REVENUE ROADMAP

Name of DDI:

Date: / /

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

// OBJECTIVES

TO DO

// OUTCOME

TO DO

// WHEN TO APPLY

TO DO

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