### Revenue Streams

<table>
<thead>
<tr>
<th>Type</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asset sale</td>
<td>Sell physical assets, depreciate, or lease them</td>
</tr>
<tr>
<td>Usage fee</td>
<td>Offer access to products or services on a per-use basis</td>
</tr>
<tr>
<td>Subscription fees</td>
<td>Charge a fixed amount for access to a service or product</td>
</tr>
<tr>
<td>Lending/Renting/Leasing</td>
<td>Offer products or services on a loan, lease, or rental basis</td>
</tr>
<tr>
<td>Licensing</td>
<td>Charge for the right to use or distribute a product or service</td>
</tr>
<tr>
<td>Brokerage fees</td>
<td>Charge a commission for facilitating transactions</td>
</tr>
<tr>
<td>Advertising</td>
<td>Charge a fee for advertising services or media placements</td>
</tr>
</tbody>
</table>

**Fixed pricing**
- **List Price**
- Product feature dependent
- Customer segment dependent
- Volume dependent

**Dynamic pricing**
- **Negotiation (bargaining)**
- **Yield Management**
- **Real-time Market**

---

### Channels

1. **Awareness**
   - How do we raise awareness about our company's products and services?
2. **Evaluation**
   - How do we help customers evaluate our organization's Value Proposition?
3. **Purchase**
   - How do we allow customers to purchase specific products and services?
4. **Delivery**
   - How do we deliver a Value Proposition to customers?
5. **After sales**
   - How do we provide post-purchase customer support?

### Customer Relationships

- **Customer type**
  - How are customers categorized?
- **Customer churn**
  - How do we reduce customer churn?
- **Customer acquisition**
  - How do we acquire new customers?
- **Customer satisfaction**
  - How do we measure customer satisfaction?
- **Customer profitability**
  - How do we calculate customer profitability?