



About this tool The Revenue Model Flowchart lets you discover and identify specific revenue models suitable for your B2B idea.

1. Go through the flowchart, answering the questions, and stick a post-it on every relevant revenue model. You should end up with multiple post-its. Don't be too strict now!

2. Then take the revenue model cards to turn theory into practice with two concrete examples. 3. Then translate it to your business.