Revenue model flowchart B2B

Start here!
Answer the questions from the perspective of a B2B startup selling to YOUR business.

Answer quickly!
What comes to mind first is the right answer. Here we go:
Will the majority of your clients pay for your offering?

Cool! You just teleported yourself here!

Yes!   No!

11. Loss/ Aversion
ROLLS ROYCE

They would be devastated if their user data was lost!

Does your offering remember previous use of a client? (eg. database)

Yes!

Will clients have to give their (company) data in order to use your product/service?

Do you believe other companies would have interest in targeting your user base?

5. Advertising
easyJet

Hell yeah!
You might find gold at the other side of this tunnel

16. Certainty (~ lower risk)
BLAZER

Riskless!

Will your business client be less vulnerable to unexpected situations?

Does the value of your product decrease if more competing companies have access to it?

Yes!

10. Negative WCR
AB InBev

Can you make your clients pay before you deliver them your product/service?

Do you dream of making even more money with this idea?

Nope!

High chance that you'll find more reasons for companies to pay

Will the customer of your business client be in touch with your solution?

12. Exclusivity/ Limited availability
Booking.com

Sadly, no.

7. Data selling
patientslikeme

8. Matchmaking
Alibaba.com

Do you bring 2 parties in contact with each other?

17. Flexibility (~ lower fixed cost)
FLOW SPACE

Yes!

Does your offering lower the needs for investments compared to the current solution? (eg. assets or people)

Do you generate user-data relevant for others?

6. Affiliate/ Referral
BOSCH

User data is one of our biggest assets!

13. Acquisition convenience
LAFARGE

Will the customer of your business client be in touch with your solution?

We'll suggest a trusted partner

21. Transparency
everledger

Yes!

Does the internal relationship between your client and its employees improve?

Nope!

Are there any complementary services/products to your offer that your users expect?

Would you ever offer these complementary products/ services in your ecosystem?

Yes, integrated solution

9. Marketplace
SHARE & CHARGE

Sharing is caring

18. Vanity/ Reputation
SXSW

Does the product/service improve the image of your business clients towards their customer segment(s)?

My offer is all they need!

1. Partnership
Casper

Could you have indirect revenue from this product /service?

5. Pay-what-you-want
xend pay

In relative terms, yes!

2. Freemium
slack

19. OPEX Saving
AKT

A real time-saver!

Is your product/service lowering the operational costs at your clients' company? (eg. work hours)

Will your product be more convenient to our clients' customers than current solutions offered?

Is the variable cost per extra user nonexistent or negligible?

Can you think of features that only part of your user base would pay for?

Yes!

Harder, better, faster, stronger!
~
Let's check if you can make even more money with your idea

Something's off...

14. Client (of clients) satisfaction
JOY GLOBAL

4. Setting the standard
Constellation

Would giving this product/ technology for free mean many new business opportunities?

Onwards and upwards!

20. Circular economy
CAT Reman

Yes!

Can you reuse or salvage materials or waste in any way?

Think about who else might benefit!

Something's off...

Hmmm... Making money on your product seems to be a tough one. Get out of your comfort zone! It's innovate or die.

27. Pre-sales
Axonom Inc.

30. Co-investment
MPA SINGAPORE

15. Employee satisfaction
intuo

I think so

Does your product improve the working conditions at your business client?

Do you already have at least 1 value proposition' suggestion?

#Awesome! You have some options that your clients are willing to pay for.

Do you want your client to be able to enjoy the product/ service forever once they pay?

Yes!

Would you like proof of interest from your users before you launch?

Yes!

We will launch anyways!

25. Pay-per-use
Atlas Copco

They can do what they are trained for again!

Are employees working at your business client able to focus more on what they like to do?

Do you already have at least 1 value proposition' suggestion?

Yes!

Do you want users to pay every time they use your product/service?

Yes!

Do you or your client have trouble paying the entire development /offering yourself?

Yes!

Can future profit be shared amongst different players?

29. Razor-blade
INTUITIVE SURGICAL

26. Dynamic pricing
MAERSK LINE

Adapt that price!

Sounds like a hassle.

23. Subscription (time related)
PHILIPS Lumify

Adapt that price!

Nope!

Will your client have the exclusive right to use this product for at least a year?

No, but we have recurring cost in mind

Do you or your client have trouble paying the entire development /offering yourself?

Good idea!

Does your product/service have a positive impact on the customer of your customer?

24. Leasing
TAKE 5

22. Flat rate
stripe

Can you sell something extra to the big spenders in your customer base?

Yes, extra features!

28. Up-selling
BASF The Chemical Company

PS: you can stop your journey once you reach a question that you answered already

Your journey requires a teleportation! Find the exit...

Value proposition
Pricing tactics
Free for the user
Third party pays the bills