

worksheet

Revenue Model

Define your initial revenue model assumptions – *see reverse*

What are the top 3 revenue drivers?

1.

2.

3.

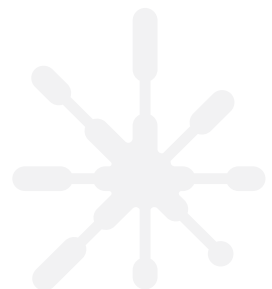
What are the top 3 cost drivers?

1.

2.

3.

How will they likely change (grow) over time?



How will you make money? (Revenue Models)

Unit Sales	Sell a product or service to customers (wholesale, retail, or direct)
Advertising Fees	Sell opportunities to distribute messages (viewers, readers, listeners, or others)
Franchise Fees	Sell and support a replicable business for others to invest in, grow, and manage
Utility Fees	Sell goods and services on a per-use basis
Subscription Fees	Charge a fixed price for providing access to your goods or services
Transaction Fees	Charge a fee for referring, enabling or executing a transaction
License Fees	Sell the rights (exclusive or non-exclusive) to use patent- or copyright-protected IP

How much will you make?

Unit Sales	Price per Unit \times Units Sold
Advertising Fees	Price Per View (or Click; or Action) \times Number of Views (Clicks; Actions)
Franchise Fees	Fee per Franchise (Fixed or % of Sales) \times Number of Franchises
Utility Fees	Price per Unit \times Number of Units Consumed
Subscription Fees	Price per Service (or Length of Time) \times Number of Services (Length of Time) Sold
Transaction Fees	Fee per Transaction \times Number of Transactions
License Fees	Licensing fee (Fixed or % of Sales) \times Number of Licenses

How much will it cost?

Unit Sales	Development Cost + Cost Per Unit Sold + Cost of Operations
Advertising Fees	Development Cost + Cost of Operations
Franchise Fees	Development Cost + Cost of Operations
Utility Fees	Development Cost + Cost Per Unit Sold + Cost of Operations
Subscription Fees	Development Cost + Cost Per Unit Sold + Cost of Operations
Transaction Fees	Development Cost + Cost of Operations
License Fees	Development Cost + Cost of Operations

