



BUSINESS MODEL



BUSINESS MODEL CHART

Who will exchange money?

B2B

Business to Businesses

B2C

Business to Consumer

C2C

Consumer to Consumer

B2G

Business to Government

How will you make money?

TRANSACTION-BASED

Charging a one-time sale or fee

SUBSCRIPTION/LICENSE

Charging for access to or usage of solution

DONATIONS/GRANTS

Funds that doesn't need to be repaid

ADVERTISING

Selling access to your customer base

CONTRACT

Selling your expertise or capacity to accomplish a project or outcome

How will you price?

FLAT PRICING

Standard, uniform sale price

DEPENDENT PRICING

Pricing based on time, distance, or other factors

TIERED PRICING

Pricing levels or packages

FREEMIUM PRICING

Free version with upgrade option(s)

ENTERPRISE PRICING

Unique pricing for large customers

BUSINESS MODEL CHART

**Who will exchange
money?**

B2B

Business to Businesses

B2C

Business to Consumer

C2C

Consumer to Consumer

B2G

Business to Government

List your business model(s) & examples:



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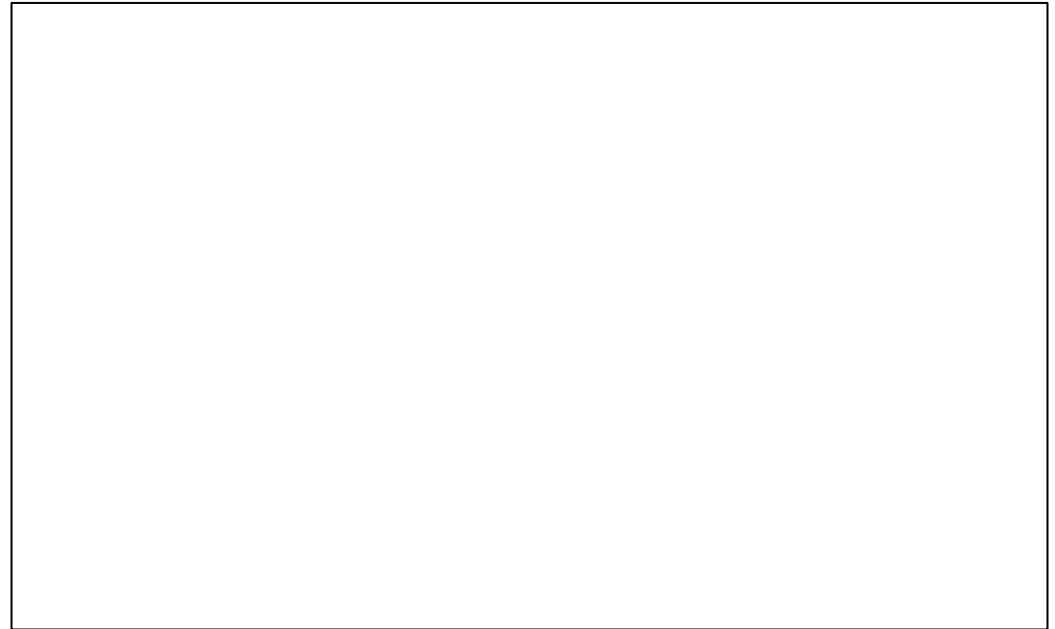
CONTRACT

Selling your expertise or capacity to accomplish a project or outcome

OTHER?

Is there a different revenue stream not listed?

List your revenue model(s) & examples:



SEED-SPOT

BUSINESS MODEL CHART

How will you price?

FLAT PRICING

Standard, uniform sale price

DEPENDENT PRICING

Pricing based on time, distance,
or other factors

TIERED PRICING

Pricing levels or packages

FREEMIUM PRICING

Free version with upgrade option(s)

ENTERPRISE PRICING

Unique pricing for large customers

OTHER?

Is there a different pricing structure
not listed?

List your pricing structure(s) & examples:



SEED-SPOT



PRICING HYPOTHESIS



PRICING HYPOTHESIS

How might these factors impact your price?

HINT: Consider any **added value** that customer might be willing to pay for, and any **added cost** your revenue will need to cover.

What's the Sales Process Like?	What Tailoring/ Customization is Needed?	What Ongoing Support is Needed?	What's the Lifetime Value of the Customer?
Light Touch (Low Acquisition Cost)	Standard / "Off the Shelf"	Client is Fully Autonomous	Low "Switching Cost", High Turnover
Medium Touch (Moderate Acq. Cost)	Lightly Customized	Lightly Supported by Booz Allen	Moderate "Switching Cost", Moderate Turnover
High Touch (High Acquisition Cost)	Heavily Customized	Heavily Supported by Booz Allen	High "Switching Cost", Low Turnover

SEED-SPOT

"Switching Cost" is the "pain"/inconvenience your customer would face to find a new solution.

PRICING HYPOTHESIS

How might these factors impact your price?

HINT: Consider any **added value** that customer might be willing to pay for, and any **added cost** your revenue will need to cover.

**What's the Sales
Process Like?**

Light Touch
(Low Acquisition Cost)

Medium Touch
(Moderate Acqu. Cost)

High Touch
(High Acquisition Cost)

Briefly explain your **anticipated sales process** (with steps):

PRICING HYPOTHESIS

How might these factors impact your price?

HINT: Consider any **added value** that customer might be willing to pay for, and any **added cost** your revenue will need to cover.

**What Tailoring/
Customization is Needed?**

Standard /
“Off the Shelf”

Lightly
Customized

Heavily
Customized

Briefly explain the **onboarding/customization process** (steps):

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PRICING HYPOTHESIS

How might these factors impact your price?

HINT: Consider any **added value** that customer might be willing to pay for, and any **added cost** your revenue will need to cover.

**What Ongoing
Support is Needed?**

Client is Fully
Autonomous

Lightly Supported
by Booz Allen

Heavily Supported
by Booz Allen

Briefly explain the **anticipated ongoing support** (with steps):

PRICING HYPOTHESIS

How might these factors impact your price?

HINT: Consider any **added value** that customer might be willing to pay for, and any **added cost** your revenue will need to cover.

What's the Lifetime Value of the Customer?

Low "Switching Cost",
High Turnover

Moderate "Switching Cost",
Moderate Turnover

High "Switching Cost",
Low Turnover

How long do you think a customer will pay for this? **Why?**

SEED-SPOT

"Switching Cost" is the "pain"/inconvenience your customer would face to find a new solution.

PRICING HYPOTHESIS

Estimates & Evidence:

How much is your customer **currently spending** to solve their problem per year?

What is the **potential monetary value** to your customer of a solution like this? (i.e. reduced costs, increased revenue opportunity, etc.)

What might your **customer expect to pay** per one-time and/or renewing transaction for a solution like this?