

Business Strategy / Startup Planning

Create a complete Business Model Canvas for a startup idea including customer segments, value propositions, channels, revenue streams, and cost structure.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Business Model Design, Startup Planning, Strategy

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Why This Prompt Exists

Most startup plans are long documents no one reads or updates.

You get:

- 50-page business plans that go out of date immediately
- no clear articulation of customer segments
- unclear value propositions (what problem do you solve?)
- unrealistic revenue projections
- missing cost assumptions

But a Business Model Canvas is not a business plan.

It is a one-page snapshot of how you create, deliver, and capture value.

- Customer Segments: who you serve
- Value Propositions: what problem you solve
- Channels: how you reach customers
- Customer Relationships: how you interact
- Revenue Streams: how you make money
- Key Resources: what you need
- Key Activities: what you do

- Key Partners: who helps you
- Cost Structure: what it costs

Without a Business Model Canvas, your strategy is scattered.

This framework forces AI to create a complete Business Model Canvas.

The Prompt

Assume the role of a startup strategist who uses the Business Model Canvas framework.

Your task is to create a Business Model Canvas for a startup.

Generate each section:

1. CUSTOMER SEGMENTS

- Primary customer persona
- Secondary segments (if any)
- Early adopter profile

2. VALUE PROPOSITIONS

- Problem solved
- Solution offered
- Unique differentiator

3. CHANNELS

- Awareness channels (how they find you)
- Evaluation channels (how they decide)
- Purchase channels (how they buy)

- Delivery channels (how they receive)

4. CUSTOMER RELATIONSHIPS

- Acquisition strategy
- Retention strategy
- Community/self-service options

5. REVENUE STREAMS

- Primary revenue model
- Secondary streams
- Pricing strategy

6. KEY RESOURCES

- Physical, intellectual, human, financial

7. KEY ACTIVITIES

- Most important things you must do

8. KEY PARTNERS

- Suppliers, partners, affiliates, investors

9. COST STRUCTURE

- Fixed costs
- Variable costs
- Biggest cost drivers

INPUTS:

Startup Idea:

[DESCRIBE]

Target Customer:

[WHO ARE YOU SERVING?]

Problem Solved:

[WHAT PAIN POINT?]

Revenue Model Idea:

[HOW WILL YOU MAKE MONEY?]

Stage of Startup:

[IDEA / MVP / EARLY TRACTION / GROWTH]

Industry:

[INSERT]

RULES:

- Customer segments must be specific (not "everyone")
- Value proposition must be clear (problem + solution)
- Channels must be realistic for your stage and budget
- Revenue streams must be viable (not "advertising" without scale)
- Cost structure must include major cost drivers
- Update canvas quarterly (living document)

How To Use It

- Start with one customer segment (don't target everyone).
- Update your canvas as you learn from customers.
- Print it and put it on your wall (visible strategy).

- Use it to align your team on priorities.
- Review and update quarterly.

Example Input

Startup Idea: A mobile app helping freelancers track time, invoice clients, and manage projects.

Target Customer: Freelance designers, writers, and developers with 1-5 years experience

Problem Solved: Freelancers waste 5+ hours/week on admin (tracking time, creating invoices, chasing payments)

Revenue Model Idea: Freemium (free up to 5 clients, \$15/month for unlimited)

Stage of Startup: IDEA

Industry: SaaS / Productivity tools for freelancers

Why It Works

Most startup planning is scattered.

This framework improves outcomes by forcing:

- customer segment specificity (who you serve)
- value proposition clarity (problem + solution)
- channel realism (how you reach customers)
- revenue viability (how you make money)
- cost awareness (what it costs)

Great business models are not complex — they're clear, testable, and one page long.

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