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**REVENUE MODEL WORKSHEET**

Our Revenue Model Worksheet is designed to help you explore, evaluate, and innovate your revenue streams. Here's how to get started and unlock new growth opportunities!

1. **BUSINESS OVERVIEW**

**Business Name**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Industry**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Current Revenue Model**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*(e.g., product sales, subscription, licensing)*

**Target Market**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Current Challenges**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **REVENUE STREAMS EXPLORATION**

**Goal:** *Identify potential new revenue streams.*

|  |  |  |
| --- | --- | --- |
| **Revenue Stream** | **Description** | **Fit for Business? (Y/N)** |
| Product Sales | Selling physical or digital products directly to customers |  |
| Subscription-Based | Offering products/services via a recurring subscription fee |  |
| Licensing or Franchising | Licensing your intellectual property or franchising your business model |  |
| Advertising | Earning revenue through ads or sponsorships |  |
| Commission-Based | Charging a fee for facilitating transactions or sales |  |
| Freemium | Offering basic services for free, charging for premium features |  |
| Partner/Channel Revenue | Generating revenue through strategic partnerships |  |
| Value-Added Services | Providing additional paid services to complement your core offerings |  |
| Usage-Based | Charging customers based on how much they use the product or service |  |

1. **CUSTOMER SEGMENTS**

**Goal:** *Identify who is willing to pay for your product/services and how much.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Customer Segment** | **Revenue Potential** | **Willingness to Pay** **(Low, Medium, High)** | **Optimal Revenue Stream** |
| Primary Customers |  |  |  |
| Secondary Customers |  |  |  |
| Niche Markets |  |  |  |

1. **REVENUE DRIVERS**

**Goal:** *Identify factors that drive revenue for your business.*

1. What are the key products or services that generate the most revenue? (List them)

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1. Which product or service has the highest profit margin? Why?

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1. What customer behaviors or trends are increasing your revenue?

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1. Are there opportunities to bundle products/services to increase average transaction size?

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1. **COST STRUCTURE AND PRICING**

**Goal:** *Explore how to balance costs and pricing to maximize revenue.*

* 1. **Fixed Costs -**  What are your fixed costs (rent, salaries, etc.)? How do they impact your pricing?

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* 1. **Variable Costs -** How much does it cost to deliver each unit of your product or service?

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* 1. **Pricing Strategy -** How are your prices set? Could dynamic pricing or tiered pricing models work for you?

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1. **INNOVATION OPPORTUNITIES**

**Goal:** *Identify areas for innovation in your revenue model.*

1. Can you introduce a new revenue stream that complements your core offerings? (Y/N) Explain: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Could bundling products/services create additional value? (Y/N)

How: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Could you introduce a freemium model or upsell premium features? (Y/N)

Why: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Are there partnership opportunities that could open new revenue streams? (Y/N)

How: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **ACTION PLAN**

**Goal:** *Define specific actions to innovate and implement new revenue streams.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Item** | **Owner** | **Deadline** | **Success Measure** |
| Implement new subscription pricing |  |  | Increased recurring revenue by 10% |
| Develop strategic partnerships |  |  | At least 2 new partnerships by Q2 |
| Launch freemium product tier |  |  | 20% of free users convert to paid tier |

This **Revenue Model Worksheet** provides a structured approach for business owners to explore diverse revenue streams, assess their potential, and develop actionable strategies to optimize and innovate their revenue generation. The template is fully customizable—feel free to adapt, add, or modify sections to suit your specific needs.

1. **Top of Form**