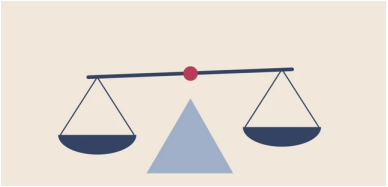
Revenue model comparison



We compare three charging models for one offer using customer and delivery assumptions.

Who it helps

Founders and managing directors

The problem to solve

Different charging models can change buying friction and delivery risk for the same offer.

Working through the brief

1. **Describe the offer and buyers**

   Gather the agreed inputs. Current offers, selling prices, buyer evidence and delivery constraints.

2. **Compare three charging models**

   Track “Charging model” and “Buyer assumption” together so the reviewer can connect the source information to the result.

3. **Flag the assumptions that matter**

   Use the comparison to see which assumptions need evidence before changing the commercial model.

4. **Check the scope at handover**

   Third-party data and work beyond the agreed business unit or market are separate.

Worked example

Compare subscription and project models using the same assumptions about customer demand and delivery capacity.

Read the service scope / STR-009

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