Filename (if digital):** Lastname_Firstname_BMC
(Example: Cruz_Mark_BMC)
- **Deadline:** [Insert Date Here]

Assessment Criteria

Criteria	Description	Points
Completeness	All 9 blocks are filled with relevant content	30 pts
Clarity	Information is concise, logical, and easy to understand	25 pts
Creativity	Business idea shows originality and innovation	20 pts
Presentation / Layout	Neat, readable, and well-structured	15 pts
Overall Effort	Shows personal insight and genuine effort	10 pts
TOTAL		100pts