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# FINANCIALS (introduction)



**INNOCENS ENTREPRENEURSHIP COURSE  
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# REVENUE STREAMS

- 1) ASSET SALE
- 2) USAGE FEE
- 3) SUBSCRIPTION FEE
- 4) LENDING/RENTING/LEASING
- 5) LICENSING
- 6) INTERMEDIATION
- 7) ADVERTISING



# Price mechanism

## Pricing Mechanisms

<b>Fixed "Menu" Pricing</b> Predefined prices are based on static variables		<b>Dynamic Pricing</b> Prices change based on market conditions	
<i>List price</i>	Fixed prices for individual products, services, or other Value Propositions	<i>Negotiation (bargaining)</i>	Price negotiated between two or more partners depending on negotiation power and/or negotiation skills
<i>Product feature dependent</i>	Price depends on the number or quality of Value Proposition features	<i>Yield management</i>	Price depends on inventory and time of purchase (normally used for perishable resources such as hotel rooms or airline seats)
<i>Customer segment dependent</i>	Price depends on the type and characteristic of a Customer Segment	<i>Real-time-market</i>	Price is established dynamically based on supply and demand
<i>Volume dependent</i>	Price as a function of the quantity purchased	<i>Auctions</i>	Price determined by outcome of competitive bidding

Keep it simple: First month free, then 30€/month.

## X-Selling

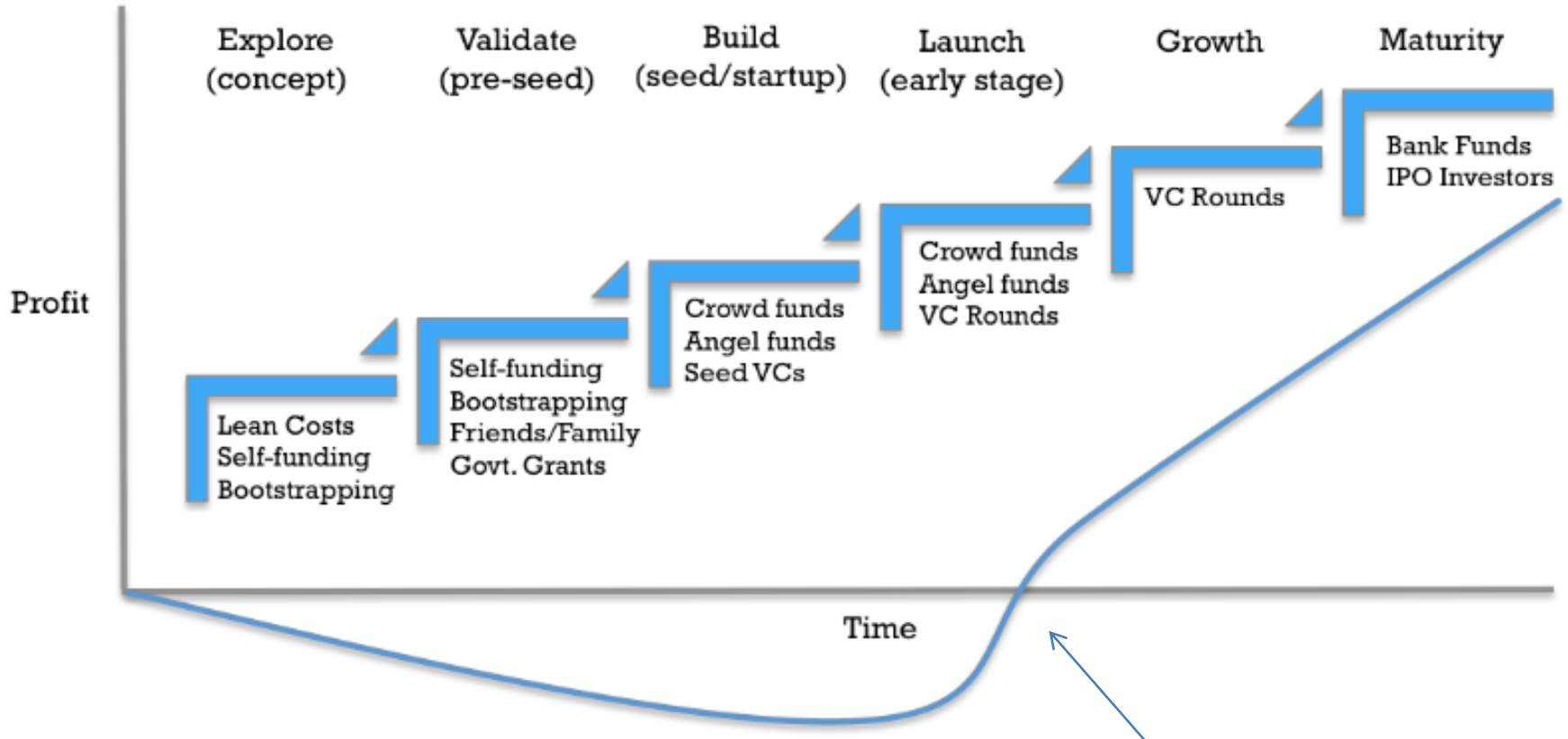
Sell products from partners.



