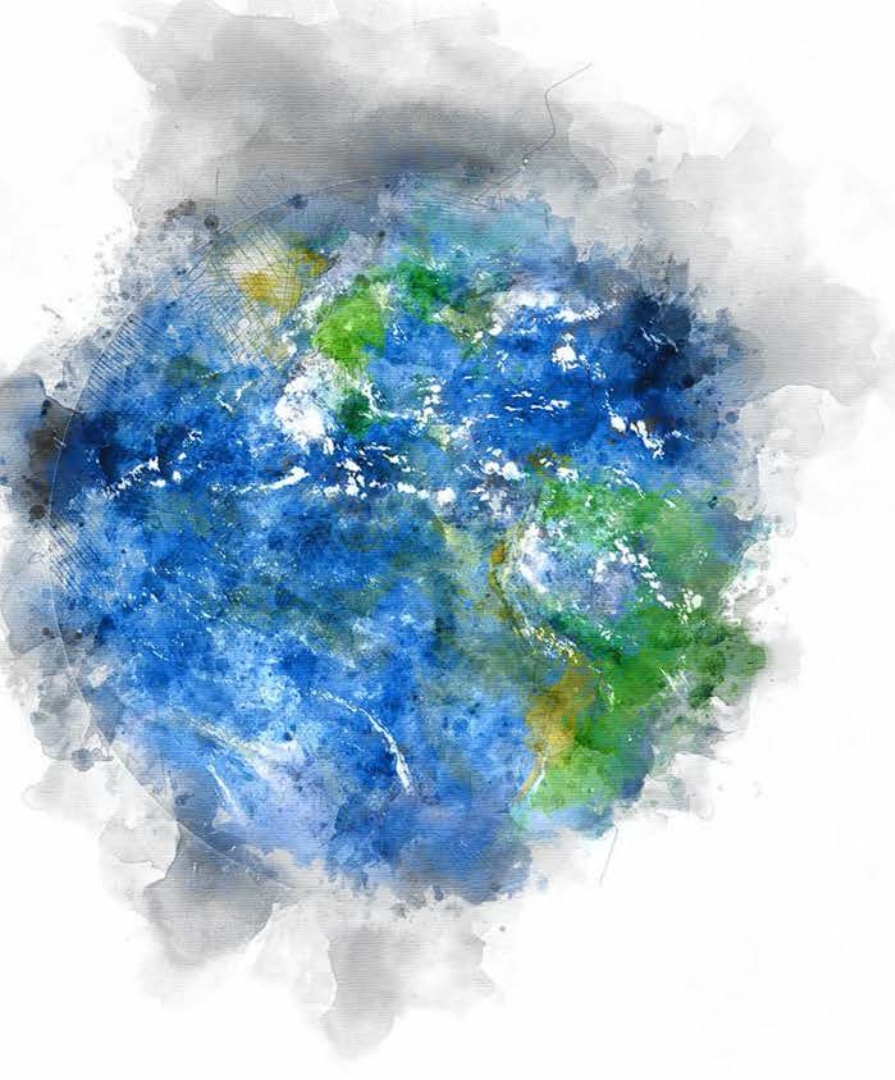

Business Models for Sustaining Software

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Should I charge a subscription?

Should I charge a subscription?

What about a one-time fee?

Should I charge a subscription?

What about a one-time fee?

How do I charge for support?

Should I charge a subscription?

How do I charge for support?

What about a one-time fee?

What about donations?

Should I charge a subscription?

How do I charge for support?

What about a one-time fee?

How much should I charge?

What about donations?

Should I charge a subscription?

How do I charge for support?

What about a one-time fee?

Should I charge by the transaction?

What about donations?

How much should I charge?

Should I charge a subscription?
How do I charge for support?
What about a one-time fee?
Should I charge by the transaction?
What about donations?
How much should I charge?

Build something that someone wants.

Build something that someone other than you wants.

Build something that someone other than you (or anyone else funded by it) wants.

Build something that someone other than you (or anyone else funded by it) wants because they derive value.

Build something that someone other than you (or anyone else funded by it) wants because they derive value that they can easily explain.

Build something that someone other than you (or anyone else funded by it) wants because they derive value that they can easily explain.

- *Note: “Someone” does not mean “Everyone”*

“So what is my business model?”

A prerequisite for a business model is that consumers must enjoy the value provided.

The enjoyment
of that value
might need to
be translated
to the person
who pays the
bills.

The best business models...

- Have a predictable cost for the payer
- Align with how the payer pays for similar services
- Seek payment that is in sync with how the payer receives their revenue

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Sell