AI-Enhanced Business Model Canvas

Partners — AI Ecosystem
- **AI Tech Providers**
- Data Partnerships
- Cloud Infrastructure
- API Integrations

Activities — Automation
- **Automated Decisions**
- Model Training
- Real-time Analytics

Resources — Data Assets
- **Proprietary Data**
- AI/ML Talent
- Computing Power
- Algorithms

Value Prop — Predictive
- **Hyper-personalization**
- Predictive Insights
- Intelligent Automation
- Enhanced Decisions

Relationships — Engagement
- **Conversational AI**
- Predictive Service
- 24/7 Support Bots

Channels — Optimized
- **Omnichannel AI**
- Dynamic Allocation
- Predictive Journey

Segments — Dynamic
- **Micro-segmentation**
- Behavioral Prediction
- Real-time Targeting
- Lookalike Audiences

Cost Structure — AI Economics
- **Data Acquisition**
- Compute/Cloud Costs
- Specialized Talent
- Model Maintenance

Revenue Streams — Monetization
- **Data Products**
- AI-driven Pricing
- Predictive Subscriptions
- Outcome-based Fees

Source: Business Model Canvas – Osterwalder & Pigneur (2010)

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