| **Medical Grand Challenge 2025/26**  ***Healthier by Design: Building Tomorrow’s Solutions***  **Business Model Canvas Guidelines and Template** |
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**What is it?**

The Business Model Canvas (BMC) is a form of brainstorming to help teams in planning their project idea and possible marketing goals. It is essentially a comprehensive plan of your proposed solution/idea/product.

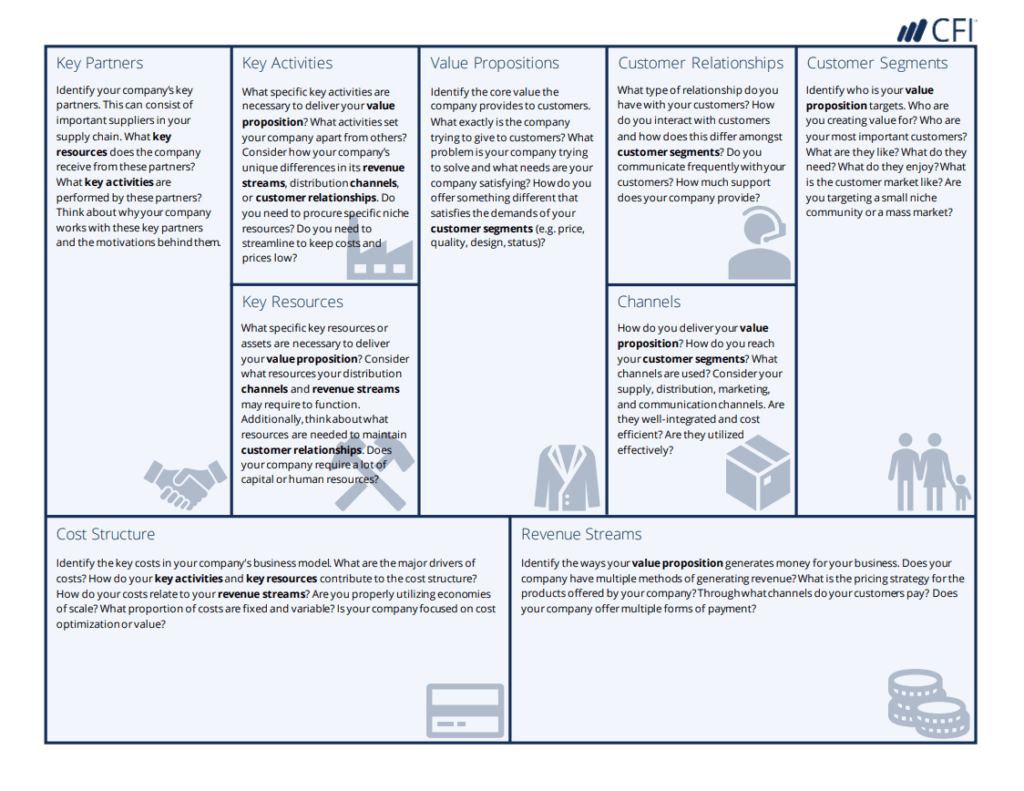
It serves to identify key areas of planning, such as the stakeholders involved, users, possible drawbacks, potential competitors, etc. You are encouraged to consider these aspects in your ideation.

It is strongly recommended to follow the template below, but teams are free to add additional boxes or spaces to include information that may be important to the project. **Please keep the total number of pages for this template to 4 pages or fewer** (excluding the first two pages).

All participating teams in MGC 2025/26 will have to submit their Business Model Canvas by **Friday, 28 November 2025, 2359 hrs (SGT). Teams that do not submit their Business Model Canvas will be disqualified.**

**References from Corporate Finance Institute (CFI)**

<https://corporatefinanceinstitute.com/resources/management/business-model-canvas-template/>



**Other References:**

<https://www.businessmodelsinc.com/en/inspiration/tools/business-model-canvas>

<https://medium.com/seed-digital/how-to-business-model-canvas-explained-ad3676b6fe4a>

<https://www.youtube.com/watch?v=g4E3fhybhGM&ab_channel=BusinessModelsInc>

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**Team Name:**

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**Project Members [Name/Year/Faculty/Email]:**

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**Project Category [Nascent or Open]:**

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**Project Name:**

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**Project Description:**

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**Tech Mentor (if not applicable, kindly indicate ‘NA’):**

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**Key Partners:**

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**Key Activities:**

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**Key Resources:**

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**Value Propositions:**

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**Customer Relationships:**

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**Channels:**

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**Customer Segments:**

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**Cost Structure:**

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**Revenue Stream:**

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