



BUSINESS SOLUTION CANVAS

BUSINESS MODEL × BUSINESS ANALYSIS × AGENTIC AI — BY BIXSO

For: _____

Date: _____

Version: _____

Author: _____

 **M — MODEL of the business** · the model layer spans the whole company — every business model it runs lives here · understand first

Heritage: absorbs the nine building blocks of Osterwalder & Pigneur's Business Model Canvas (2010) — one layer over the whole company. ①

M1 Customers & segments
Who pays, who uses, who decides? Which segment first?

M2 Value promise
The specific promise customers get only from us.

M3 Revenue & pricing
Where money comes in, at what price, can costs be carried? Mark DRAFT / COMMITTED / LIVE.

M4 Channels & relationships
Where do we meet customers — and what keeps them?

 **A — ANALYSIS** ②
for the business · find the real problem

Heritage: IIBA's BABOK — need, context, requirements, measures. The rigour most AI projects skip.

A1 Problem & need
The root pain. Why is NOW the time? (cite sources)

A2 Context & incumbents
Rules of the game. Who solves it badly today? Our moat.

A3 Requirements & boundaries
Mandatory business rules + the DO-NOT list.

A4 Outcome metrics
"Winning" = which number changes, measured where?

 **♥ SOLUTION** ④

One sentence: **a specific way** to meet the **Need (A)** in its **Context**, creating **measurable Value (M)**, operated by **humans + AI agents (AI)**.

Heritage: BABOK's definition of a solution — where the six-segment centre of the mark closes: need · solution · value · stakeholder · context · change.

GATE · FIT M
Is it worth doing?
☐ yes ☐ no — evidence:

GATE · FIT A
Is it the right problem?
☐ yes ☐ no — evidence:

GATE · FIT AI
Can it be operated?
☐ yes ☐ no — evidence:

A canvas is not done when it is filled in — it must PASS. All three fits must answer yes.

R Risks & open assumptions
What we are not yet sure of — verify before trusting this canvas (Truth over Performance).

 **AI — AGENTIC AI** ③
for the business · then, and only then

Heritage: the agentic operating model (2025–26) — actors, decision rights, learning loop; humans above the loop.

AI1 Core processes
The chain from first touch to value delivered, step by step.

AI2 Actors: humans + AI agents
Who — human or agent — stands at each step of AI1?

AI3 Decision rights & governance
What AI decides alone; what PEOPLE approve (money, legal, health).

AI4 Learning loop & data
What data feeds the system — how it learns and evolves.

Business Solution Canvas v1.1 · by BIXSO — the business-AI lab · [bixso.ai/bsc](#)

Read as the method runs: ① Model (top) → ② Analysis (left) → ③ Agentic AI (right) → ♥ Solution (centre)

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