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| REVENUE MODEL | PROS | CONS |
| * PAID APP
 |

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| --- |
| * Quick Cash Flow
 |
| * Generate revenue from day 1
 |

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| * 30% commission
 |
| * Not easy to convince people
 |
| * App has to be unique and top quality
 |
| * Less than 10% are paid apps
 |

 |
| * FREE APP
 |

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| --- |
| * Attractive to users
 |
| * No barrier to entry
 |
| * Mores users = More money
 |

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| --- |
| * Ads might be considered intrusive
 |
| * Need really strong audience – volume and engagement
 |

 |
| * FREEMIUM
 |

|  |
| --- |
| * Attractive to users
 |
| * No barrier to entry
 |
| * No limit to upselling
 |
| * No app store commission for physical goods sold
 |

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| --- |
| * Finding the sweet spot takes experimenting
 |
| * App store commissions for value generated from app
 |

 |
| * SUBSCRIPTION
 |

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| * Steady cash flow
 |
| * Highest Customer Lifetime Value (LTV)
 |

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| * Services should be continuously updated to ensure users come back each month.
 |

 |
| * REVENUE SPLIT
 |

|  |
| --- |
| * Free for users to download and use
 |
| * No barrier to entry
 |
| * Successful model, high LTV
 |

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| * Takes time to build buyer and seller trust
 |
| * Risk around ensuring sellers deliver to buyers
 |
| * Airbnb horror stories
 |

 |
| * BUILD AND FLIP
 |

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| * Quick revenue
 |
| * No hassles after sale
 |

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| * No long term wins
 |
| * No big opportunities
 |

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REFERRAL

RETENTION

ACQUISITION

REVENUE

ACTIVATION