

**Exploring
different
revenue models
to capture more
value**



The classic



The subscription



The product as a service



The free



The freemium



The low touch



The razor and blades



The crowd sourcing



The bundle



The pay-as-you-go



The aggregator



The auction-based



The community-based



The desintermediated



The decentralized production



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Ask yourself the right questions to innovate in your revenue model

What value are you creating for the different stakeholders?

How could you make access to your solution easier for your target?

How could you align your incentive with the value you are creating?

Could you apply a revenue model that is working in another industry?

- **Test and learn to assess which revenue model is right for you:**
 - Benchmark the revenue models of 3 enterprises that offer similar products or services
 - Create a landing page and run a digital communication campaign over a few days, then measure subscriptions or pre-orders