



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?

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Should I charge by
the transaction?

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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.*



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➤ *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 image is a vertical split composition. The left side shows a young girl with dark hair, wearing a white t-shirt, playing in the rain. She has her hands raised to her face, and water droplets are visible around her. The background is a soft, out-of-focus bokeh of light. The right side shows a close-up of a woman with long dark hair, wearing a purple top, smiling broadly. The background is bright and out-of-focus. The text is overlaid in the center, spanning both images.

*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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CASE SOLVED



Sell