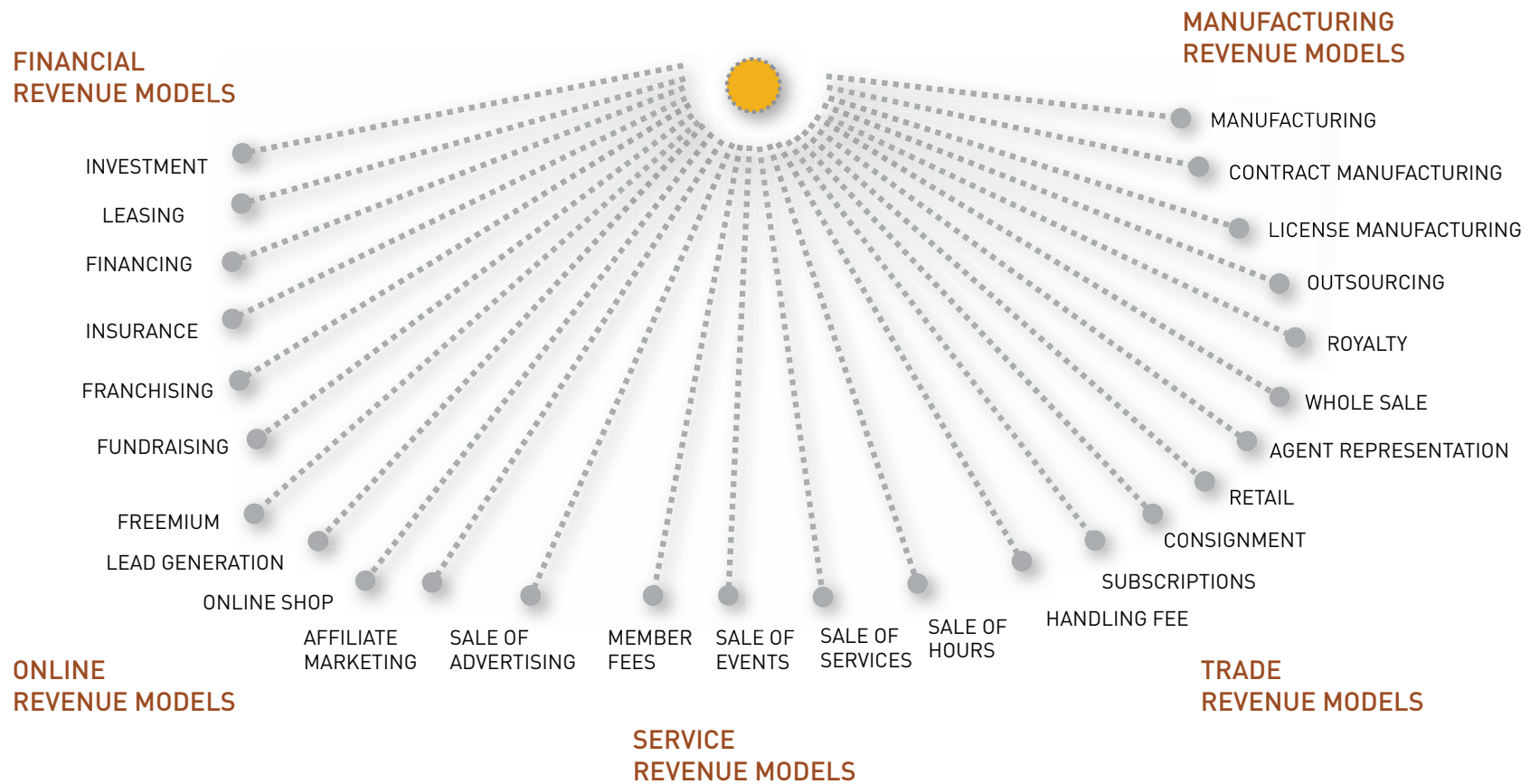




## 26 Revenue Models

Various sources of income to choose and combine



## About this Framework

The Framework “26 Revenue Models” shows 26 different ways of making money by using different types of income sources.

The models range from financial to online models, to service revenue models, trade revenue models, and manufacturing revenue models.

A key point of this Framework is that companies often use more than just one revenue model. Often, the very best revenue model combines several models at the same time. Also, the model might help the company be creative and consider using other revenue models, rather than just the obvious ones.

## Topics for Discussion

- Which of the income sources do you use in your current revenue model?
- Can you get more from using other revenue models?
- Can you improve your business concept by using revenue models that are not traditionally used in your industry?
- How can you incorporate new revenue models into your price lists?

## Decisions for the Agenda

### 1. Test of New Revenue Models

Decision on how to test the potential of additional revenue models.

### 2. Product Innovation

Decision on how new income sources could be created through product innovation.

### 3. Distribution Channels

Decision on prioritization of alternative distribution channels or distribution partners.

### Related Decision Sheets

- Revenue Model Mix - Y3.01

### Related Articles

- “26 Sources of Income”