

Business Canvas Templates

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This file contains the printable templates for the Business Canvas Project. Use them in conjunction with the Business Canvas Project Guide in the print book.

1. Blank Business Canvas (one-page)

Print this page or recreate the grid in a digital tool. The nine blocks of the Business Canvas occupy a single page. Fill each block with **specific evidence**, not generic claims — every block should answer “how do you know?”

KEY PARTNERS Who do you depend on outside the business?	KEY ACTIVITIES What does your business have to do every day to deliver value?	VALUE PROPOSITION The specific benefit you deliver to a specific customer.
	KEY RESOURCES People, tools, data, money, IP you must have.	One sentence: "We help [who] do [what] by [how]."
COST STRUCTURE Fixed costs, variable costs, biggest cost categories. What does it cost to acquire one customer?	CUSTOMER RELATIONSHIPS How do you acquire, keep, and grow customers?	
	CHANNELS How does the value reach the customer?	
REVENUE STREAMS Where does money come from? Pricing, payment cadence, average revenue per customer.	CUSTOMER SEGMENTS Who specifically has the problem you solve?	

A printable version of this grid is available in the digital companion download bundle.

2. Hypothesis Test Log

For each hypothesis you test during the project, fill out one row. The log is what you'll cite during FRQ 1 (Business Canvas Project Exam-Day Validation).

#	Hypothesis (specific, falsifiable)	What I tested (interview / survey / experiment)	What I expected	What actually happened	Decision (kept / changed / killed)
1	Example: “Parents of high-school athletes will pay \$30 for a 60-min injury-prevention class.”	Phone-interviewed 12 parents at a local club; asked price-tolerance questions and ran a fake landing page with a \$30 sign-up button.	At least 5 of 12 willing at \$30.	2 of 12 willing at \$30; 7 of 12 willing at \$15.	Changed the canvas: pricing block moved to \$15 / class with a \$99 / 8-class package.
2					
3					
4					
5					

3. Sample Completed Canvas — “BrightPath Tutoring”

A worked example of the kind of specificity the AP exam rewards. This is **not** the only correct way to fill a canvas; it is one well-evidenced version that demonstrates the rigor expected.

Block	Entry	Evidence behind the entry
Customer Segments	Parents of 9th–11th graders in two ZIP codes whose students score below grade level on a recent diagnostic.	School-district scorecard data; 14 parent interviews.
Value Proposition	“We raise your child’s diagnostic-test score by one full grade level in 12 weeks, or your last month is free.”	Outcome guarantee tested in a small pilot of 6 students; 5 of 6 hit the bar.

Block	Entry	Evidence behind the entry
Channels	School-counselor referrals; parent Facebook groups in the two ZIP codes; flyers at two community centers.	Channel cost-test: counselor referrals had a \$4 customer-acquisition cost; Facebook ads \$32; flyers \$61.
Customer Relationships	Weekly progress text to parent; one in-person review every 4 weeks.	Drop-out rate fell from 28% to 6% after the weekly text was added.
Revenue Streams	\$50 per session, billed monthly, 4 sessions a month per student.	Price test: 9 of 12 parents accepted \$50/session; 11 of 12 accepted \$40. Chose \$50 because the outcome guarantee justifies it.
Key Resources	4 part-time tutors (math + English); diagnostic-test platform license; small classroom rental.	Tutor pipeline confirmed; platform license \$89/mo; classroom rental \$300/mo.
Key Activities	Tutor training; diagnostic-testing every 4 weeks; parent communication.	Each activity has a written SOP.
Key Partners	One school counselor at School X (referrals); diagnostic-test platform vendor.	Verbal partnership confirmed; vendor pricing locked.
Cost Structure	Fixed: \$389/mo (rental + license). Variable: \$30/session (tutor pay). Customer-acquisition cost: \$4–\$32 by channel.	From the channel cost-test rows above.

Viability check. Average student takes 4 sessions/month at \$50 = \$200/month revenue per student. Variable cost per student = $\$30 \times 4 = \120 . Contribution margin per student = \$80/month. To cover \$389 fixed cost requires ~5 students. The pilot already had 6. Viable at this scale; need to test whether the model survives at 25 students (would each tutor's hours scale linearly?).

4. Common Mistakes Checklist (use before submitting your canvas)

- ☐ Customer Segments names a **specific** group (not “everyone” or “all parents”).
- ☐ Value Proposition can be stated in one sentence and includes the customer + benefit + how.
- ☐ Channels lists at least one tested customer-acquisition path with a known cost-per-customer.
- ☐ Revenue Streams has a number, not a placeholder.
- ☐ Cost Structure separates fixed from variable.
- ☐ Every block has at least one piece of **evidence** (interview count, test result, pricing experiment) — not just an assumption.
- ☐ Hypothesis Test Log has at least 3 hypotheses with results (kept / changed / killed).
- ☐ You can name one **viability challenge** and how you'd respond if it became real.
- ☐ You can connect at least one block to **desirability**, **feasibility**, or **viability** by name.