

ABSTRACT

Business Model Canvas (BMC) describes the condition of a company's business model with nine elements of a business model that can be understood easily. This research was conducted at Pentesting Indonesia, which is a cyber security service provider company. The customer segment of Pentesting Indonesia is a large enterprise with a high security system. Methods used in this study are environmental analysis, SWOT analysis, and the value proposition canvas. The first step in the study is to chart the existing business model that shows the customer segment, customer relationships, value proposition, channels, revenue streams, key resources, key activities, key partnerships, and cost structure. The mapped existing business model will be analyzed using external environment analysis and SWOT analysis and strategy. The evaluation of a business model can be carried out to create new values according to the customer's needs. Determining the needs of consumers is done by creating a value proposition canvas that contains the customer profile and value map. The results of the value proposition canvas will create new products or services with values that fit the needs of consumers. The new strategies or values obtained will then be applied to the proposed Pentesting Indonesia business model.

Keywords: Business Model Canvas, Business Model Environment, Value Proposition, SWOT, Business Model, Cyber Security