## Up-Selling

1 month free if you subscribe for a year.

# FUNDING



BREAK-EVEN  
Time? Sales?

# COST STREAM

## 1) Fixed and Variable costs

- Fixed if they are the same despite the volumen of goods or services provided.
- Production, Sales and Financial.
- Economies of Scale and Scope.

## 2) Define main cost

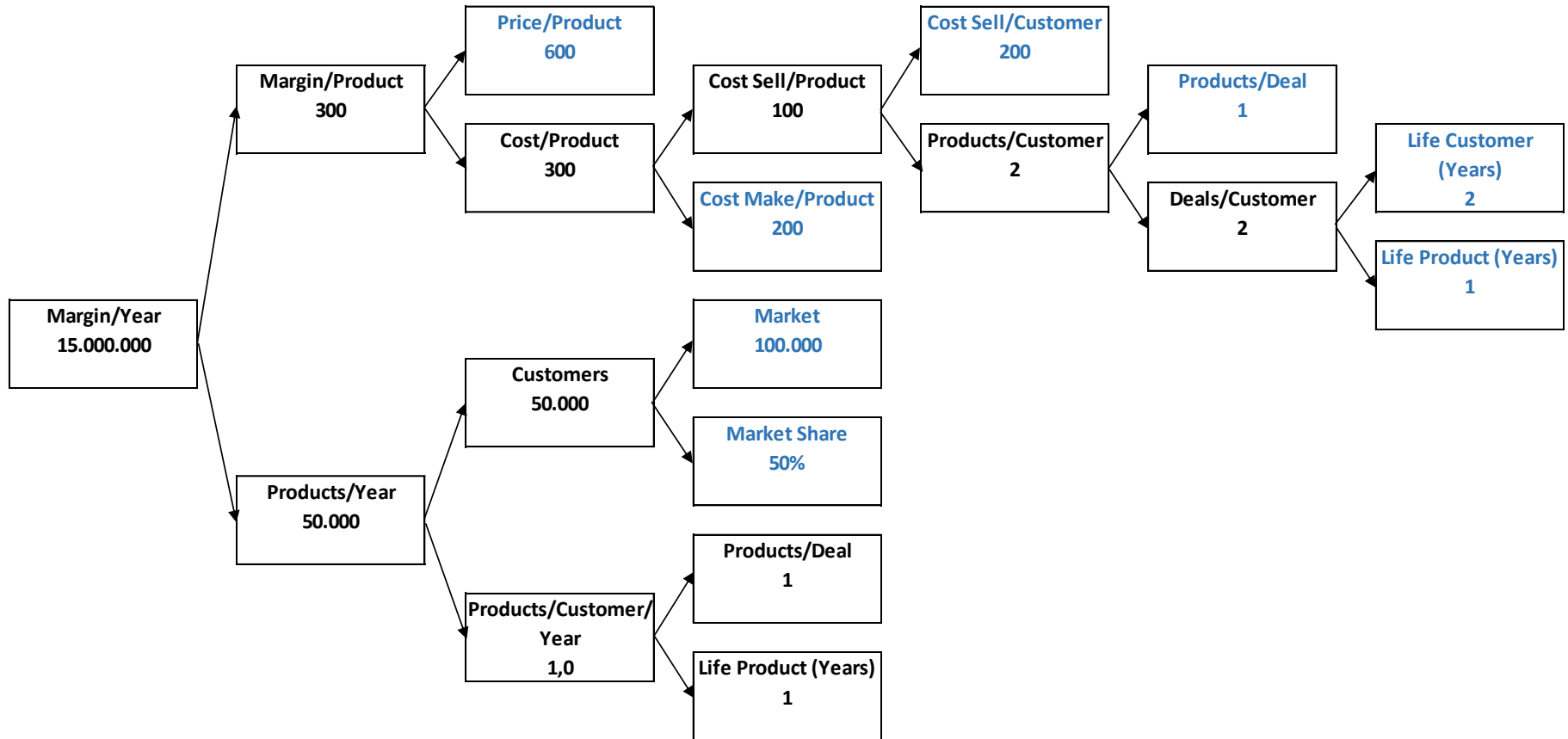
It is usually OPEX, especially salaries.



# Product

- You sell ownership of something
- Margin/Product, Products/Year

# Margin/Year Product





# Service

- You sell use of something or someone for a certain period: hour, day, month, year, etc.
- $\text{Margin/Customer/Year, \# Customers}$

# Margin/Year Service

