



Business Model Canvas Data Science for Business Decisions YCBS-256

Assignment Description

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

Alternatives

Two alternatives are available to you if you do not want to do a BMC for your current organization:

- 1) If you are considering starting a business (related to Analytics / Data Science), this is the best time to do the BMC to get feedback...
- 2) If you would like a suggestion for a company to do, please e-mail me @ nabil.beitinjane@mcgill.ca

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 your BMC, you should provide one page of text to explain further the BMC and outline the challenges you faced while doing the assignment.

Note that you are giving it to someone who may not know your business. Make it readable.

If you use any references, please indicate which ones.