

SEED·SPOT

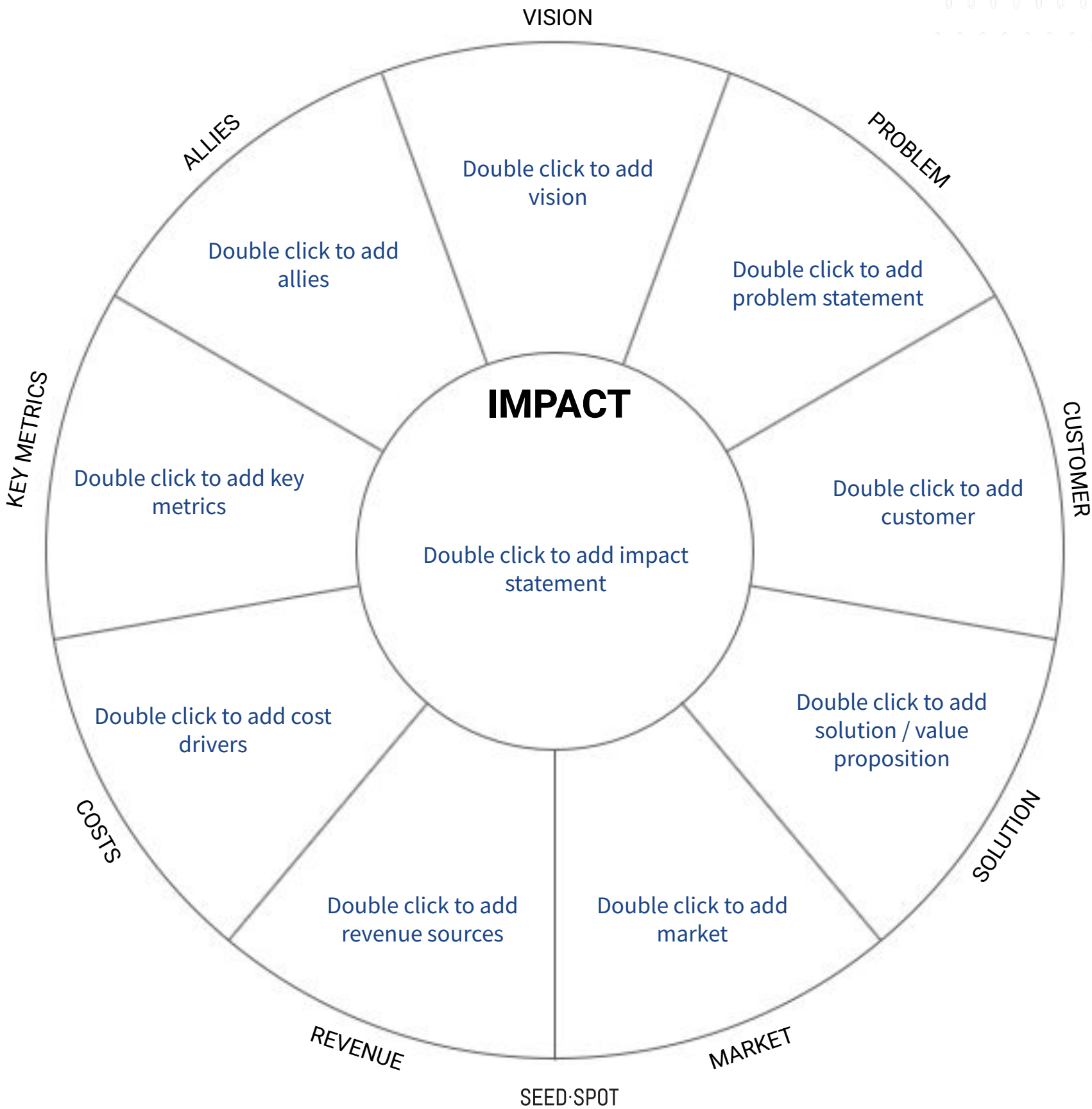
BUSINESS MODELS FOR MAKING SOCIAL IMPACT

WORKBOOK

STARTUP SPRING TRAINING



#seedspot | @seedspot





Right click to check the box(es) that represent your impact area(s)

Equality and
Economic
Opportunity



Health and
Wellness



Civic
Engagement



Environmental
Sustainability



Education

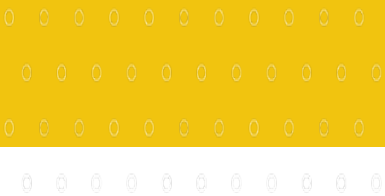


What issue(s) are most
important to you?

What change(s) do you
want to bring forth?

Double click to add

Double click to add



Business Model		
Who will exchange money?	How will you make money?	How will you price?
<div><div></div><div>B2B Business to Businesses</div></div>	<div><div></div><div>TRANSACTION-BASED Charging a one-time sale or fee</div></div>	<div><div></div><div>FLAT PRICING Standard, uniform sale price</div></div>
<div><div></div><div>B2C Business to Consumer</div></div>	<div><div></div><div>SUBSCRIPTION/LICENSE Charging for access to or usage of solution</div></div>	<div><div></div><div>DEPENDENT PRICING Pricing based on time, distance, or other factors</div></div>
<div><div></div><div>C2C Consumer to Consumer</div></div>	<div><div></div><div>DONATIONS/GRANTS Funds that doesn't need to be repaid</div></div>	<div><div></div><div>TIERED PRICING Pricing levels or packages</div></div>
<div><div></div><div>B2G Business to Government</div></div>	<div><div></div><div>ADVERTISING Selling access to your customer base</div></div>	<div><div></div><div>FREEMIUM PRICING Free version with upgrade option(s)</div></div>
	<div><div></div><div>CONTRACT Selling your expertise or capacity to accomplish a project or outcome</div></div>	<div><div></div><div>ENTERPRISE PRICING Unique pricing for large customers</div></div>
	<div><div></div><div>OTHER</div></div>	<div><div></div><div>OTHER</div></div>

What will you charge for your solution?

Double click to add



Fixed Costs	Variable Costs	Startup Costs
<ul style="list-style-type: none">Double click to add	<ul style="list-style-type: none">Double click to add	<ul style="list-style-type: none">Double click to add