



Bonus Section - Monetisation Strategies



What's the Revenue Model?

There are 3 basic models, but your idea could use any combination of these.

Paid For

This is a tough category. Your offering must be high in perceived/actual value. This is most likely if you see an existing market for the product (ie, competitors exist).

If your product provides continuous value then consider a subscription model. Be careful though, consumers are starting to suffer 'subscription fatigue'.

A great example is Adobe vs Affinity. The former charge a subscription, the latter a one time price for editing software. Because of this Affinity has taken a good chunk of Adobes annoyed customer base (I'm one!).

Free / Ad Supported

A very viable business model but you need hundreds of thousands of users to make \$.

The other potential is to aim for an exit (be bought by another company). Exits require cashflow until the purchase which makes them a survival game. Ensure you have ongoing revenue or investor funds.

Free software can also turn to paid. Eg, if you discover that your offering increases in value (or if you underestimated its value at the start).

Freemium

Initially free but advanced features are a paid for upgrade.

This usually goes well with the ad supported model. Be warned though, people rarely pay to remove ads in apps so *don't make ad removal your primary revenue model*.

Freemium is great for capturing a large portion of a market then segmenting them down to whales (users who will pay a lot for upgrades).