



Entrepreneurship 101

Session 14. Revenue Streams



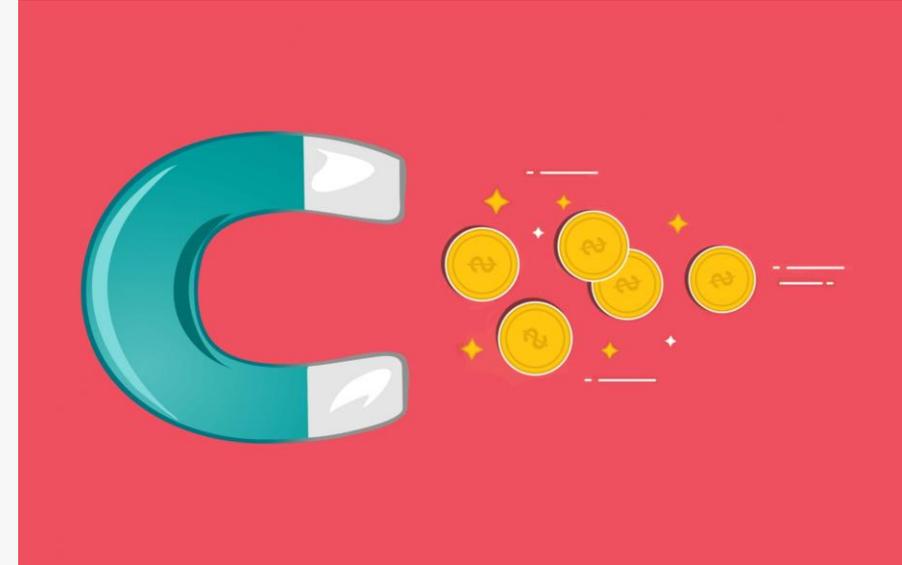
Learning Objectives of the Session

1. Identify different types of revenue streams.
2. Understand the mechanisms underlying pricing.
3. Define the revenue streams of your business.



What are Revenue Streams?

- Ways to generate cash for delivering value.
- The two types of revenue stream:
 - once-off payments at the point of sale.
 - recurrent payments for repeat services.
- A business may have multiple revenue streams.



Types of Revenue Streams

Asset Sale

- The most common type.
- Sale of a good/service to a customer.

Advertising

- Advertising a product, brand or service.
- Main revenue for news & social media.



Types of Revenue Streams

Brokerage Fees

- Generated by intermediaries to the delivery of a service.
- For example, insurance brokers.

Lending, renting or leasing

- Temporary usage of and access to resources.
- For example, landlords who lease property.



Types of Revenue Streams

Licensing

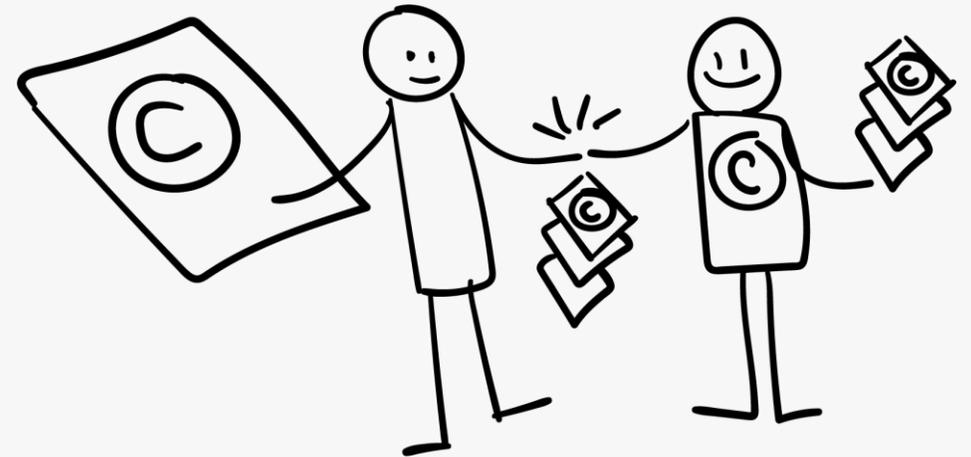
- A usage fee for intellectual property.
- Licensing of software for private/commercial use.

Subscription fee

- Continuous access to and usage of service e.g., gym.

Usage fee

- Frequency of service usage e.g., utility bills.



Fixed Pricing



List Price



Customer Segment
Dependent

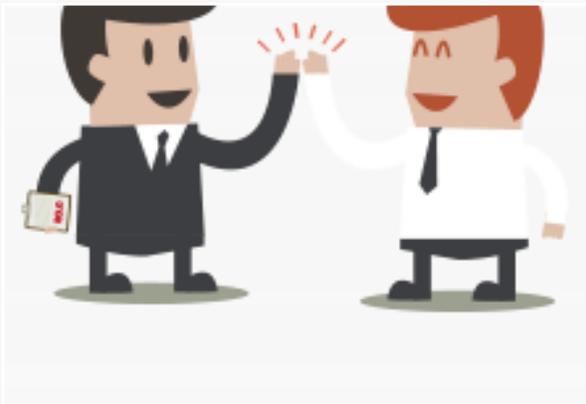


Product Feature
Dependent



Volume
Dependent

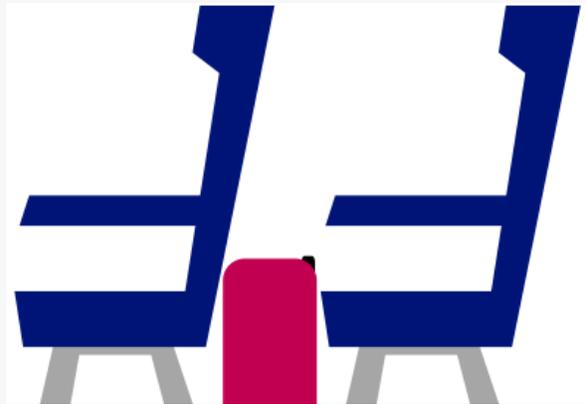
Dynamic Pricing



Negotiating or Bargaining



Real-time market



Yield management



Auctioning

Business Model Canvas – Revenue Streams

