Company: Business Canvas - Budapest, Hungary
Company Description: Business Canvas is a digital business development firm that allows SMEs to expand with structure. The founder created the Behavioral Strategy System — a psychology-based, AI-powered framework that transforms how businesses define their target audience, offer, marketing, and sales strategies through behavioral economics logic and smart automation.
Nomination Category: Product & Service Categories - Business Technology Solutions
Nomination Sub Category: Other
Nomination Title: Behavioral Strategy System

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

     Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

     Written answers to the questions

3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

     The Behavioral Strategy System was launched in March 2023 and has continuously been improved.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

     Total 237 words used.

     The Behavioral Strategy System is a fully automated business development solution designed for small and mid-sized businesses. It generates customized strategies across four essential pillars — Targeting, Offer, Marketing, and Sales — using behavioral economics, structured prompts, and AI logic.

     At its core is the Audience Behavior Canvas - ABC-, a behavioral matrix that maps how audiences think, decide, and act. This model goes beyond demographics to define mindset, emotional drivers, and decision patterns. It classifies business or consumer audiences into 8+8 real-world behavioral categories and matches them to strategic elements that reflect their needs.

     Users complete a short but strategically crafted questionnaire -via Typeform-. Their answers feed into a system powered by Google Sheets, Google Apps Script, OpenAI, and Google Docs, generating over 60 pages of execution-ready content: from ideal customer profiling and value trigger frameworks to messaging tactics and conversion strategies.

     Unlike traditional consulting or static templates, BSS adapts to each business's behavioral profile. It is not SaaS, and it is not a form-fill output — it's a structured, repeatable system built on psychology, automation, and strategic methodology.

     Key benefits:

     - Instantly generated strategic content personalized to the business
     - Clear structure for business owners who struggle with positioning
     - Deep behavioral alignment that improves market fit and messaging
     - High scalability and replicability for consultants or innovation hubs

     The BSS offers a real-time strategy solution, turning behavioral logic into immediate, actionable insights that small businesses can implement confidently.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

     Total 200 words used.

     Since its release in March 2023, the Behavioral Strategy System has been applied to 13 companies across 10 countries, from early-stage startups to established service providers. It is also in active use within the EU's Digital Innovation Hub -EDIH- framework, helping small businesses define and execute their strategies through behavior-based logic.

     Outcomes reported:

     - 100% of users said the system clarified their audience and positioning
     - 84% saw improved revenue or higher client quality
     - 77% reported better conversions or engagement
     - 69% refined their unique value proposition
     - 61% identified new target markets

     Industries served include IT development, tourism, hospitality, real estate, coaching, and platform-based startups.

     One featured case, MyLokalli, used the BSS to define its Idealist audience, translate audience behavior into product features, and craft messaging that triggered emotional value — which directly supported its pitch and contributed to a seed investment.

     Clients consistently emphasize the system's clarity, structure, and professional output. One client stated:
     "We didn't just follow the recommendations — we built our USP on it. It's not just strategy. It's business psychology made actionable."

     The system operates fully online and delivers tangible results within minutes. It replaces fragmented consulting or trial-and-error marketing with strategic clarity rooted in behavioral science.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

     Total 100 words used.

     Supporting documents attached include:

     - A detailed PDF submission showing system structure, methodology, use cases, and visual screenshots.
     - A 1-page visual infographic outlining the Audience Behavior Canvas and its application across strategy modules.
     - A live demo Typeform link where judges can try the system and receive a real Targeting Strategy output in minutes. Here is the link to try: https://d2fwj91iviz.typeform.com/to/AuoINoyS

     These materials offer direct insight into the system's logic, automation pipeline, and results — demonstrating that this is a working tool, not just a concept.
     They also include client quotes and strategic output pages from real use cases.

Attachments/Videos/Links:

Behavioral Strategy System

[REDACTED FOR PUBLICATION]