Find new revenue models for your idea

Start here!

Answer quick! What comes to mind first is the right answer. Here we go: Will the majority of users pay for your product?

Yes!

Will users have to give their personal details in order to use your product/service?

Of course! How can I let them pay otherwise?

No!

Do you want more than one contact moment with your user?

Not necessary!

Do you think your users could feel uncomfortable if all their friends know that they use your product/service ?

Obviously...

3. Privacy/ Anonymity

Not relevant for my product!

High chance that you'll find more reasons for users to pay!

Does your product/service remember previous use of a user? (eg. memory card)

They would be devastated if their user data was lost!

Dropbox

2. Loss/Aversion

Not relevant!

High chance that you'll find more reasons for users to pay!

Yes, that would be useful!

Can the user receive a higher status by using the product?

Absolutely!

Would the status only be relevant amongst the user base of your product?

That's how it works!

Windows 8 Pro

1. Vanity/ Reputation

No! Amongst everyone!

Would users value the possibility to share the product with their peers?

Yes, they would love it!

ASW

6. Helping peers/ Gifts

No, it would lower the value!

VERTU

7. Exclusivity/ Limited Availability

Nope!

Did you develop a feature/product significantly more convenient than the best alternative users have?

Hell yeah!

shyp

5. Convenience/ Shortcuts

No...

What about offering 'a box' without telling what's inside?

Not knowing what's coming is always kind of exciting!

BIRCHBOX

4. Mystery/Surprises

Sounds like gambling! F*ck off!

No!

Do you want to offer a product/service to people that can't afford it?

Exactly!

Do your users have non monetary resources the company (or other users) normally would have to pay for?

Not at all, they already use everything they have!

One Laptop Per Child

13. Get one - Give one

Charity? No thanks!

In fact, yes!

HomeExchange.com

10. Barter

Seriously? We are not living in the Middle Ages anymore!

Hmmm... Making money on your product seems to be a tough one. **Get out of your comfort zone! It's innovate or die.**

Close... but yet so far...

#Awesome! You have some options that your users might be willing to pay for.

Do you want the user to own the product once they pay?

Yes!

Will the user have the exclusive right to use this product?

Sounds like a hassle.

Do you want users to pay every time they use your product/service?

Nope!

Yes!

blendle

22. Pay-per-use

Adobe Creative Cloud

20. Subscription (time related)

LeaseJeans

21. Leasing

Do you have fluctuating supply and demand?

Yes!

QATAR AIRWAYS

23. Dynamic pricing

19. Flat rate (one-time-fee)

Do you see the option to sell something extra to part of your customer base?

Audi

26. Up-selling

Would you like proof of interest from your users before you launch?

Damn right about that!

25. Pre-sales

We will launch anyway!

Grow up, pre-sales are only the start...

Do you think the user might have trouble paying the entire product at once?

Yes!

Can one product be shared amongst different users?

Yes!

ELITE DESTINATION HOMES

24. Fractional Ownership

Nope!

No!

Could you introduce physical consumables to be used together with the product?

No, but we do have a recurring cost in mind!

No!

Good idea!

NESPRESSO

27. Razor-blade

Do you believe other companies would have interest in targeting your user base?

Check!

metro

14. Advertising

Not really...

Do you bring 2 parties in contact with each other?

We do!

Jobr

17. Matchmaking platform

Do you generate user-data relevant for others?

User data is one of our biggest assets!

patientslikeme

16. Data Resell

No!

Are there any complementary services/products to your offer that your users expect?

Yes!

Do you want to have an integrated solution that seems to be your own offering?

Yes, Integrated Solution

Suggest a trusted partner is fine!

My product is all they need!

Does your product need a critical amount of users to show its value?

Definitely!

Is it your goal to have direct revenue from this product/service?

Of course!

Our customers could give us something else.

8. Non monetary

Nope, no critical mass needed!

Is the variable cost per extra user non-existent or negligible?

That's why we make software!

The Humble Bundle

12. Pay-what-you-want

We do have some extra costs...

Can you think of features that only part of your user base would pay for?

You won't regret this!

Didn't I say I don't want them to pay?

Yes!

Spotify

11. Freemium

Your journey requires a teleportation! Find the exit...

A plan B would be nice.

Afraid that you won't receive enough donations?

WIKIPEDIA The Free Encyclopedia

9.Tip jar/donation

Ever played Monopoly? Go back to start!

Hell yeah!

Hint >You might find gold at the other side of this tunnel!

Do you dream of making even more money with this idea?

FindGift

15. Affiliate/ Referral

airbnb

18. Marketplace

Remember: You can only walk this road once!

Harder, better, faster, stronger!

You can probably make even more money on this! Just give it a try!

Cool! You just teleported yourself here!

What about these colours?

Free! For the user.	Value Proposition
Third party pays the bills	Pricing tactic

Board of Innovation

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