

[Your Name]
[Your Title]
[Your Company/Organization]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]
[Date]
[Recipient's Name]
[Recipient's Title]
[Recipient's Company/Organization]
[Recipient's Address]
[City, State, Zip Code]
Dear [Recipient's Name],
Subject: BMC Approval Request for [Project Name]
I am writing to formally request approval for the BMC (Business Model Canvas) related to [briefly describe project/initiative]. This project aims to [state purpose/benefit of project].
Overview of the Project:
- **Project Name:** [Project Name]
- **Objectives:** [Outline the goals of the project]
- **Target Audience:** [Describe your audience]
- **Expected Outcomes:** [List anticipated results]
BMC Components:
1. **Key Partners:** [List key partners involved]
2. **Key Activities:** [Outline major activities]
3. **Value Propositions:** [Explain the value to customers]
4. **Customer Relationships:** [Describe customer engagement]
5. **Channels:** [List communication and distribution channels]
6. **Customer Segments:** [Identify the targeted customer segments]
7. **Cost Structure:** [Provide an overview of costs]
8. **Revenue Streams:** [Explain how revenue will be generated]
I believe that this project aligns well with our strategic objectives and values. Your approval will enable us to move forward with the next steps, ensuring we capitalize on this opportunity.
Please find the attached documentation for additional details regarding the BMC. I am looking forward to your positive response.
Thank you for considering this request.
Sincerely,
[Your Signature (if sending a hard copy)]
[Your Printed Name]
[Your Title]
[Your Company/Organization]