

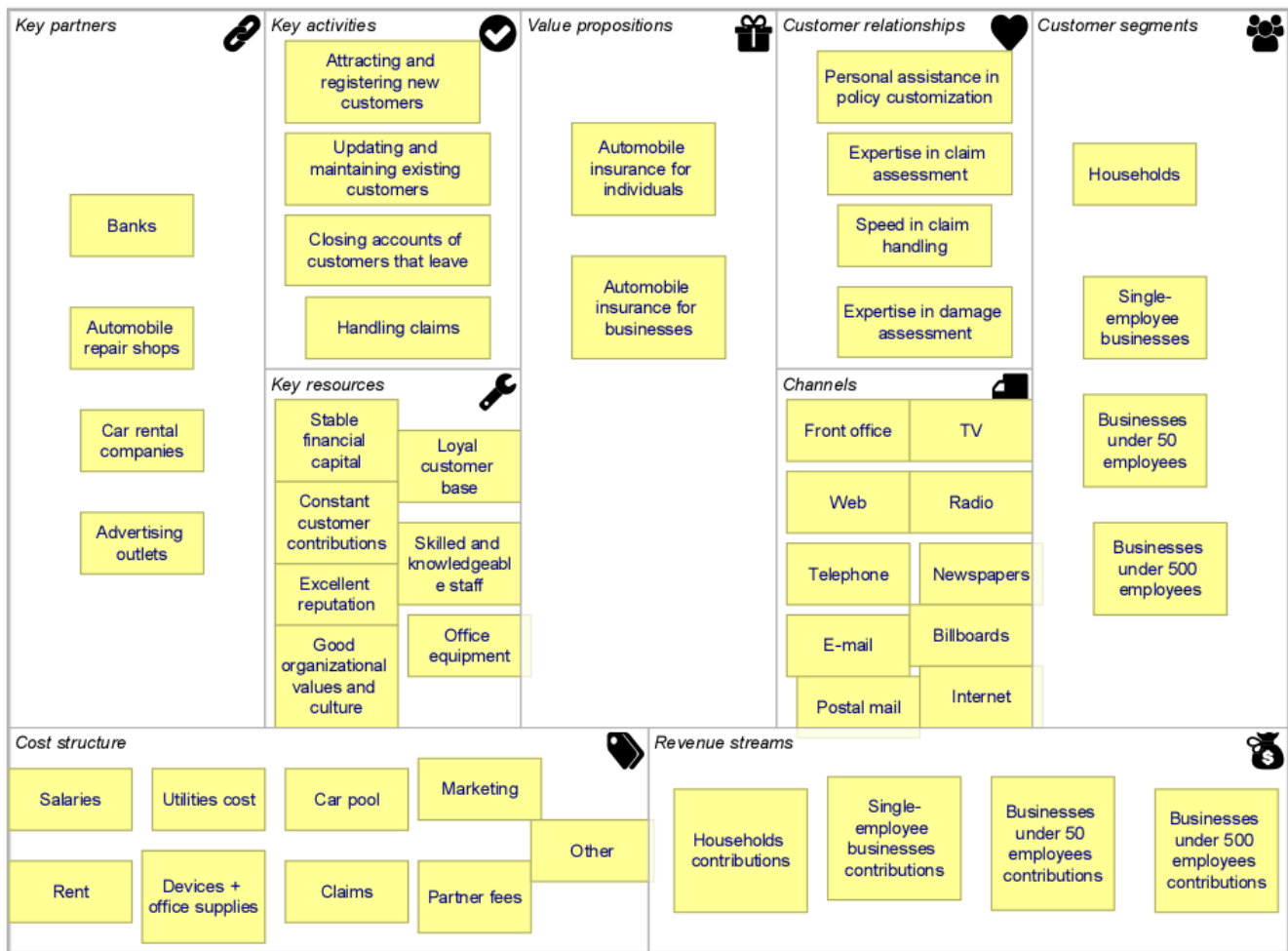
The Business Model Canvas

i As of Enterprise Studio 3.1, a new Business Model Canvas[®] is available in the ArchiMate[®] model for tighter integration with the ArchiMate modeling language and with other canvas-based strategy views in the ArchiMate model. It replaces the Business Model Canvas in the BMC metamodel.

This topic discusses the Business Model Canvas in the BMC metamodel, and mainly serves as support for existing BMC models. For modeling a new Business Model Canvas, please refer to [Modeling a strategy or business model view](#). For general information about the Business Model Canvas in ArchiMate models, see [Strategy and business modeling in Enterprise Studio](#).

The Business Model Canvas[®] is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. The business model can be designed with the help of nine blocks: key partners, key activities, key resources, value propositions, customer relationships, channels, customer segments, cost structure, and revenue streams.

Business model canvas



The Business Model Canvas <http://strategyzer.com/canvas/business-model-canvas>

Example of a business model canvas

BMC in Enterprise Studio

A basic understanding of the Business Model Canvas is assumed for modeling with BMC in Enterprise Studio. For more information about the Business Model Canvas, please refer to Strategyzer.com.

Templates and example models

Enterprise Studio has example models containing business model diagrams. These example models can be viewed and used as inspiration for your own models, but you can also edit them yourself. Model templates are available if you prefer to start with an empty model with only a few basics for BMC.

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