



NatWest

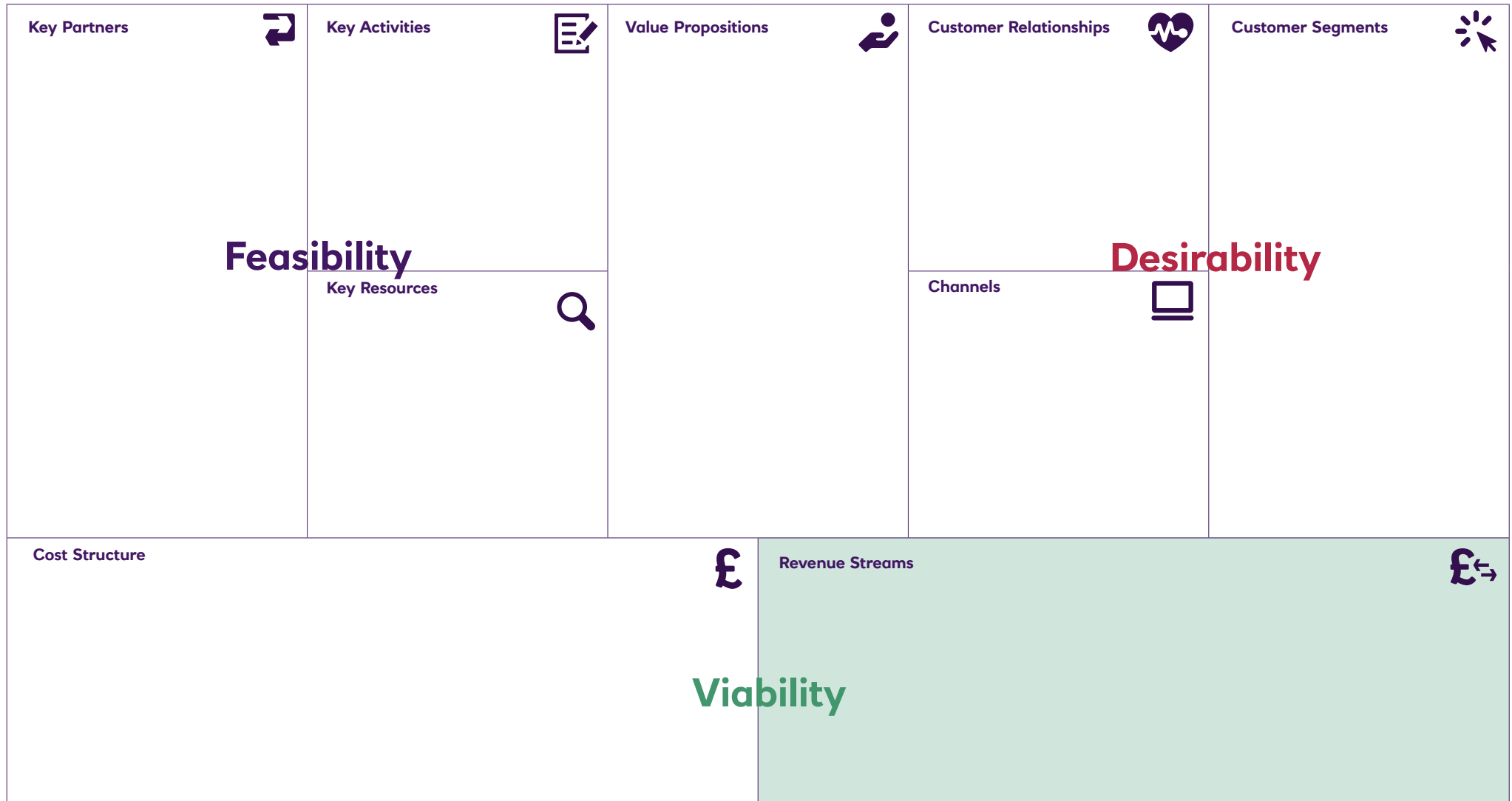
# NatWest Business Builder

## Revenue Streams



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# Revenue Streams



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# £↔ Revenue Models Examples

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Ad-Based Revenue Model

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Affiliate Revenue Model

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Transactional Revenue Model

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Subscription Revenue Model

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Web Sales

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Direct Sales

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Channel Sales (or Indirect Sales)

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Retail Sales

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Added Services Model

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Freemium Model



# Notes

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# Chapter 1 – Revenue Model

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Now take some time to reflect on your own revenue model. Ask yourself the following questions to understand the needs and behaviours of your customers and how this aligns with your current revenue model.

What value is each customer segment willing to pay for?

How much are your customers willing to pay?

What are they already paying for?

How do they do pay?

How do you think they would prefer to pay?

How does this align with your current revenue model and existing revenue streams?

What testing and validation have you done with your customers to understand if this is the best revenue model?



# Notes

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# Chapter 1 – Revenue Streams

Now over to you, take some time to think about and clearly define each revenue stream within your business, considering:

- From which customer segment is the revenue generated?
- How are they currently paying, and are they satisfied doing so?
- How much revenue do you generate from each revenue stream?
- Is each revenue stream transactional (one-off), recurring (repeating) or both?
- How much does each revenue stream contribute to overall revenues and profits?
- How much does a customer typically spend per transaction/throughout their time with you?
- How often does a customer purchase from you?

Revenue Stream	Who's the customer?	How do they pay?	How much?	How often?
1.				
2.				
3.				
4.				
5.				



# Notes

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# Chapter 3 - Actions

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Reflect on your pricing for each revenue stream identified in the previous chapter and write down three key actions that you are going to take to understand and validate your revenue model, revenue streams and pricing further.

1. Action One

**Complete by:**

2. Action Two

**Complete by:**

3. Action Three

**Complete by:**

## Well done, you have completed the Revenue Streams module!

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**THANK**  
**YOU**



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