

Seven Winning Revenue Models and Choosing the Right One



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Everything you need to know
u10.me/pco

 280 Group	 AIM Institute	 Balsamiq
 Bayer	 Centene	 Crest Venture Law
 Enterprise Bank	 GoodData	 Lenovo
 Logi Analytics	 Market Driven Business	 Method
 Objex Design	 PDMA Carolina Chapter	 PDMA Minnesota Chapter
 Pendo	 Pragmatic Institute	 ProdPad
 Product Collective	 ProductHired	 Proficiency
 Seacord	 Schmersahl Treloar & Co.	 Sequent Learning
 St Louis Makers	 St Louis Product Management Group	 Texas McCombs MIRC
 Trig	 Under10 Consulting	 Ungerboeck
 UserVoice	 World Wide Technology Digital	

Ameeta Soni – President, Altek Consulting & Interim CMO, Technology & Digital Health Companies



- Founder, CXO, and consultant to startups
- Investor, Maroon Venture Partners Fund
- Board roles – HomeBinder, Ompractice, TOP the organic project, PlumChoice (past), MIT Enterprise Forum Cambridge (past chair)
- CMO/VP, Mkt at WorldAPP, DocASAP, PlatformQ Health, VFA, Assemble Systems, and ChannelWave
- MBA, University of Chicago

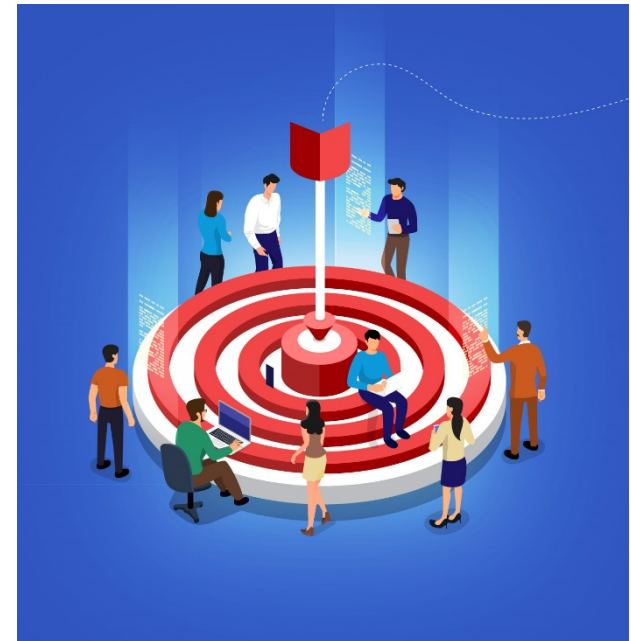
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Drive revenues and profits

- Business, product, and GTM strategies
- New products/markets
- Thought leadership
- Demand generation
- Business development
- Interim CMO/CRO

Business Models

- Product, target market, value proposition, competitive differentiators, GTM strategy, revenue models
- Levers: pricing and costs
- Scalable way to acquire customers
- Monetize customers at significantly higher level than cost of acquisition



Revenue Models

**How Will You Make
\$\$\$?**

Value Proposition

Price

How Customers Will Pay



Revenue Models

- Subscription
- Licensing
- Advertising
- Transactional
- Markup
- Affiliate
- Data sale



Increasingly Everything as a Service (XaaS)

Customers (more than Tech)

- Lower upfront costs
- Reduced support burden
- Better flexibility/scalability
- Enhanced customer experience

Vendors

- Recurring revenues
- OpEx vs. CapEx
- Shorter sales cycle
- Higher LTV



Software as a Service (SaaS)



- Future SaaS driven by data
- Integrate BI/smart data for service-based solutions

Consumer Products as a Service



Care by Volvo

- Car + insurance + Maintenance + wear/tear
- No down payment
- No long-term commitment

Hardware as a Service

- Choose Device/service level
- Access to hardware
- Support, analytics, reporting
- Customers pay for value provided by Service

Lenovo



FLASH



Energy Efficiency and Wastewater Treatment as-a-Service



Cambrian

- No customer out-of-pocket costs
- Monitoring, maintenance, and upgrades
- Growing residual revenue stream

Licensing



Advertising



THE WALL STREET JOURNAL.

Charge advertisers based on ad space or number of clicks

Transactional (Marketplaces)

Etsy



EnergySage



cgtrader



- Multiple sellers sell their products to customers
- Marketplace is owned by administrator
- Fee for listing and per successful transaction



Markup



Ecommerce, retailers, wholesalers – buy, markup, and resell

Affiliate (eCommerce)



- Online merchant pays affiliate for ad/link to merchant site
- Advertisers pay commissions only for conversions

Monetizing Data

FOURSQUARE

Location data for retailers



Utility bill data for expanded
financial access



Which revenue model is right for you?

- Fit with:
 - Offering, buyers, buying process, price point
 - Target market pain point
- Value Proposition
- Competitive ecosystem



Experiment, refine, optimize

Resources

<https://www.piesync.com/blog/saas-guide-tools-and-trends/>

<https://www.coxblue.com/xaas-everything-as-a-service-model-and-the-benefits-to-small-business/>

<https://prisync.com/blog/e-commerce-business-models-choosing-the-right-one-for-b2b-marketplace/>

<https://www.ecommerce-nation.com/5-examples-affiliate-marketing/>



Seven Winning Revenue Models and Choosing the Right One



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