REVENUE ROADMAP

Name of DDI:

Date: / /

Example

User Group	Value Proposition	Revenue Model	Phase 1	Phase 2	Phase 3	What to achieve
Clinicians	1	Freemium				Attract new customers
	1	Subscription				Recurrent revenue and retention
	2	Selling of service				Adding services to the standard software

// OBJECTIVES

Select a promising revenue strategy per user segment, combine the different revenue streams and continuously adapt them to support the growth of your business

// OUTCOME

A roadmap that details which revenue stream will be applied to which user segment for what purpose and in which timing / phase

// WHEN TO APPLY

Use this tool to explore which bundles and combinations of offerings you are providing to which user segment to ensure sustainable market, customer and revenue growth

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