



Source: [ModelIt](#) Business Model Canvas for Healthcare by Kevin Riley & Associates. Drawings by Mike Werner.

AI Business Model Canvas Tool

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Introduction

Many founders still scribble their business ideas on napkins. The Business Model Canvas (BMC) has long been a trusty framework for organizing those ideas, but filling it out can feel like homework. I'm asking you to build a free tool that uses artificial intelligence to turn a founder's description of their idea into a complete BMC—think of it as bringing some AI wizardry to a very traditional planning exercise.

Purpose

The goal is to make it easy for anyone with an idea to see how it fits into the nine building blocks of a business. The tool should let users describe their idea in plain language, ask a few guided questions if necessary, and then generate a draft BMC. Unlike traditional manual canvases, this AI tool will not only guide founders with the standard questions but will also research and suggest answers, saving time and improving the quality of insights. Founders can adjust and save the canvas.

Why This Matters

We respect the wisdom of tried-and-true tools like the BMC, but we also know that modern founders move fast. By using AI to pre-populate the canvas, we help them focus on refining their plans instead of wrestling with templates. This lowers the barrier to entry for first-time founders without discarding the structure that investors and mentors expect.

Requirements for the Developer

- 1. Input:** Create a simple text box or guided questionnaire where a founder can describe their idea in everyday language—keep it friendly and non-technical.
- 2. AI Processing & Research:** Use natural language processing to extract key details, research relevant market/industry information, and map them to the appropriate BMC sections. The AI should not only organize the founder's inputs but also propose draft answers to each section.
- 3. Output:** Present a full draft Business Model Canvas showing all nine sections, clearly labelled and easy to read, with both user input and AI-suggested content.
- 4. Editing:** Allow users to review, edit, or refine each section before finalizing or exporting the canvas. The AI is a helper, not a gatekeeper.
- 5. Free Access:** The tool must be free to use. This project is about democratizing planning, not building a paywall.

Closing Thoughts

This tool should feel old-school in its respect for the Business Model Canvas but forward-thinking in its use of AI to speed up the process. Let's not reinvent the wheel; let's help it spin faster. Thanks for taking on this project—let's make planning accessible for everyone.

Annex: Questions for Each Business Model Canvas Box

Below are the key questions typically asked for each of the nine sections of the Business Model Canvas, drawn from established guides

1. Customer Segments

- For whom are we creating value?
- Who are our most important customers?

2. Value Propositions

- What value do we deliver to the customer?
- Which customer problems are we helping to solve?
- Which customer needs are we satisfying?
- What bundles of products and services are we offering to each customer segment?

3. Channels

- Through which channels do our customer segments want to be reached?
- How are we reaching them now?
- How are our channels integrated?
- Which ones work best?
- Which channels are most cost-efficient? How are we integrating them with customer routines?

4. Customer Relationships

- What type of relationship does each of our customer segments expect us to establish and maintain?
- Which relationships have we established?
- How costly are they?
- How are they integrated with the rest of our business model?

5. Key Resources

- What key resources do our value propositions require?
- What key resources do our distribution channels require?
- What key resources do our customer relationships require?
- What key resources do our revenue streams require?

6. Key Activities

- What key activities do our value propositions require?
- What key activities do our distribution channels require?
- What key activities do our customer relationships require?
- What key activities do our revenue streams require?

7. Key Partners

- Who are our key partners?
- Who are our key suppliers?
- Which key resources are we acquiring from partners?
- Which key activities do partners perform?

8. Cost Structure

- What are the most important costs inherent in our business model?
- Which key resources are most expensive?
- Which key activities are most expensive?

9. Revenue Streams

- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?
- How much does each revenue stream contribute to overall revenues?