



Y3.01

BUSINESS CONCEPT
/Revenue Model**DECISION SHEET**

v2.2.5

Job to be done

Normally, we can choose between different revenue models to have several sources of income from our business idea.

By looking at different revenue models, we can find inspiration to make more sales.

How to do it

Start by going through the list of revenue models and figure out which ones could be useful in your business.

Continue by finding new, creative ways in which a revenue model could be used in your industry.

Finish by considering the amount of money that could be made using new or better sources of income.

Next step

- Make investment calculations to further explore if new revenue models can make money.
- Decide which of the possible business models you will use.
- Create product sheet or write sales letter to help launch new revenue models.

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**Revenue Model Mix**
Find different sources of income and combine them

CATEGORY	REVENUE MODEL	USEFUL?			HOW COULD THIS REVENUE MODEL POSSIBLY BE USED?	POTENTIAL YEARLY SALES FROM THIS SOURCE
		Yes	No	Maybe		
Manufacturing revenue models	Manufacturing					
	Contract manufacturing					
	License manufacturing					
	Outsourcing					
	Royalty					
Trade revenue models	Wholesale					
	Regional Agent					
	Retail					
	Consignment					
	Subscriptions					
Service revenue models	Handling fee					
	Sale of hours					
	Sale of services					
	Sale of events					
	License/Member fees					
Online revenue models						
	Advertising sales					
	Affiliate marketing					
	Online shop					
	Lead generation					
Financial revenue models	Freemium					
	Fundraising					
	Franchising					
	Insurance sales					
	Financing business					
	Leasing					
	Investments					

Date:

Name:

Company: