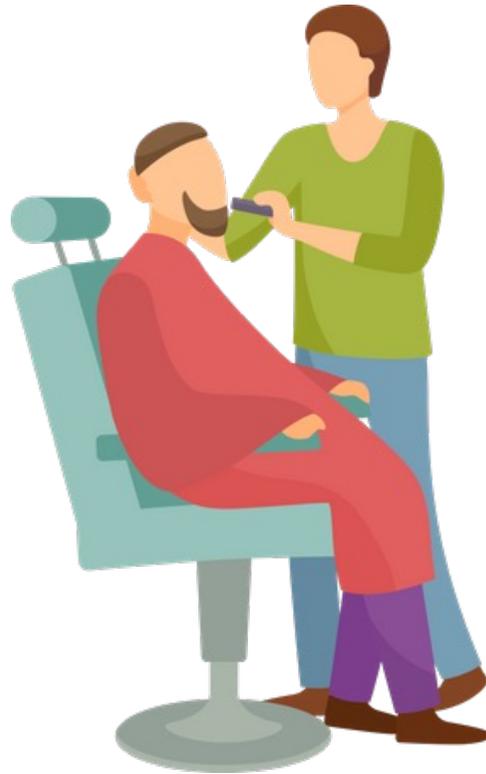


Razor blade pricing Strategy



Why does a company sell these product at a loss?



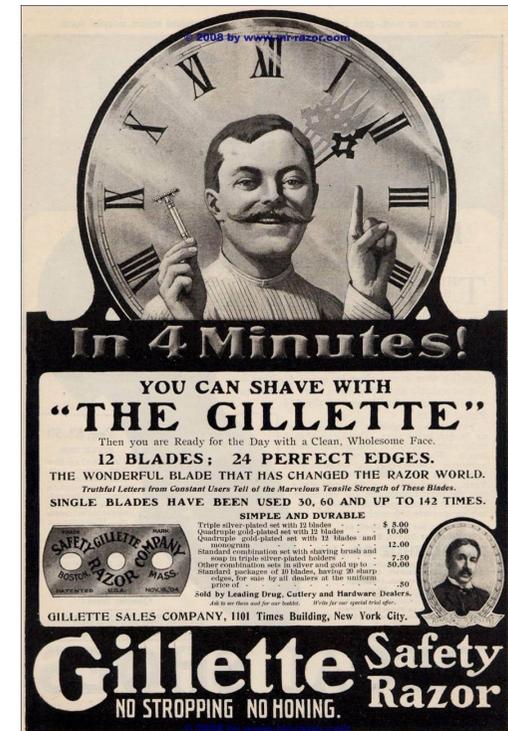
Razor blade/Bait and hook business model

This business model was first started by Gillette where they figure out that selling one razor is a lousy business but selling a lifetime of blades makes a lot of sense.

Year	Razor Sales	Blades Sales	Blades per razor
1st year	51 razors	168 blades	=3.3
2nd year	90,000 razors	123,000	=1.36
11 years later	450,000 razors	70 million blades	=15.55

Gillette realized that they could sell razor at loss and make money by selling a lot of blades.

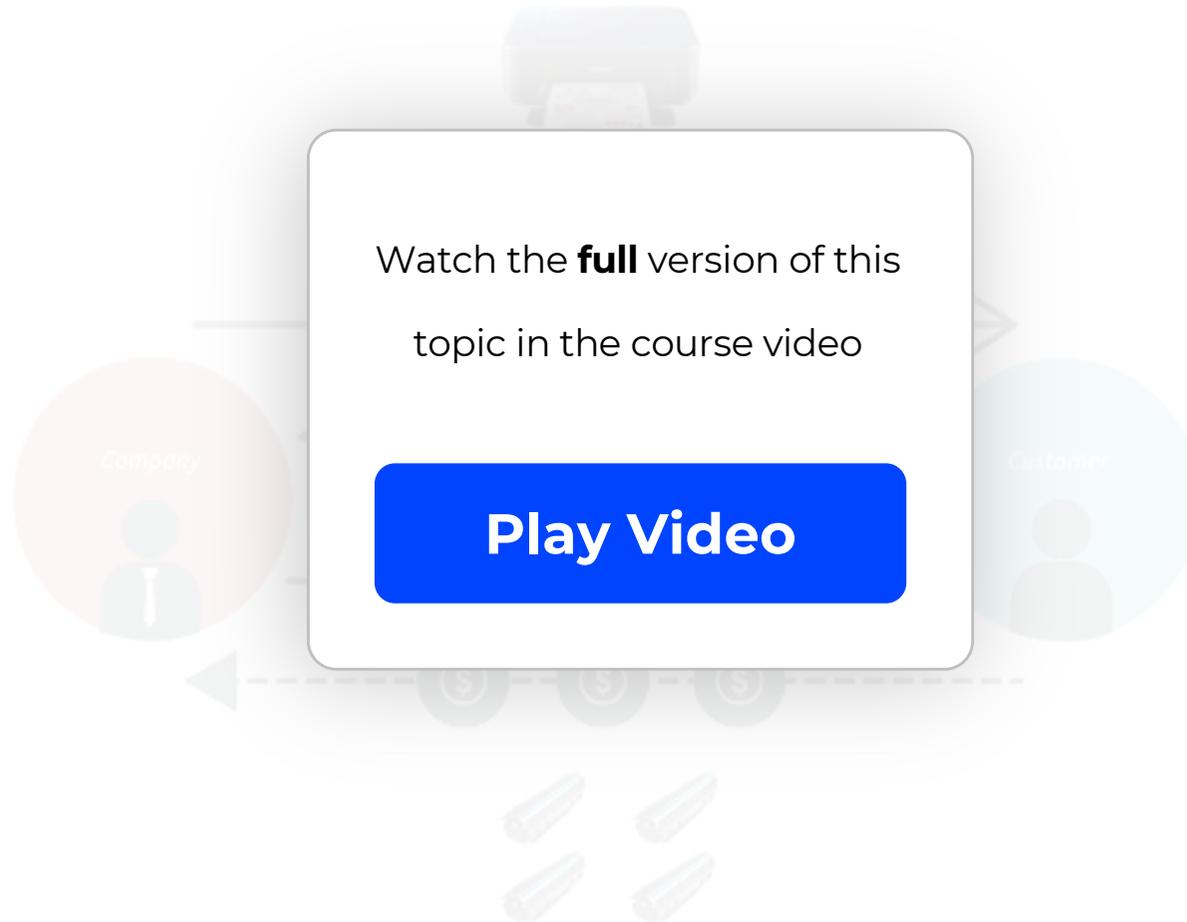
Hence, they were able to sell something repeatedly and is far more profitable than selling something once.



Razor blade/Bait and hook business model

Watch the **full** version of this
topic in the course video

[Play Video](#)



Razor blade/Bait and hook business model

This business model is widely used in hardware items where one item is sold at a low price or at losses and generates profits from refills and add-ons.



Playstation



Nespresso



HP Print



Juicero

Watch the **full** version of this topic in the course video

[Play Video](#)



Razor blade/Bait and hook business model

So, the point is that you have to develop a unique product that requires some refill, and you are the one who can only supply that.

Benefits of the Razor-Razorblade Approach

1. Reduces customer risk of trying the product

Allows customers to try the products and services without a substantial upfront cost.

2. The constant revenue stream from the product

Potentially resulting in sales many times over the initial outlays.

\$120



\$1



\$7



\$4



Less expensive



More expensive

Razor blade/Bait and hook business model

If you remember the \$699 Juicero (First-home cold-pressed juicing system) where you have to use their own \$5 juice packs.



Some online videos proved that you could get the juice simply by hand squeezing the \$700 machine was useless

Pros and cons of the razor and blades model

There are several benefits to using the razor and blade business model.

- **Recurring profit:** Post first purchase they need to keep buying the cheap basic product (bait).
- **Loyalty:** Customers tend to be more loyal to the company since they're locked into the system.
- **Higher margins:** The base product is usually sold at a loss, while the add-ons are expensive and sold at higher margins.
- **Good upselling and cross-selling opportunities:** For example, a company selling razors can sell a premium range of blades or other products like shaving cream, aftershave, etc.
- **Stable earnings model:** Selling enough of the core product will stabilise earnings.



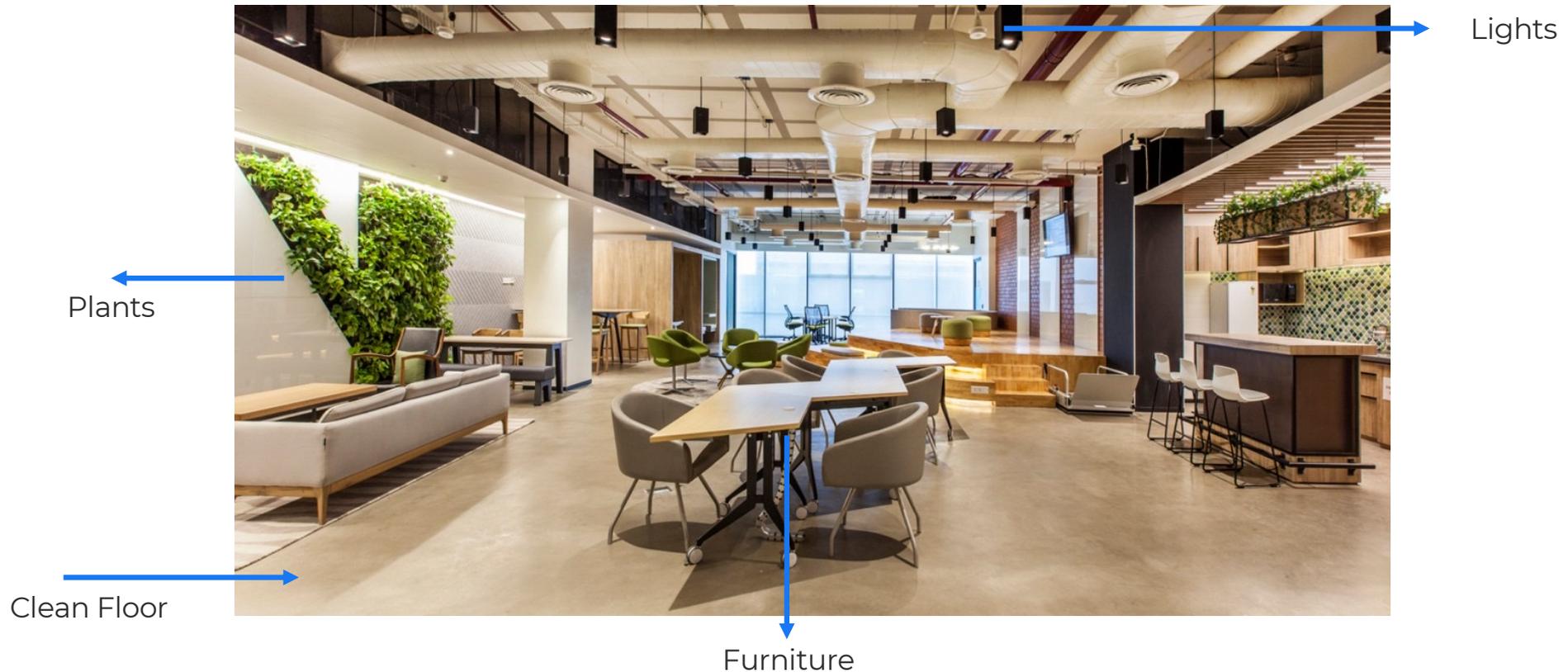
Pros and cons of the razor and blades model

What to fix when implementing razor and blade business model.

- **Make sure you have a killer basic product** – The product must contribute and cannot be complicated like Juicero.
- Supporting the model to counteract customer loss
- Not offering refills can hinder customer loyalty

Problem with owning your own space

Find a Property invest your Time put some Effort into Design and then Maintain it



Space as a Service Business Model

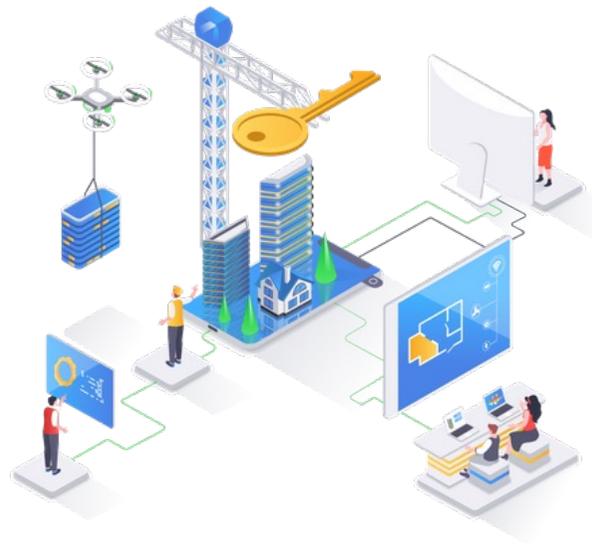
In the modern world the word Work no longer means the “place where people work”, but refers to “the tasks they perform”.



Space as a Service Business Model

Space-as-a-Service, or SPaaS, is a space that is procured on demand and can be used as a coworking workplace for individuals and corporate clients.

Example: WeWork provides dedicated, temporary, or flexible office space rentals.



6 Business benefits of Spaas

The most common business benefits of SPaaS models are

1. **Better employee experience** – Takes away the headache of the Coffee machine to ID card, etc
2. **Cost-effectiveness** - Reduce expenses for long-term rent, office renovations, equipment, and maintenance.
3. **Time economy** - Work from the nearest coworking space and saves time wasted on driving and in traffic.
4. **Flexibility** - Shared office space have more flexibility to choose the place i.e., Bean bag or Couch you decide
5. **Premium property access** – Get a small office even in the most prestigious location.
6. **Activity-based working** - Dynamic workplace i.e., employees aren't restricted to a single room.

WeWork Business Model

Watch the **full** version of this
topic in the course video

[Play Video](#)

Powered by We
Our technology
Community design
in an organisation

On Demand
Workspaces or offices as
needed across WeWork
location globally

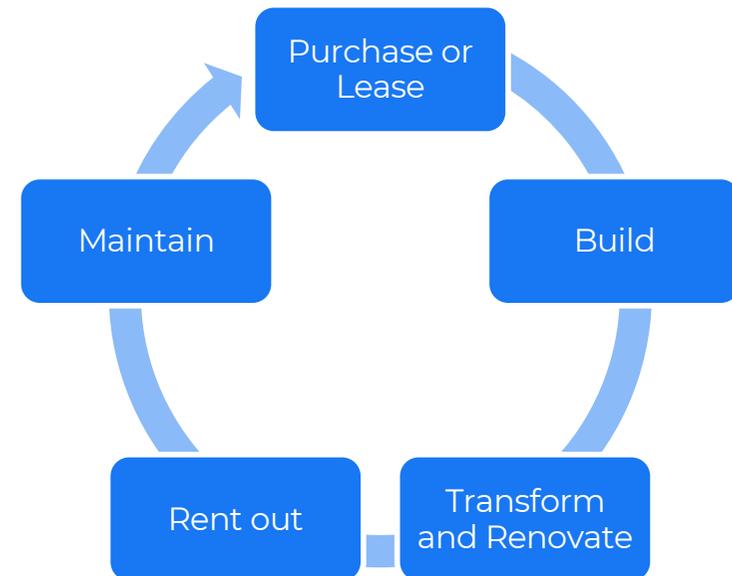
Standard
Move-in ready
workplace or offices

Configured
Private floors or whole
buildings configured
to your teams needs

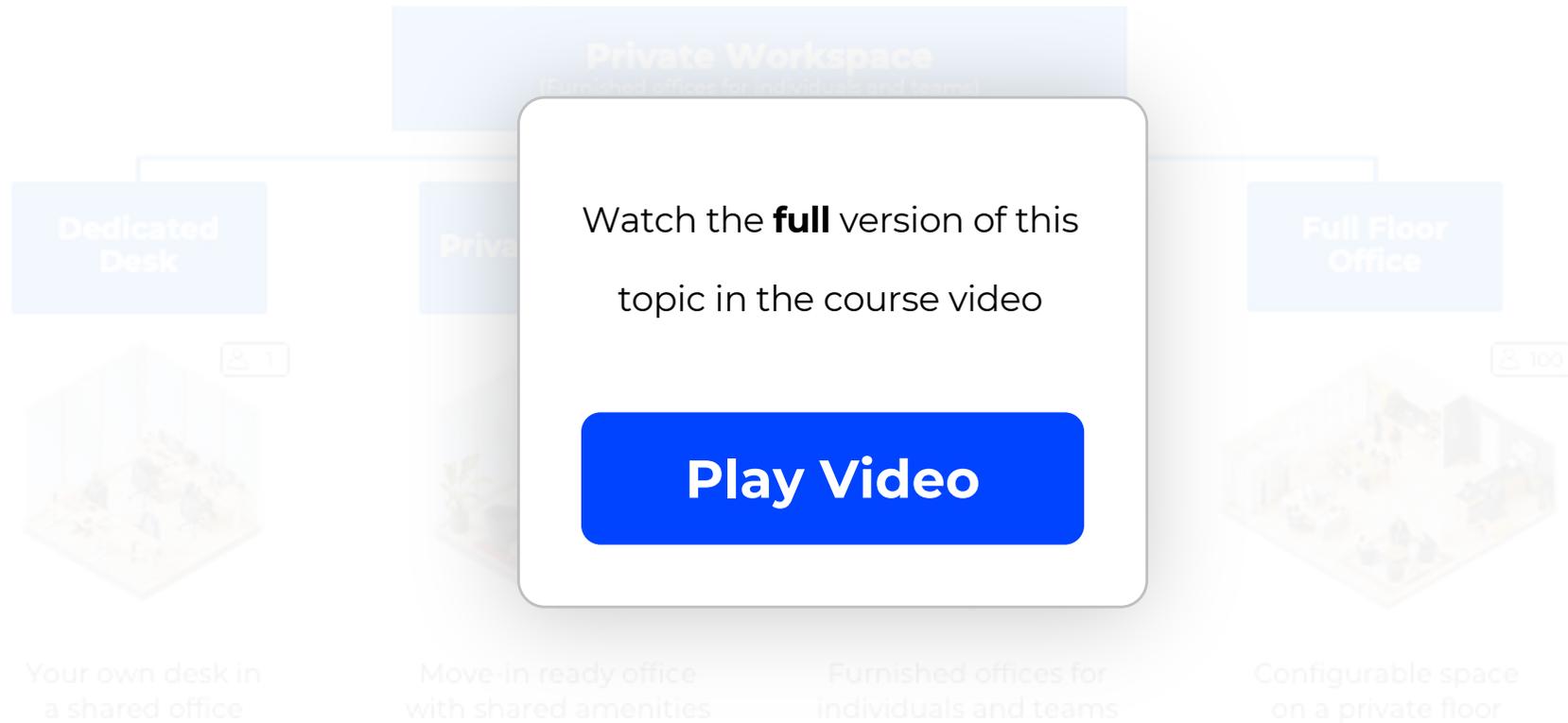
How Does WeWork Make Money

WeWork began with a single office space in New York City. But today the company has nearly 800 office locations and operates in 124 cities around the world.

- First, the company purchases or lease space.
- Second, WeWork builds this space into smaller offices and common areas.
- Third, Renovations and adding all the needed furniture and commodities for an office.
- Forth, the company rents space to individuals or groups (7 models of Renting)



WeWork SPaaS



WeWork SPaaS

Workspace solutions

Private Workspace

Dedicated Desk

Private Office

Office Suite

Full Floor Office

Coworking access

WeWork All Access



A monthly membership to a coworking space near you

Additional solutions

WeWork Business Address



Professional address with mail & package handling

Event spaces



Wide range of indoor and outdoor venues

We Work Business model

The background image shows a website interface for 'We Work Business'. At the top, there is a navigation bar with icons and labels for 'Lifestyle', 'Wellness', 'Family Service', 'HR', and 'Events'. Below this, there are several service cards: 'Global authentication access', 'Ready Office', 'Co...', 'Live Host', and 'Digital Application'. A central white box with a blue border contains the text 'Watch the **full** version of this topic in the course video' and a prominent blue button labeled 'Play Video'. At the bottom of the page, the text 'Platform Features and Capabilities' is visible.

Watch the **full** version of this topic in the course video

[Play Video](#)

Platform Features and Capabilities

Franchise business model



Franchise business model

A franchise is a business operated by an individual(s) known as a franchisee using the trademark, branding, and business model of a franchisor.

Franchise

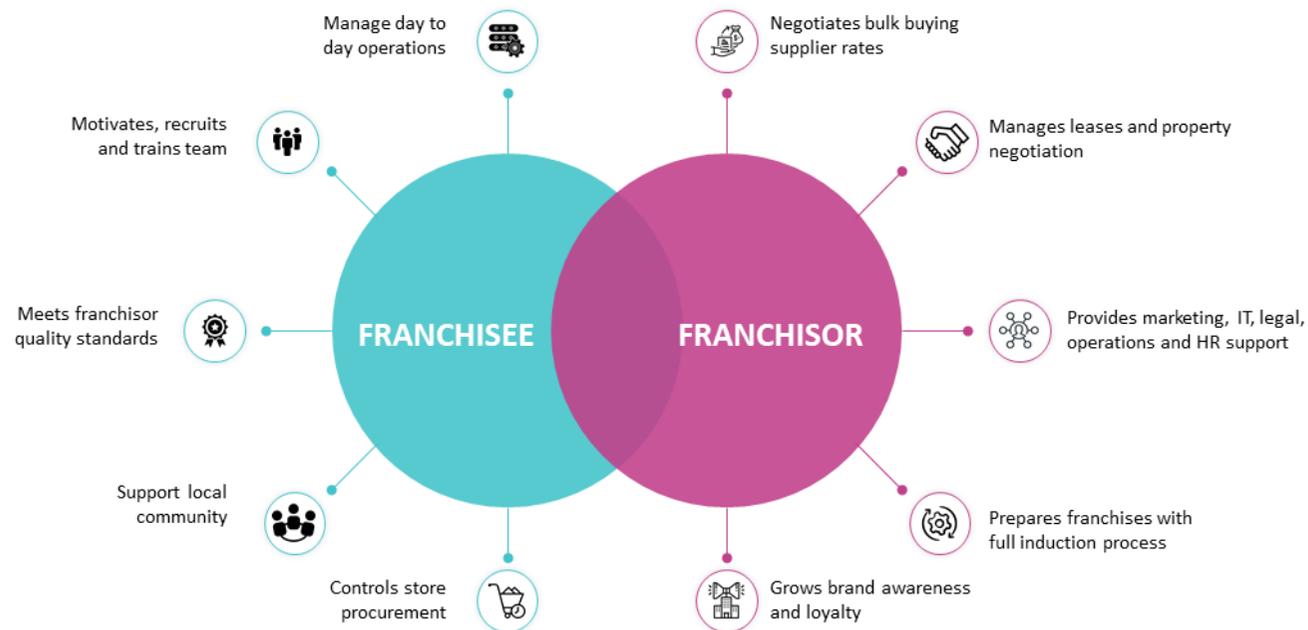
Restaurant

Cost	Initial Franchise fees	Setup cost
Process	Standardised procurement	Setting process from scratch
Brand	Well recognised brand	Build your own brand
Business model	Established	Test and trial
Failure	Less chances	More chances

Franchise vs Franchisor

Franchisee that operates the business using the trade-mark licensed from the franchisor.

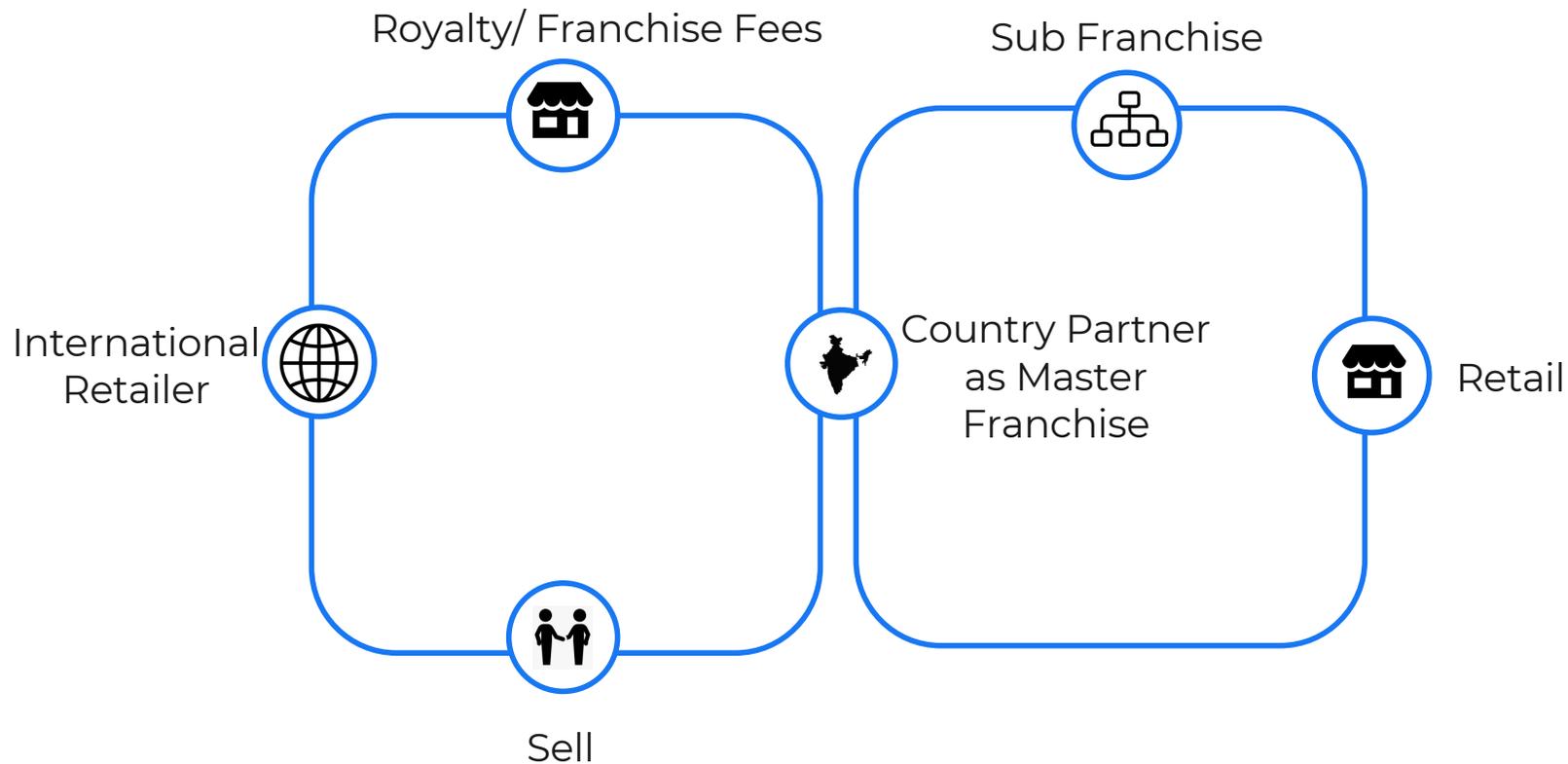
Franchisor - Owns the trade-marks and business model.



Types of Fast Food Franchise - Next

Master Franchise business model

International retailer charges a royalty fee from the Franchise who runs the business and they turn open outlets under the Franchisor trademark



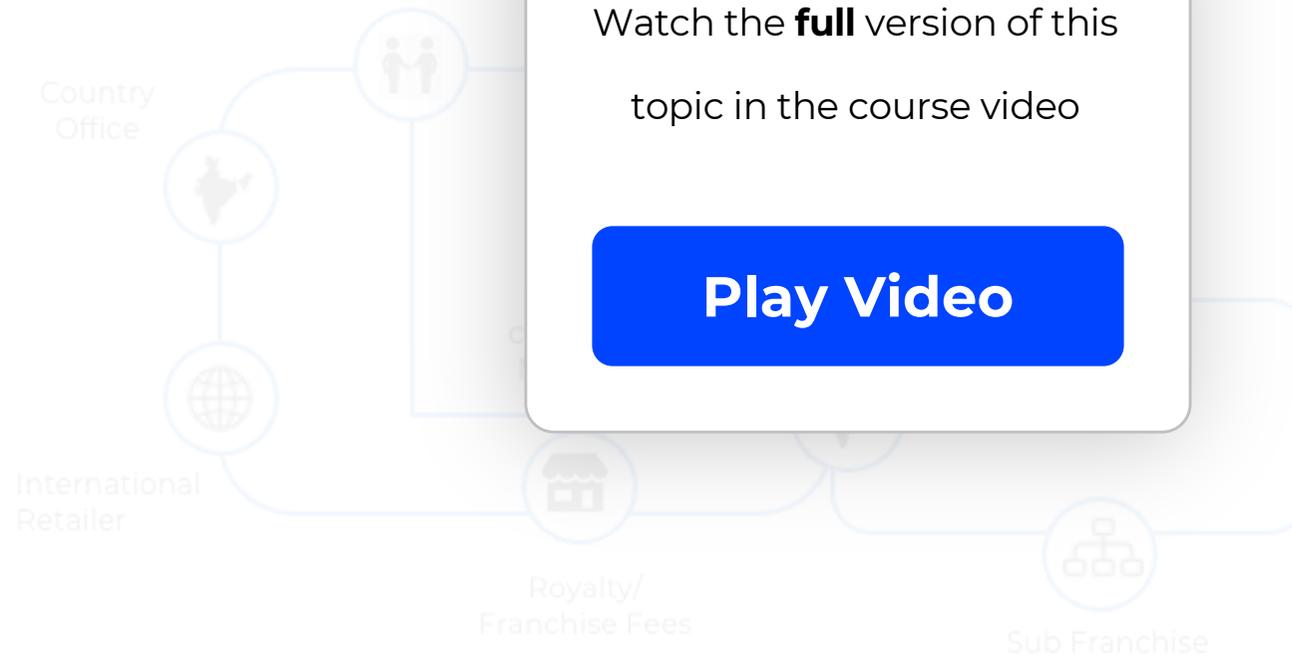
Company Owned and Franchise Model

International franchisor establishes their own office in the country and helps the franchisee in setting up the business.



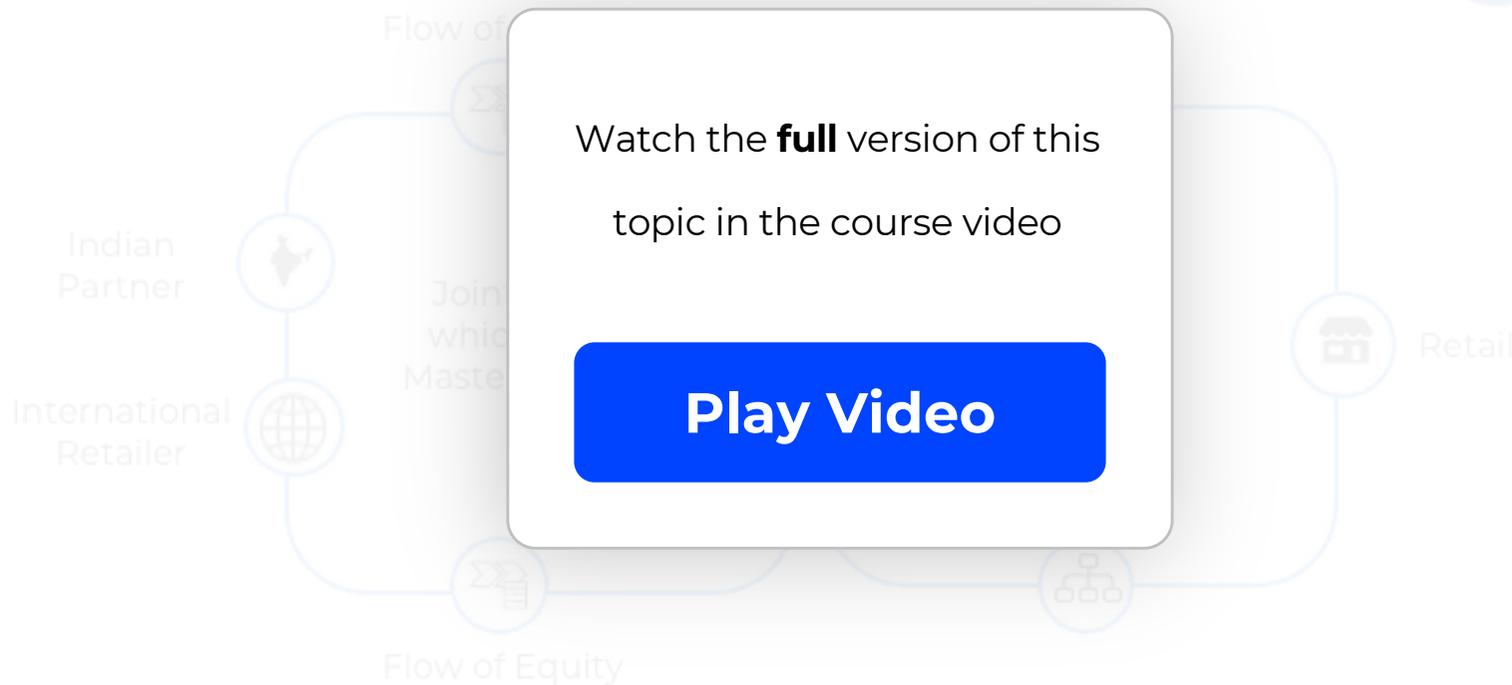
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Joint venture model

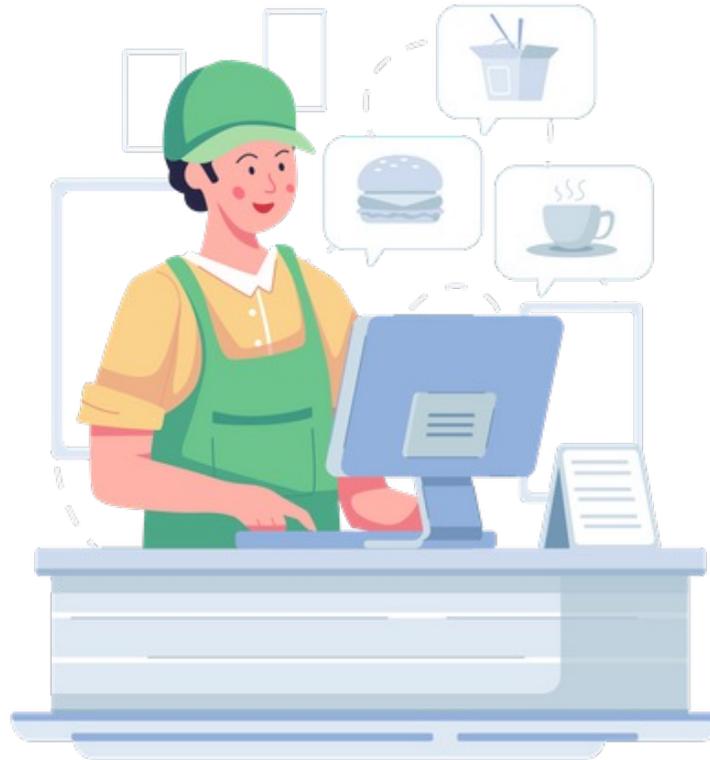
When international entity enters into a joint venture with a local entity



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topic in the course video

Play Video

Cloud Kitchen Business Models



Cloud Kitchen Business Models

Ghost Kitchens, Dark Kitchens, Black Box Kitchens

A restaurant that sells meals exclusively through delivery channels. These restaurants offer no physical dine-in experience and instead cater only to customers eating meals at home.

Uber Eats



DOORDASH

GRUBHUB



JUST EAT



Delivery Hero



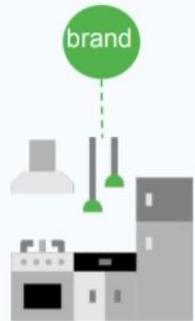
Takeaway.com

zomato

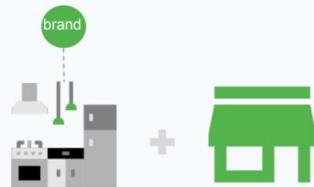


SWIGGY

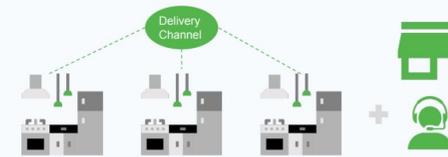
Cloud Kitchen Business Models



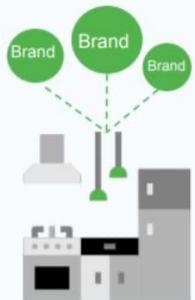
The traditional



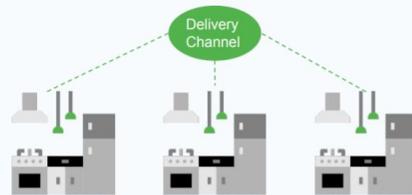
Takeaway



Aggregator-owned



Multi-brand

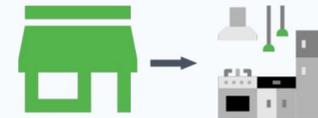


Aggregator-owned

Outsourced dark kitchen

Food preparation, processing & delivery

Finishing touch



Outsourced

Cloud Kitchen Business Models

1. Brand-Owned Cloud Kitchen

One location. One brand. One kitchen.

The delivery-only operation, with no takeaway and no dine-in.

Typical setup:

Usually located in a lower-end rent area but not too far from densely populated spots.

Kitchen parallelly operates self-delivery, especially if it's a well-known brand.

Upfront investment — low as no dine-in

Business scaling — doable with effort.



Cloud Kitchen Business Models

2. Dine-in With a Separate In-Location Delivery Production Line

An existing dine-in restaurant creates a side-hustle dedicated to delivery/takeout

Despite appearances, most of these cloud kitchens are not thrown up ad hoc.

Typical setup: The kitchen is located in a high-rent, frequented area.

The delivery side is geared towards creating an additional revenue stream.

Upfront investment — low. Restaurants can pull this off to increase some volumes

But the investment goes up when the operator focuses on growing the delivery side.

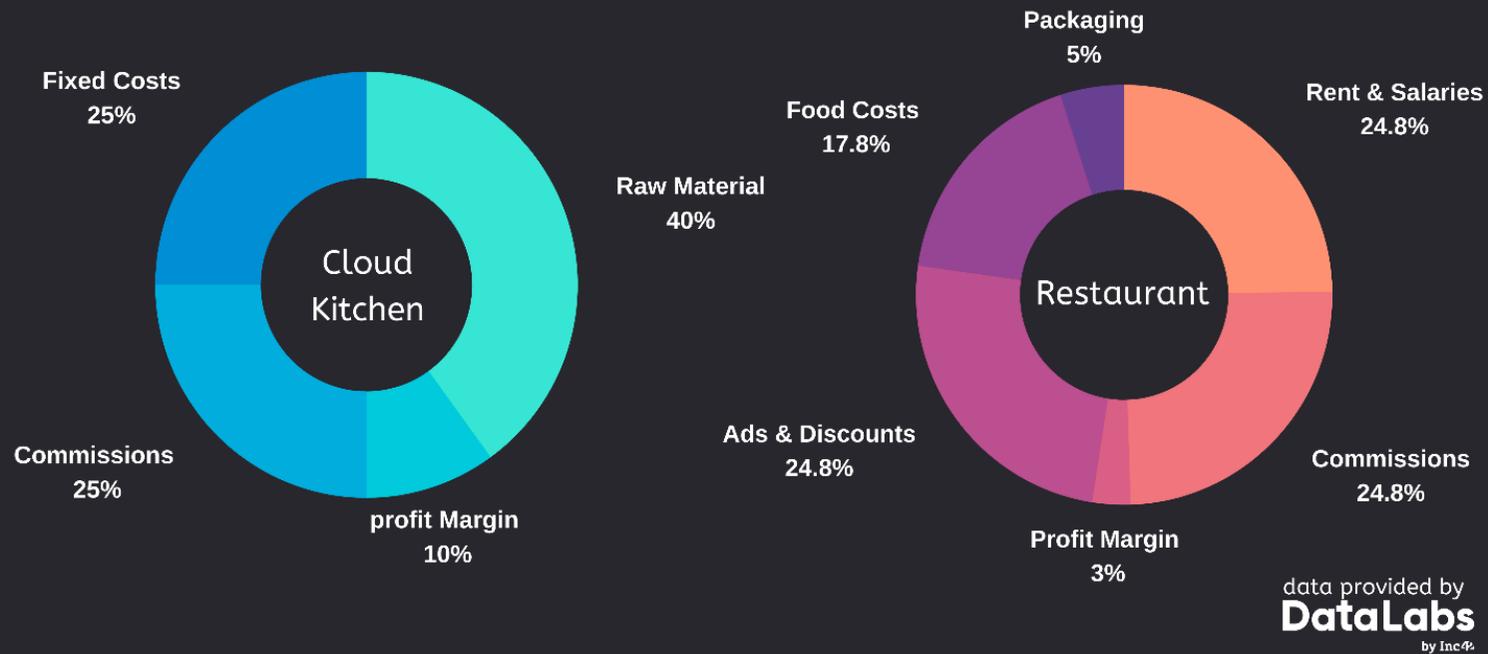
Business scaling — Very difficult.

Not a true cloud kitchen and opening a dine-in storefront at new locations wouldn't make financial sense.



Cloud Kitchen Business Models

Cloud Kitchen vs. Traditional Restaurants Profit Margin Comparison



Cloud Kitchen Business Models

3. Dine-In Brand Operating from One (or More) Shared Kitchen Locations

The business has a dine-in operation set up already, but the cloud kitchen aspect is physically removed from it and ran from a shared kitchen space.

Typical setup: They rent out dark kitchen space in a low-rent area to separate operations and expand reach.

Cloud kitchen only operates during peak times (weekends, holidays, evenings).

Profit potential: ★★★★★

Upfront investment — medium as you'll be renting additional space. If the operation grows, you'll also need to hire extra staff.

Business scaling — doable with effort but depends on how you set things up but can become an unscalable logistical nightmare.



Cloud Kitchen Business Models

4. Hub & Spoke

Centralised production unit where most of the items are premade, and then pop-up locations that facilitate reach

Typical setup: The centralized kitchen is located in a low-rent area

Profit potential: ★★★★★

Upfront investment — high. Hub and spoke model is expensive as they need high volumes with dedicated centralized kitchen

Business scaling — easy.

A smooth centralized operation with low-cost pop-ups lends itself to scaling



Cloud Kitchen Business Models

Multiple Virtual Brands In a Shared or Business-Owned Kitchen

One business runs several different brands (generally different types of cuisines) in an owned or shared kitchen space.

There's no dine-in option and no takeout — it's exclusively a delivery operation.

Typical setup: Usually a large kitchen with several production lines where different brand items are prepared.

These brands are closely connected (sushi, poke, and chirashi), so that ingredients are bought at volume to keep the price down.

Ordering and delivery are mostly handled through aggregator partnerships.

Profit potential: ★★★★★

Upfront investment — low/medium. Need a larger space and some expensive equipment, depending on your volumes and cuisines.

Business scaling — easy/doable. Replicating a winning multi-brand cloud kitchen in an area is easy as long as what's on offer resonates with the population.



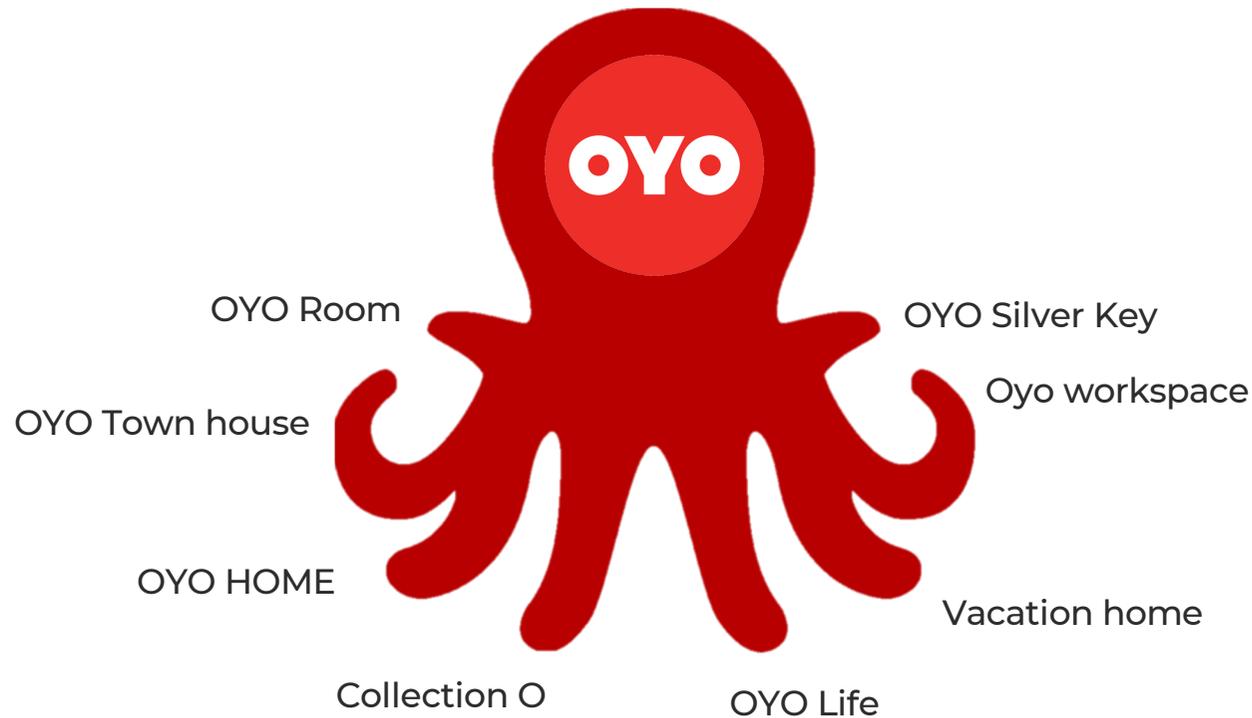
Octopus business model



Octopus business model

We put diversification of business activities at the heart of the way the company operates.

Imagine each tentacle of an octopus as a separate branch of innovation that is connected to the head of the business but works independently of the others.



Octopus business model

25% Hotel
25% Home
25% café
25% store

oyo
TOWNHOUSE

College students
Working
professionals



Corporate rooms
Airline travellers



Beach, or a villa in an exotic island

Octopus business model

Customer Segments

- People who love to travel and explore different cities
- Bars, hotels, clubs owners, event organizers.

Key Partners

- Hotels, Clubs and Bars
- Event Organizations
- Sponsors

Value Proposition

- Simplicity- Customer Friendly & no information overflow.
- Convenience- Users can explore list of events in one click.
- Speed- Quick Navigation & Personalized Results.
- Design- Modern and adaptive.
- Reliability- Customer's confidentiality is of utmost priority.

Key Activities

- App Maintenance
- Promotion and Advertising
- Creating Community

Customer Relationships

- Advertisements and Social Media.
- Sharing of events with App community.
- By providing accessibility and reliability

Key Resources

- Skilled OYO employees
- A Powerful Mobile Application
- Large Database of Users and Clients

Cost Structure

1) Fixed Costs

- Salary of Employees
- IT-development &

2) Variable Costs-

- Production
- Transportation

Revenue Streams

- Advertising
- Sponsors and Partnerships
- Business Consulting

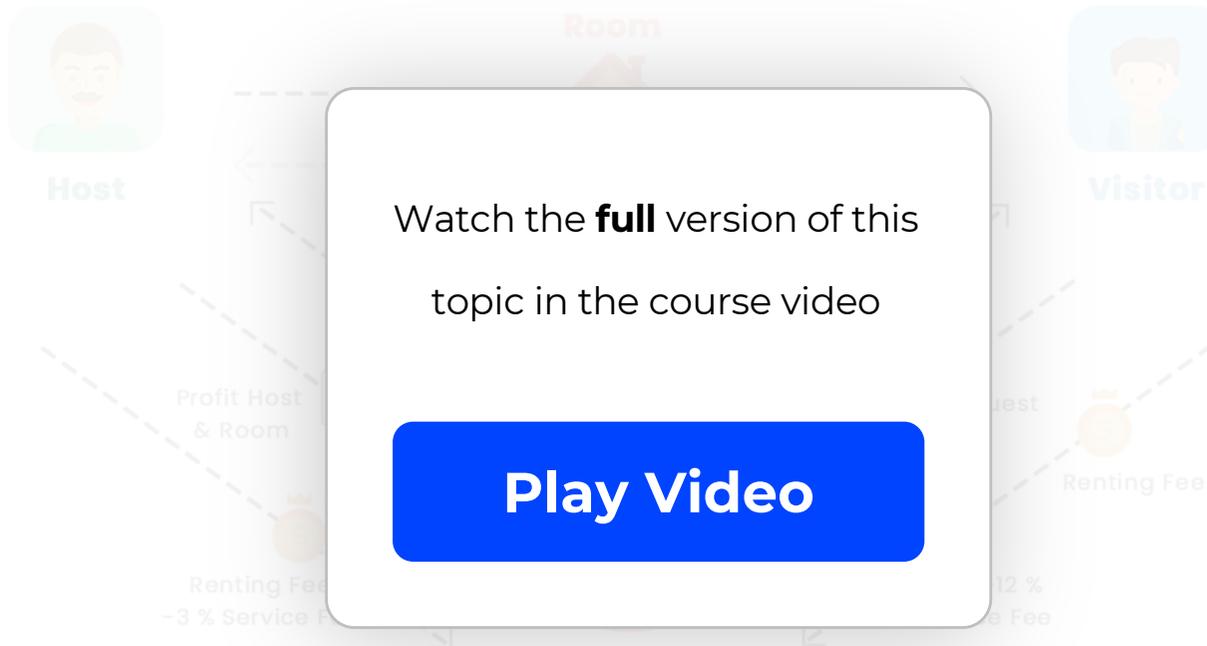
Channels

- Mobile Applications
- Website



OYO

OYO/Airbnb/Trivago business model



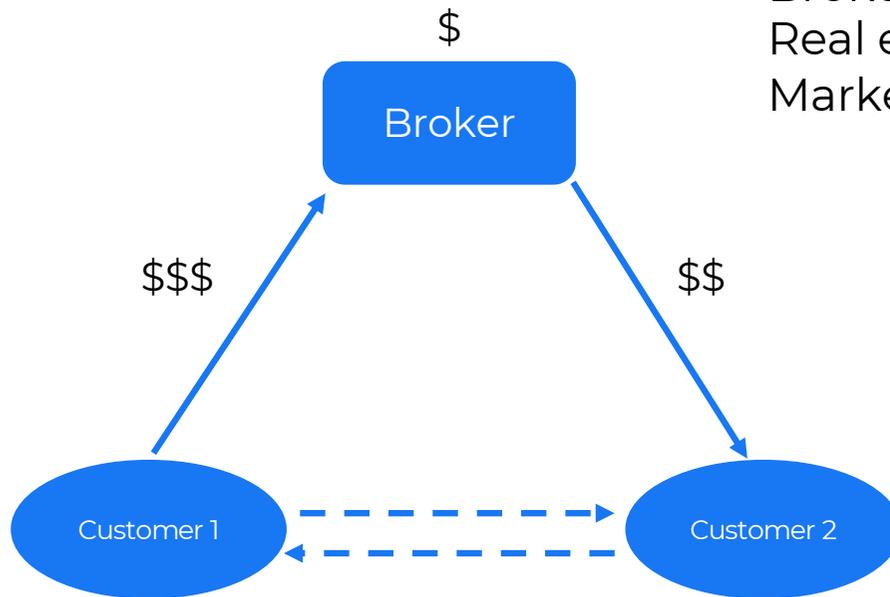
Brokerage business model



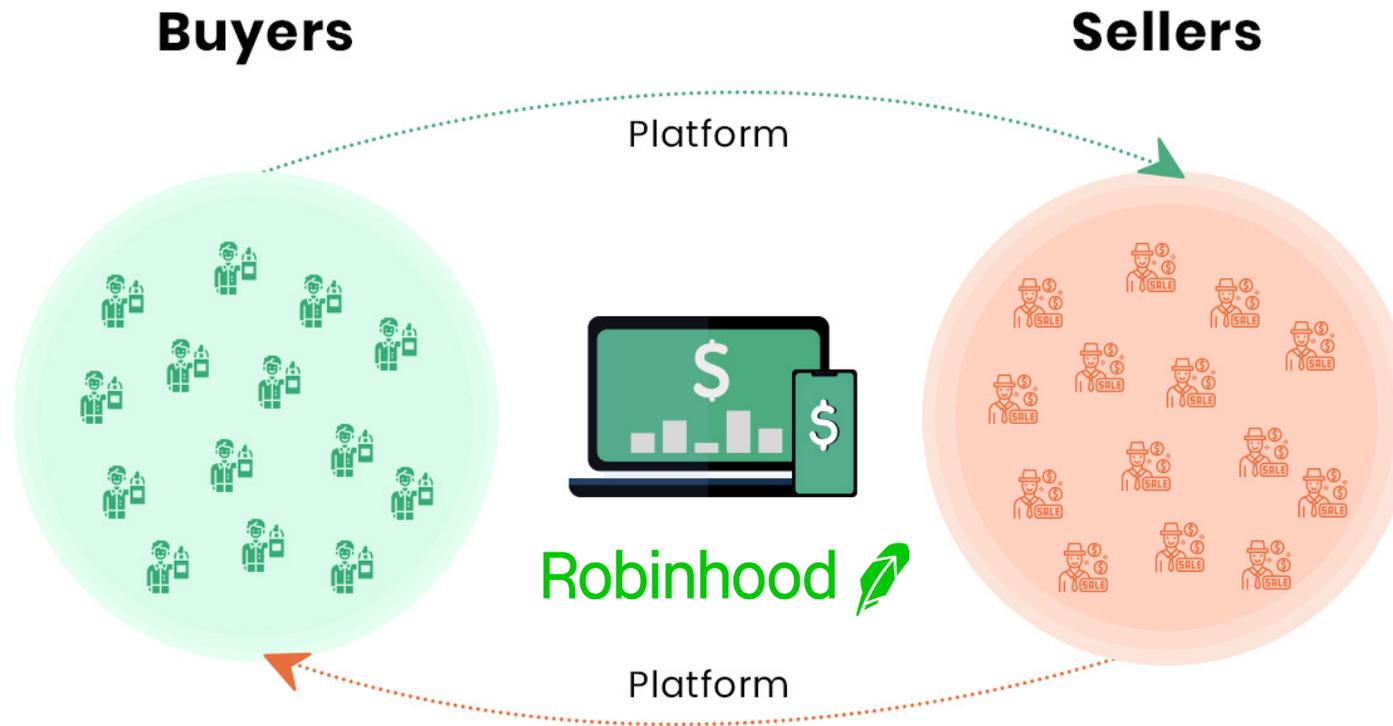
Brokerage business model

Brokerage businesses usually charge a commission or fee to one or both parties in exchange for services rendered

Brokerage businesses are common in the Real estate, Finance, Retail, Travel, and Online Marketplace



Brokerage business model



Types of brokerage business model

Brokerage businesses usually charge a commission or fee to one or both parties in exchange for services rendered

Buy/sell match model – They match buy and sell transactions and take a commission on that
Example:- Financial brokers, Insurance brokers and Travel agents

Robinhood 

 ZERODHA

coinbase

Buyer-aggregator model – Here, brokers bring together a group of buyers who share the common goal of receiving discounts on goods and services.

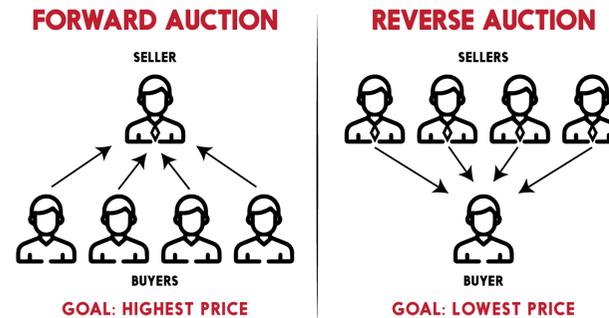
 airbnb

Classified-advertiser model – these brokers charge a fee to an advertiser based on the time, location, size, or nature of an advertisement.

craigslist

Types of brokerage business model

Auction and reverse auction model – an auction broker offers goods and services from multiple resellers and receives a fee for every successful sale. In a reverse auction, buyers name their price and the broker secures a seller who can facilitate a sale.



Types of brokerage business model

**Buy/sell match
model**

coinbase

Robinhood 

 ZERODHA

**Classified-
advertiser model**

craigslist

**Auction & reverse
auction model**

 **Alibaba**
阿里巴巴集团

ebay™

Business model Canvas of Stock Broker (Robinhood)

Robinhood  

coinbase

Value Proposition

- ✓ The App Let Users Trade Stocks for Free
- ✓ Provide Real-Time Market Data For Trading
- ✓ Let Users Buy CryptoAssets and Exchange-Traded Funds
- ✓ The App Don't Charge a Commission For All This

Customer Segment

- ✓ Millennials Who Have Interest in Trading
- ✓ Electronic Trading Firms
- ✓ Retail Brokerage Market

Key Partners

- ✓ Investors
- ✓ Tech Providers

Key Activities

- ✓ App Maintenance
- ✓ IT Platform Operations
- ✓ Employing Security Practices
- ✓ App Marketing

Key Resources

- ✓ High-Frequency Trading Platform
- ✓ A Huge and Young User Base
- ✓ Real-Time Market Data
- ✓ Venture-Capital Funding
- ✓ Tech and Financial Team

Customer Relationships

- ✓ Support on Social Media
- ✓ Support Via Email
- ✓ Provide Free Stocks Upon Referring New Users
- ✓ The App Has Smart Notifications

Key Channels

- ✓ Mobile Apps For iPhone, Android, and Apple Watch
- ✓ Website and APIs

Cost Structure

- ✓ Investment in High-Tech and Process Automation
- ✓ Research and Development
- ✓ No Massive Marketing or Staff Related Expense

Revenue Model

- ✓ Interests Earning Accounts
- ✓ Premium Subscription
- ✓ Margin Interest

Types of brokerage business model

Market Valuation \$13 Billion - 20 Feb. 2022

POP: discount brokerage that offers commission-free trading



Depositing this cash in interest-bearing bank accounts



Morningstar research reports, NASDAQ Level II Market Data



Robinhood Securities earns income from lending margin securities to counterparties.

Affiliate Business Model



Affiliate Business Model

YouTube

Amazon Affiliate links (if you buy anything through these it will support the channel and allow us to buy better gear!):

Amazon US: <https://goo.gl/3yS2aP>

Amazon UK: <https://goo.gl/gvrsGZ>

UK <https://www.amazon.co.uk/?tag=mrwhosethebos-21>

US <https://www.amazon.com/?tag=mrwhosethebos-20>

Blog

Most Popular CRM Software With Features

Enlisted below are the top CRM tools that are available in the market.

1. [monday.com](#)
2. [Zendesk CRM](#)
3. [Pipedrive CRM](#)
4. [Salesforce CRM](#)
5. [HubSpot CRM](#)

https://www.hubspot.com/crm/e010a?utm_medium=paid&utm_source=MVF&utm_campaign=CRM_Portals_EN_NAM_NAM_

- **utm_medium**
- utm_source
- utm_campaign

Affiliate Business Model

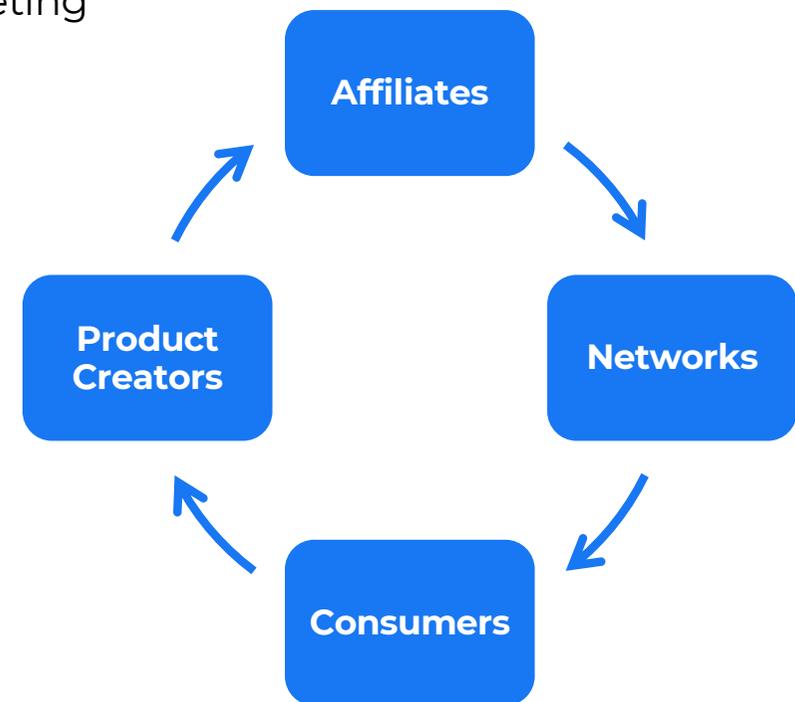
- 1. What is the affiliate business model?**
- 2. Why and how do companies use this business model?**
- 3. Types of Affiliate business models?**
- 4. How do your favorite creators make money using it?**
- 5. How does it work under the hood?**

Affiliate business model

Affiliate marketing is the process of promoting and selling another company's products or services for a commission.

There are typically four parties involved in affiliate marketing

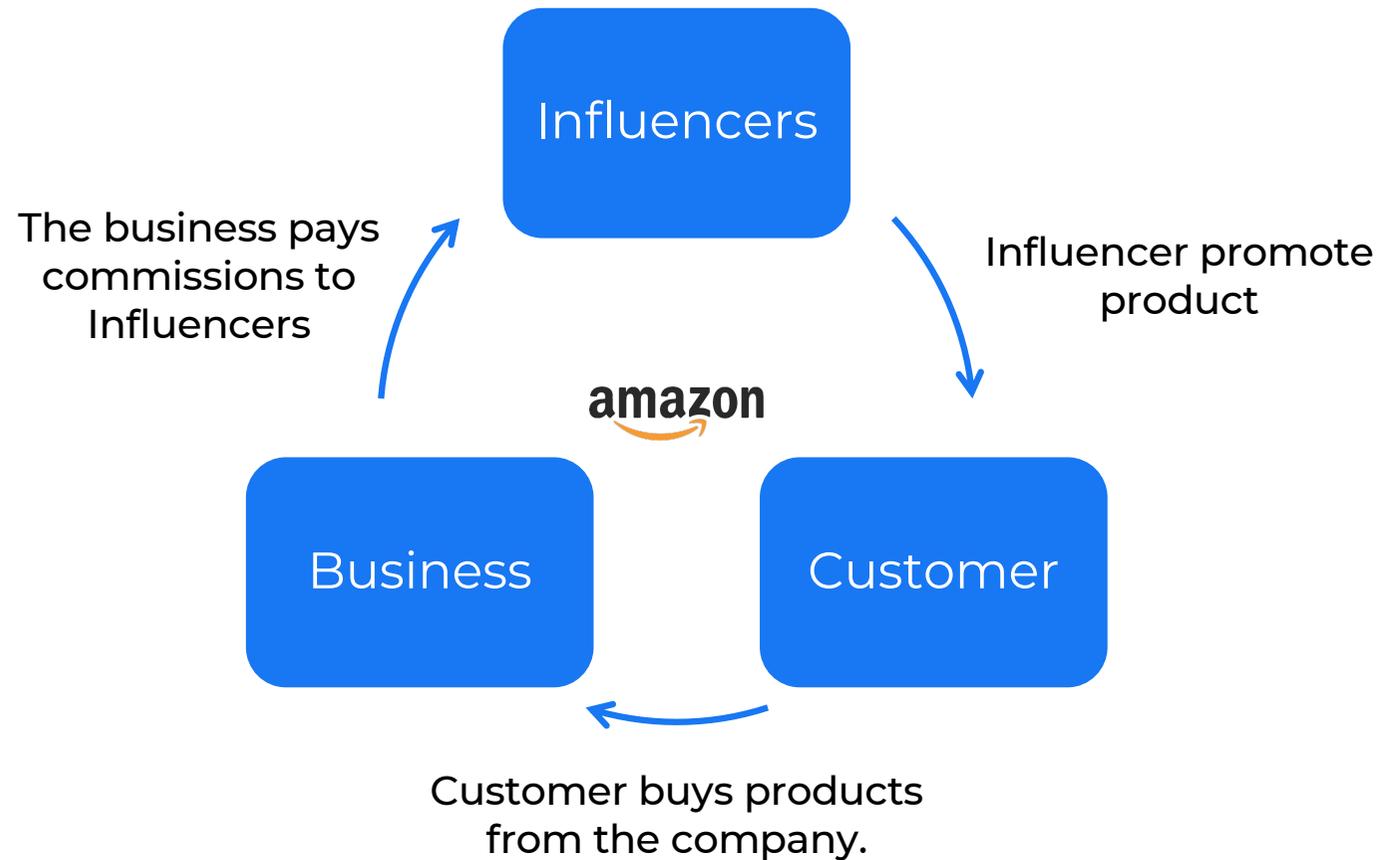
1. **Affiliate:** The promoters of the product
2. **Product creators:** The creators of the product
3. **Networks:** The networks managing the affiliates
4. **Consumers:** The end users of the product



Companies Using Affiliate Business Model



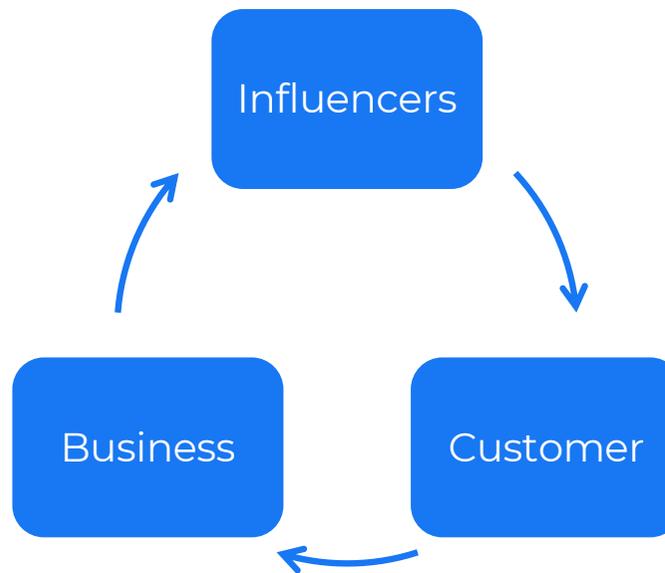
Affiliate business model of Amazon



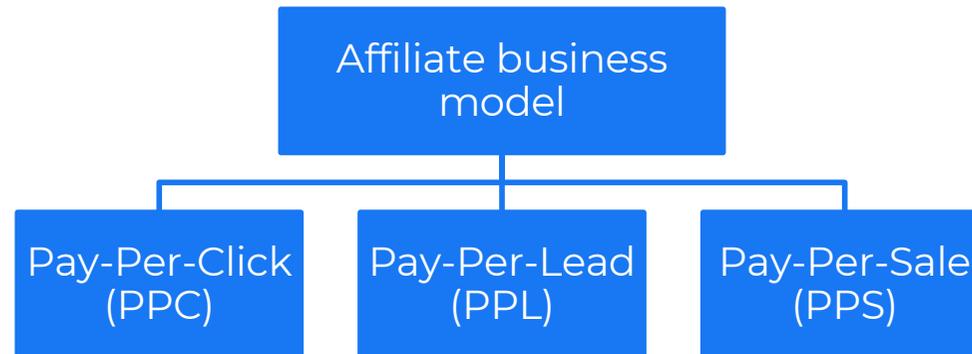
How Affiliate business model is a win-win deal?

It's a win-win deal for all the parties

- You're happy because you earned a commission.
- The company is happy because they have a new sale from a customer that they might not have normally been able to reach.
- And the customer is happy because they learned about a product from you that will hopefully fulfil a need or desire."



Types of Affiliate business model



- 1. Pay-Per-Click (PPC):** Affiliates get paid for clicks generated, no matter whether or not the sale was complete.
- 2. Pay-Per-Lead (PPL):** Affiliates get paid for each lead they generate.
- 3. Pay-Per-Sale (PPS):** Affiliates get paid for each sale they generate.

Common types of Affiliate Marketing Channels



1. **Blogging** – Bloggers review your product or share feedback and drive their organic traffic to your website.
2. **Influencer Marketing** – Your favourite social media start to use a product and share a more targeted relevant message.
3. **Email Marketing** – Promoting a brand product in a monthly newsletter etc
4. **Coupon Sites** – Offering coupons or discounts to increase monthly sales.

Benefits of Affiliate Marketing

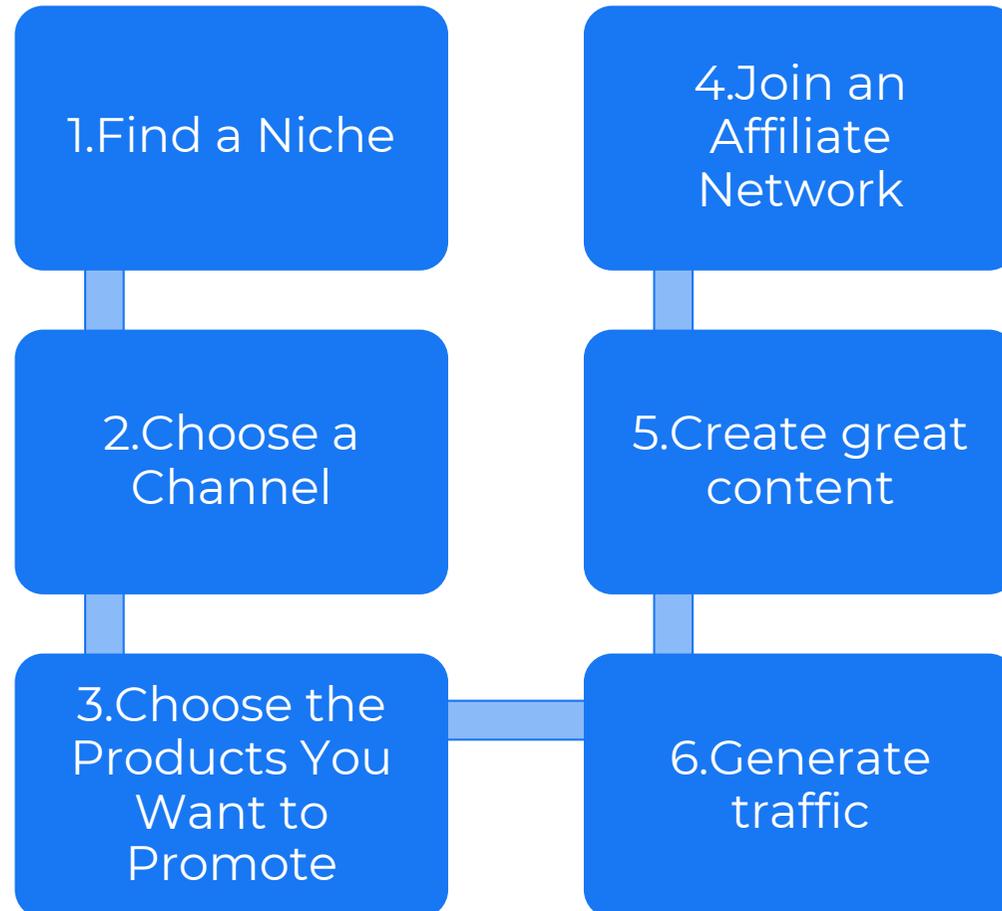


Passive Income- Promote the brand's products by writing a blog or making a video and making money while you sleep.

Flexibility – Earn commission at home with No ownership of storage and no fixed working hours

Cost-Effective with Low Risk – Affiliate doesn't require any capital to start.

How to Start Affiliate Marketing



How to Start Affiliate Marketing

- 1. Choose a platform and niche-** To be an affiliate, you need to have an influence on a niche. Whether finance or personal health and then start a video on f blog i.e. YouTube WordPress, etc
- 2. Build an audience-** You have to build a large and engaged audience with consistency and quality content.
- 3. Sign up for an affiliate program-**Affiliate program like Amazon Associates i.e. 5% off on every purchase
- 4. Create remarkable content that promotes your affiliate products**
Create product videos and reviews to highlight benefits and allow them o purchase through your affiliate link
- 5. Optimize and track and get paid** – Track and see what has performed well and what you can improve.

Affiliate Marketing- Under the Hood

What's a UTM?

UTM stands for Urchin tracking parameters. They're little pieces of data that we add to our URLs in order to see where different traffic comes from

www.yoursite.com/pricing?utm_source=active%20users&utm_medium=email&utm_campaign=feature%20launch&utm_content=bottom%20cta%20button



Normal
page URL



20% discount
coupon



Email
Promotion



Feature
Launch



Which button
is Clicked

Affiliate Marketing- Under the Hood

Google has a UTM Builder to help you put together these trackable URLs whenever you need them.

 Google Analytics | Demos & Tools

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. <https://www.example.com>)

* Campaign Source

The referrer: (e.g. [google](#), [newsletter](#))

Campaign Medium

Marketing medium: (e.g. [cpc](#), [banner](#), [email](#))

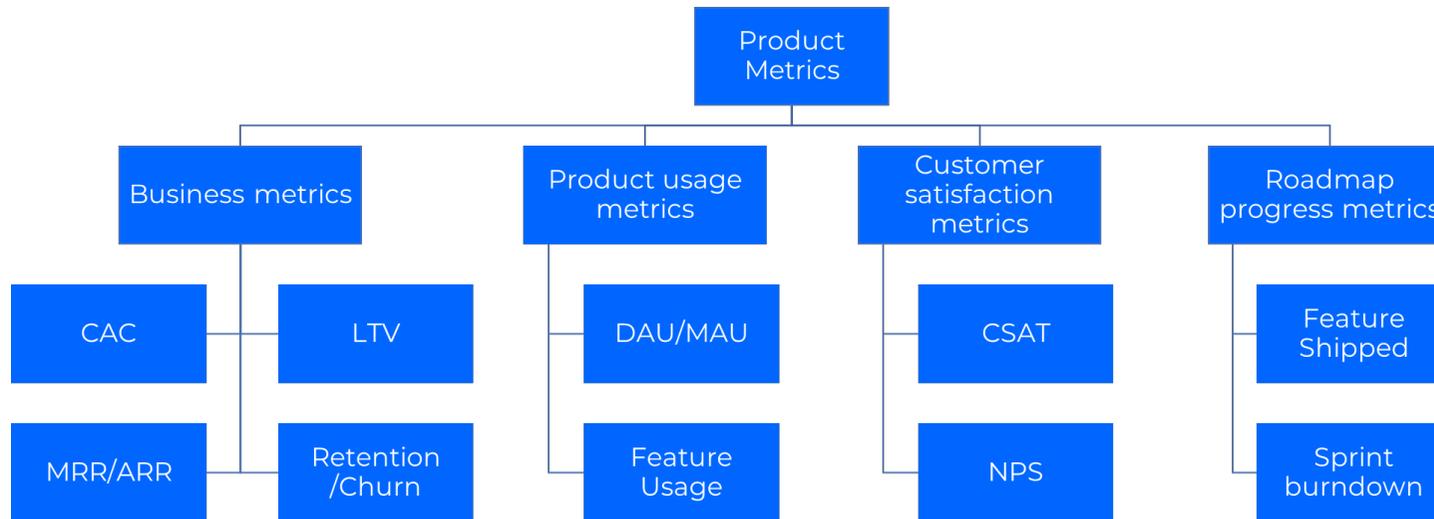
Campaign Name

Product, promo code, or slogan (e.g. [spring_sale](#))

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

More on data analytics course

**Which Metrics should I track?
Which all tool can I use?**



Analytics tool

User Characteristics



User Behavior



Financial Metrics



More on data analytics course

Finance As A Service (FaaS) business model



Finance As A Service (FaaS) business model

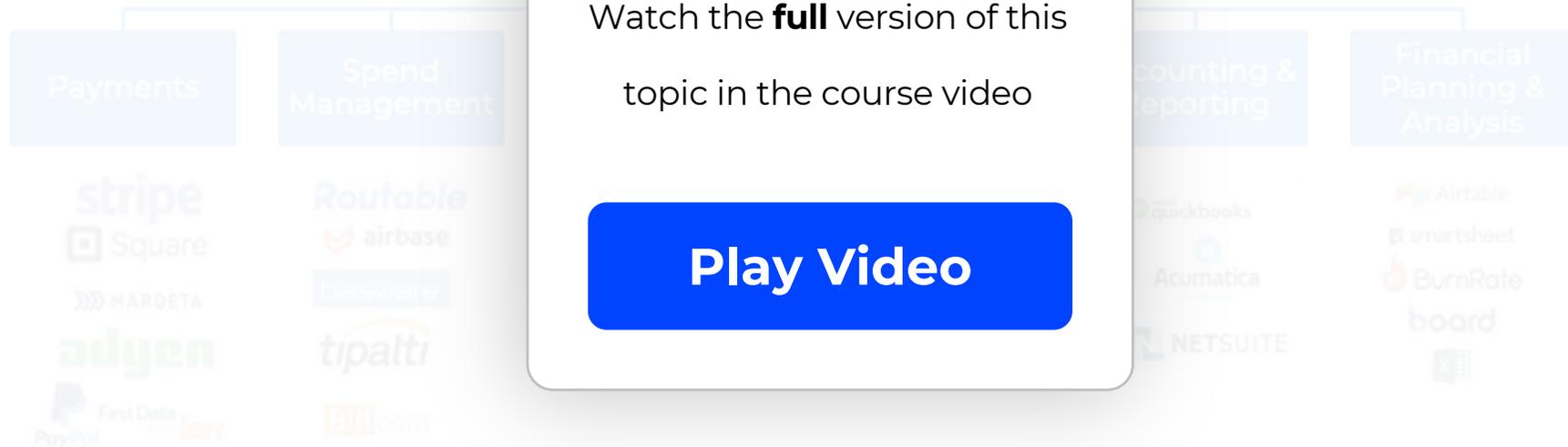
Software is eating the world



Finance As A Service (FaaS) business model

Watch the **full** version of this
topic in the course video

[Play Video](#)



Finance As A Service (FaaS) business model

1. Payments — send and receive money

**Sending Money
(Credit Card)**



**Bank
(ACH/Wire)**



**Receive Money
(Payment gateway)**

 RAMP

BREX

 Divvy

 AMERICAN EXPRESS

 MERCURY

 NOVO

 svb
Silicon Valley Bank


CHASE

 stripe

 Square

 MARQETA

 adyen

 PayPal
First Data
IS NOW
fiserv.

Finance As A Service (FaaS) business model

1. Payments — send and receive money

Sending Money -Credit card(Brex) + Bank (Mercury)

Issue Credit cards to Businesses to track payments, easy reconciliation and fast settlements for cash flow.

2. Receiving payments- Payment Gateway

- Integrated with a few lines of codes and helps in accepting payment
- Fraud analytics
- financing (Stripe Capital).

Credit Card

 RAMP

BREX

 Divvy

 AMERICAN EXPRESS

Checking (ACH/Wire)

 MERCURY

NOVO

 svb
Silicon Valley Bank

 CHASE

Payment processing

 stripe

 Square

 MARQETA

 adyen

 PayPal
First Data
is now
fiserv.

Payment Gateway business Model



Taking a step further- Finance Super app


Super App


Banks

Watch the **full** version of this
topic in the course video

[Play Video](#)


Start-up


Customers

Finance As A Service (FaaS) business model

2. Spend Management — manage spending across employees and vendors

AP/AR – Accounts receivable and payable

These systems handle invoices, approval workflows, payments (ACH, Wire, Check) and reconciliation with accounting systems.

Procurement

centralized procurement helps in negotiation and contract management.

Expenses

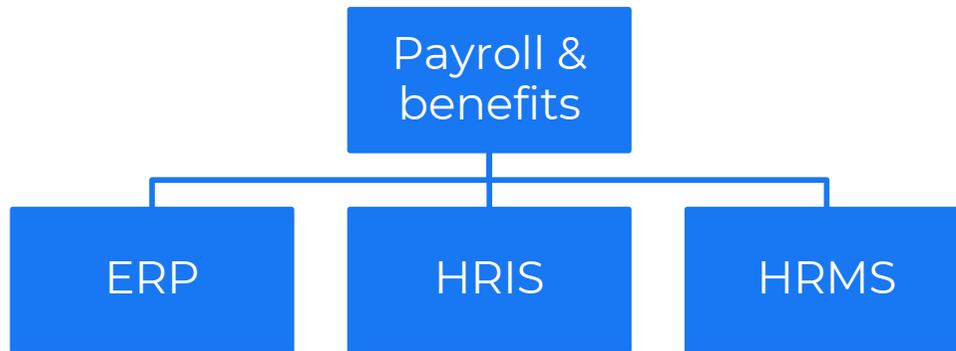
Real-time expense management, Controlling spending limits, getting reimbursed etc.



Finance As A Service (FaaS) business model

3. Payroll & Benefits

It is the largest expense companies incur is payroll and includes things like onboarding, time tracking, retirement, insurance etc



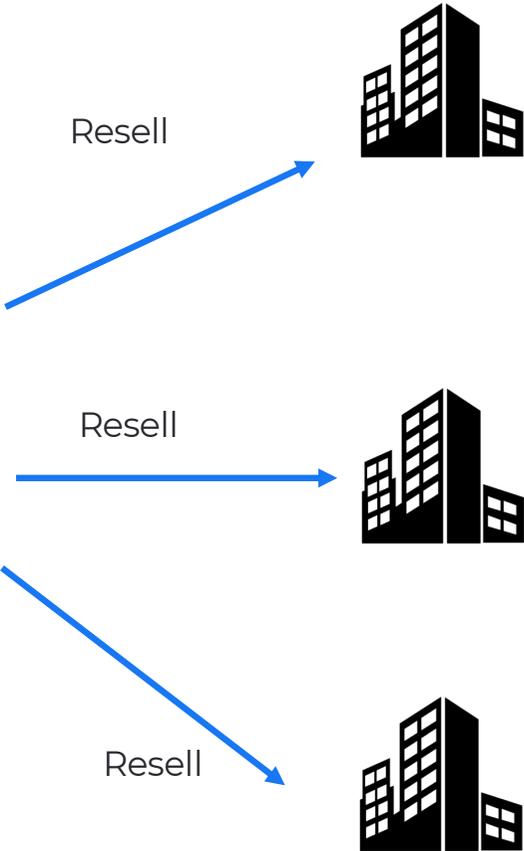
Payroll + Benefits



Fintech business model



- Personal Insurance
- Asset Insurance
- Education Insurance



Partnership & Marketing



Purchase



Finance As A Service (FaaS) business model

4. Equity & Financing

Treasury - (Betterment) — automated investments and managing Returns on cash.

Equity - Carta helps you easily Manage your Cap table and make it easy to structure and issue stocks.

Credit - BlueVine helps you get cheap loans fast using your accounting information from Quickbooks, payment data from Stripe, sales data from Shopify, etc.



Finance As A Service (FaaS) business model

5. Accounting & Reporting — maintain visibility into accurate financials.

Accounting software used by your business-like Xero, QuickBooks, NetSuite etc.

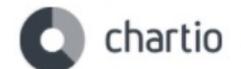
Reporting—real-time visibility

data warehouse and BI tool to be able to pull data and slice as needed like PowerBI, Excel and Tableau.

Accounting



Reporting



Different types of Fintech business model



PAYMENTS

- Gateway provider
- Card Developer
- Money Transfer



BANKING

- Digital First
- Direct Transfer



Lending

- Personal lending
- Processional lending



INSURANCE

- Asset Insurance
- Aggregators
- Insurance management



Capital market

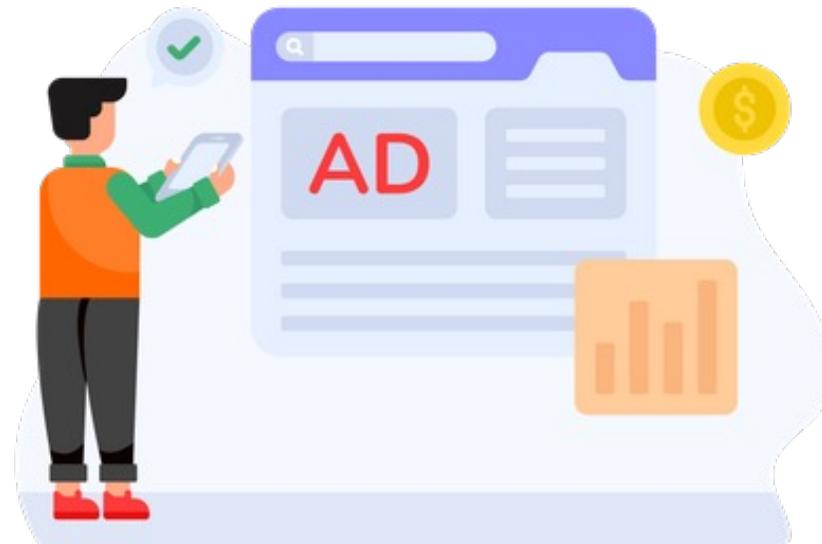
- Trading Broker
- Tracking and analysis



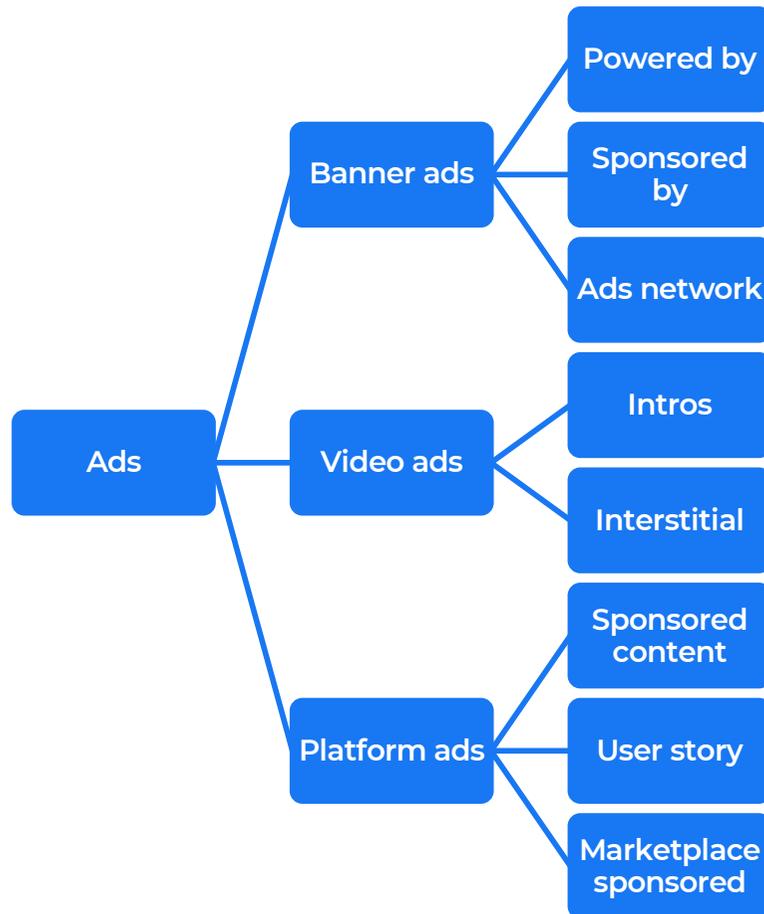
Real estate

- Mortgages lending
- Financial platform

Hidden Revenue Business Model



Hidden Revenue Business Model



Implementing online advertising can be done in a variety of ways

Display banner - You can display third-party ads within your iOS/Android app itself or on your company website.

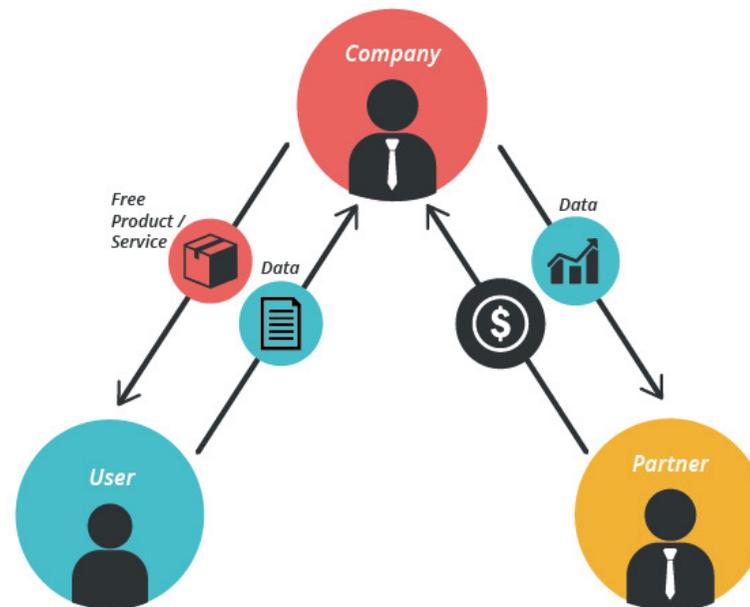
Ads network - You can build your own ad network à la Facebook, Google, LinkedIn, Unity, and Twitter

Marketplace sponsored ads - You can charge a listing fee if you operate as a marketplace like eBay or Craigslist; and/or

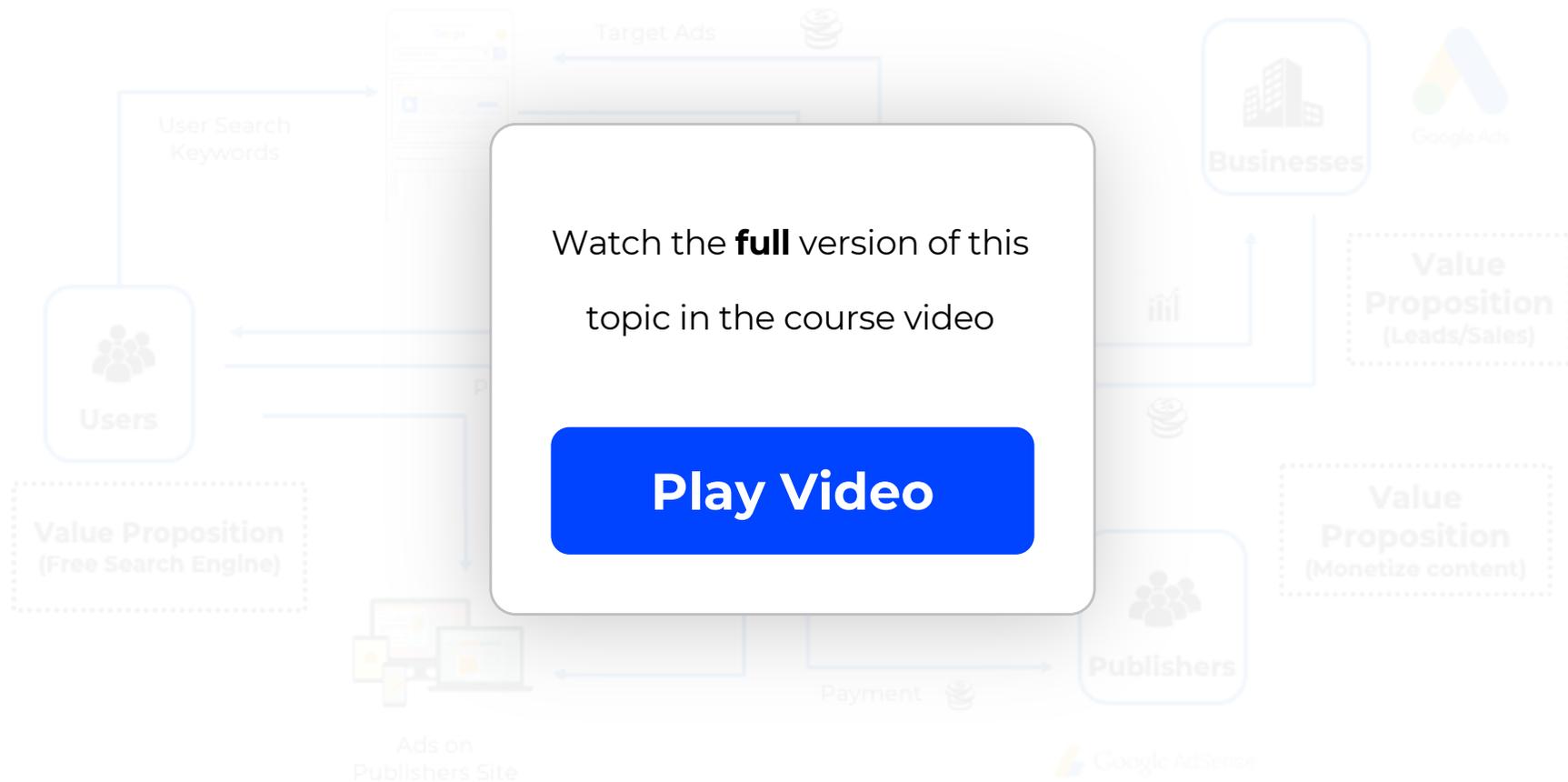
Powered by ads You can list classifieds such as job listings (similar to sites like Stack Overflow and Angel List)

Hidden Revenue Business Model

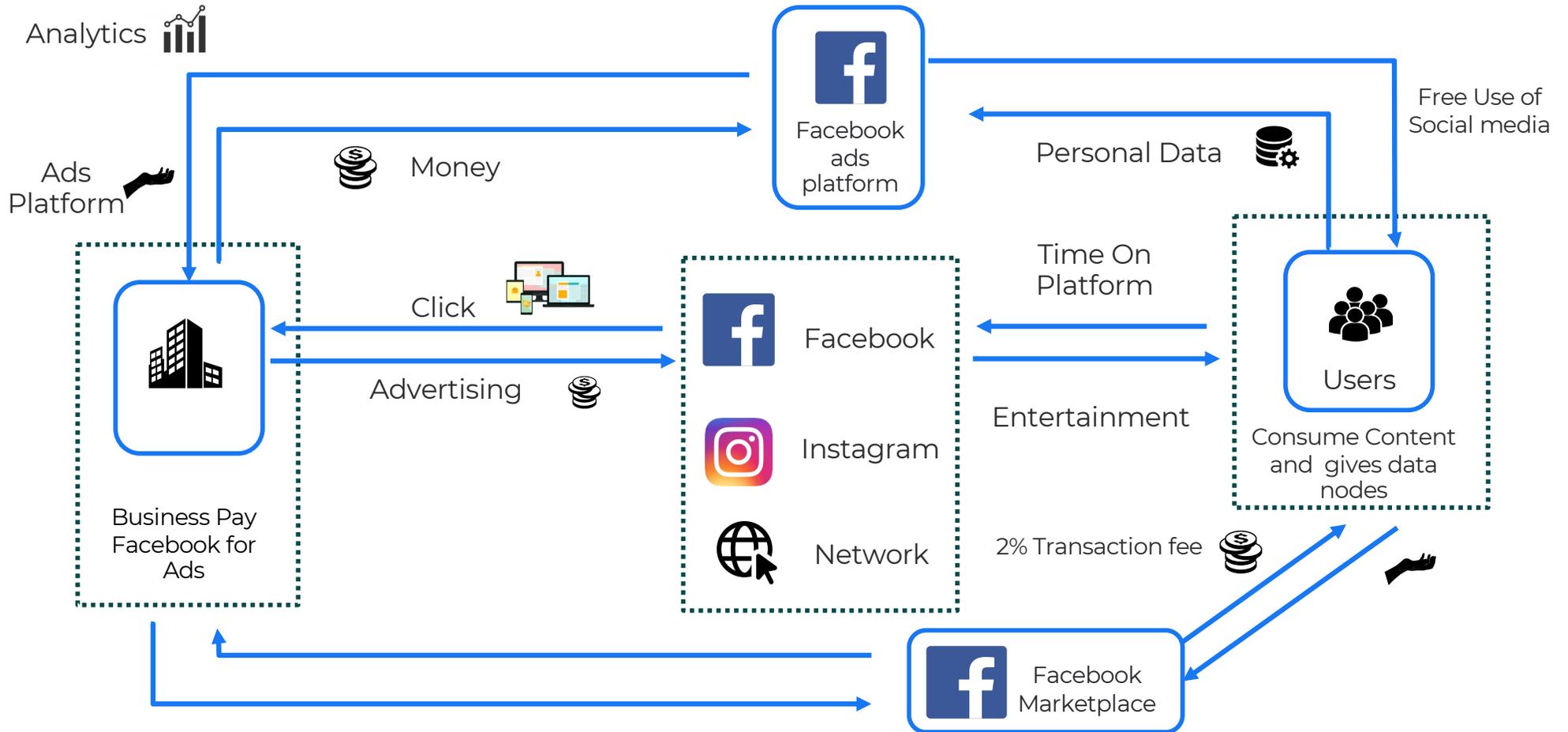
The hidden revenue business model keeps users out of the equation so they don't pay for the service or product offered, e.g. Google users don't pay for searches.



Google business model



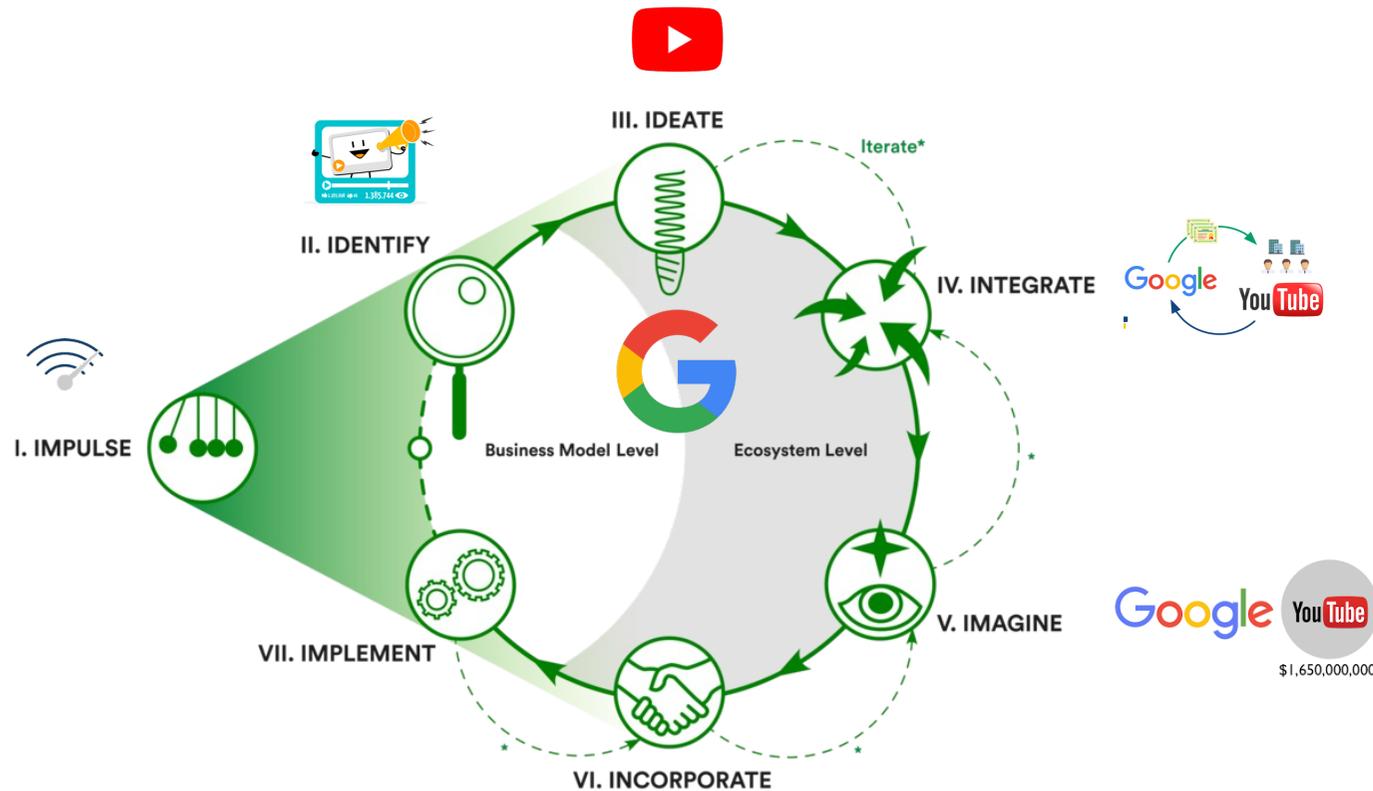
Facebook business model



Ecosystem Business Model



Ecosystem Business Model



- Cost Center into Revenue center
- Data and Trust
- Seamless Experience
- Video Muscles

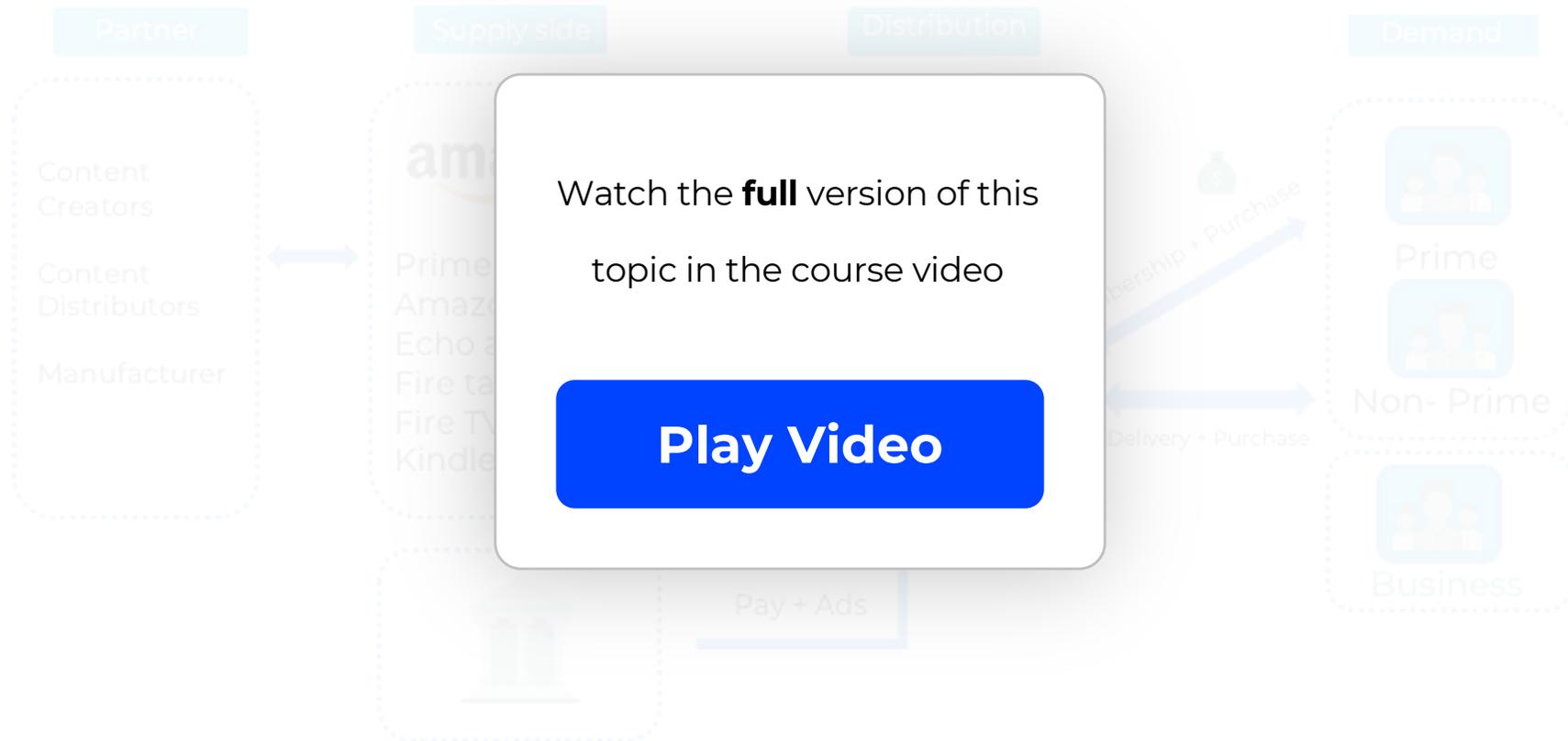
Alphabet

Ecosystem Business Model



- Storage using GCP (Drive, Duo, Photos, Docs, Music)
- Data Collection (G Analytics, Google YouTube, Assistant, Messages)

Ecosystem Business Model



Amazon is a complex ecosystem; not a company

Snapshot 2019

- \$280.5B reported revenue (GMV is higher)
- \$456.8B revenue when reported as GMV
- \$11.6B net income
- \$40B R&D annual investment run rate
- 200M Echo's sold (distributed IoT devices)
- 798,000 employees

Estimates as of May 25, 2020

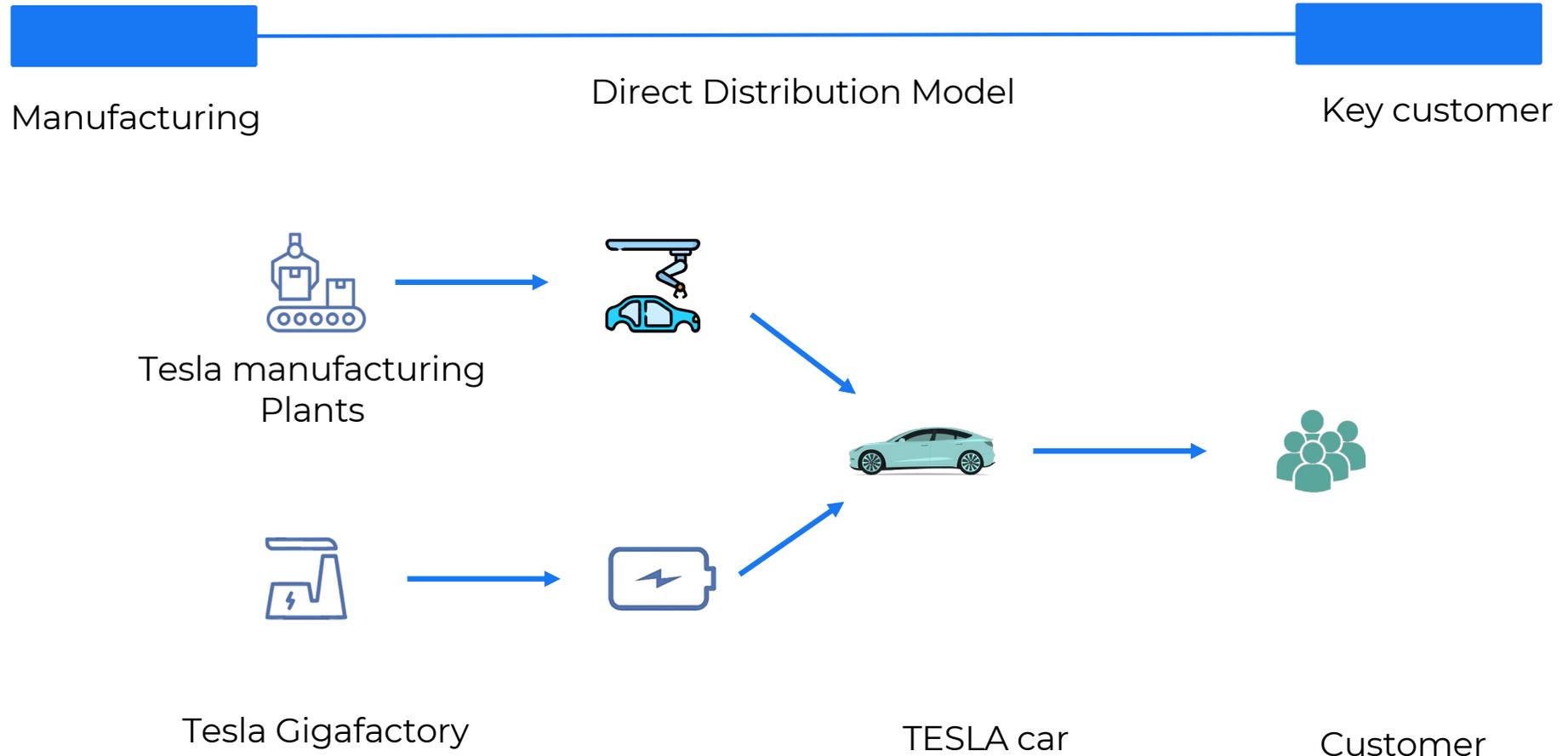
graphic by **iterate.ai**
open innovation platform



43 SUBSIDIARIES

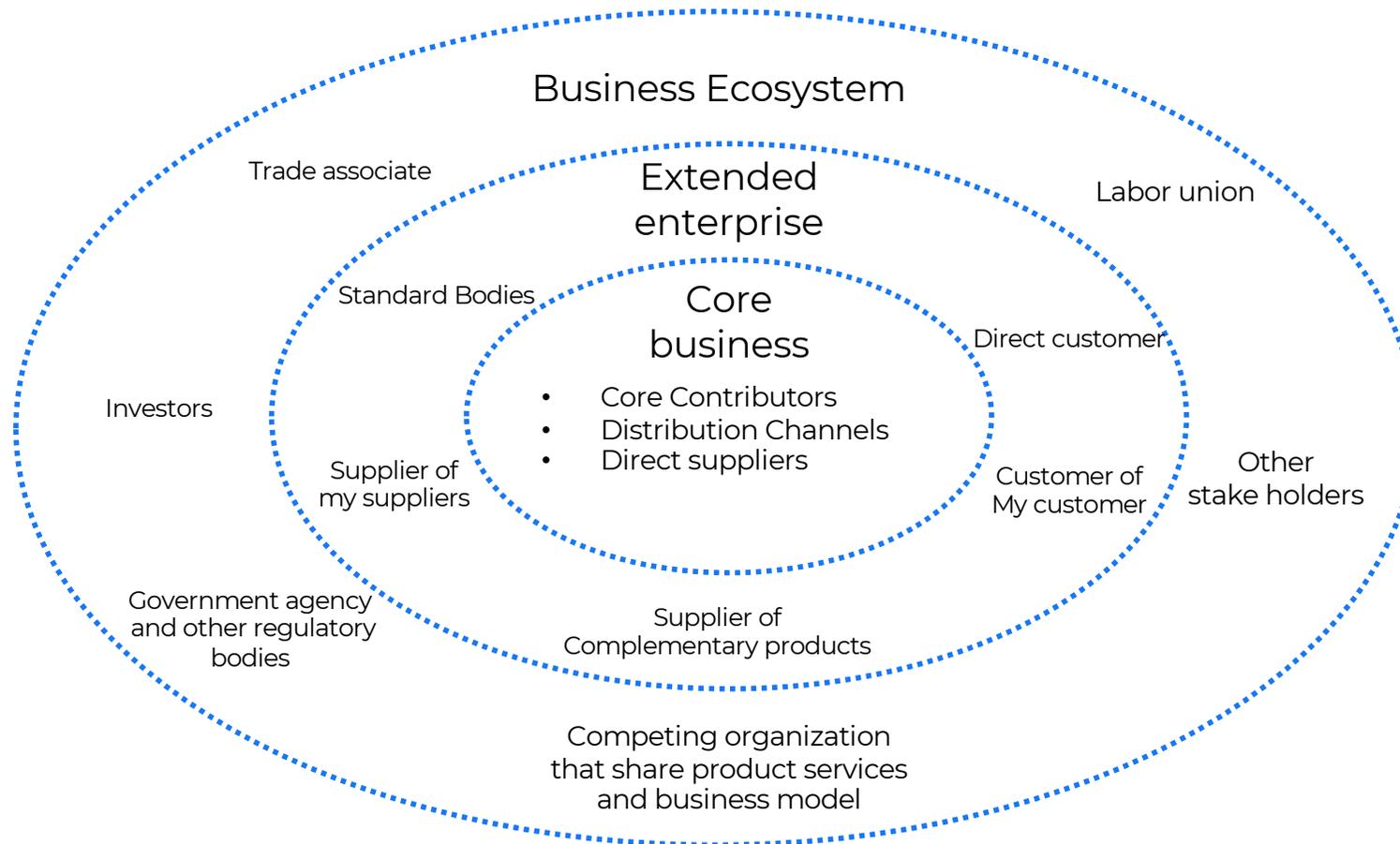
- | INNOVATION & STARTUP ENABLEMENT | |
|--------------------------------------|---|
| 1 | A9 (search and ad software lab) |
| 2 | Amazon Consulting (partner-path.com) |
| 3 | Amazon Alexa Fund (for voice) |
| 4 | Alexa Accelerator (for voice) |
| 5 | CreateSpace (indie publishing) |
| HEALTHCARE + RETAIL | |
| 6 | PillPack |
| 7 | Health Navigator |
| RETAIL | |
| 8 | Whole Foods |
| 9 | Zappos.com |
| 10 | Fabric.com |
| 11 | Woot |
| 12 | Quidsi |
| 13 | Souq |
| 14 | BOP (ShopBop) |
| 15 | comiXology |
| 16 | AbeBooks |
| BOOKS | |
| 17 | Audible |
| 18 | MobiPocket (software for digital reading) |
| 19 | The Book Depository |
| VIRTUAL COMMUNITY & CONTENT | |
| 20 | Goodreads |
| 21 | Digital Photography Review |
| 22 | Internet Movie Database |
| ENTERTAINMENT | |
| 23 | LoveFilm International |
| 24 | Box Office Mojo |
| 25 | Sye Streaming Service |
| ESPORTS | |
| 26 | Twitch Interactive |
| 27 | CryEngine |
| 28 | GameSparks |
| IOT & AI DEVICES | |
| 29 | Ring (Cameras) |
| 30 | eero (Smart Home) |
| 31 | Blink (Security Doorbell and Cameras) |
| VOICE | |
| 32 | Ivona Software |
| IOT and AI SOFTWARE + INFRASTRUCTURE | |
| 33 | 2lemetry (IoT platform) |
| 34 | Annapurna Labs (Edge Chips) |
| 35 | Amazon Web Services |
| 36 | DataRow |
| 37 | CloudEndure |
| 38 | Amiato |
| 39 | Clusterk |
| GROCERY LOGISTICS | |
| 40 | Webvan Group |
| DIGITAL PAYMENTS & FINANCE | |
| 41 | GoPago |
| DIGITAL ADVERTISING | |
| 42 | Sizmek |
| DIGITAL EDUCATION | |
| 43 | TenMarks |

Ecosystem business model



Ecosystem Business Model

Moore Business Model actors



EdTech business model



EdTech business model

Global EdTech Market. Mode vs Model

- Direct to Consumer (Learner/Parent)
- Business to Business (School /University /Enterprise)
- Hardware
- Software vs Services

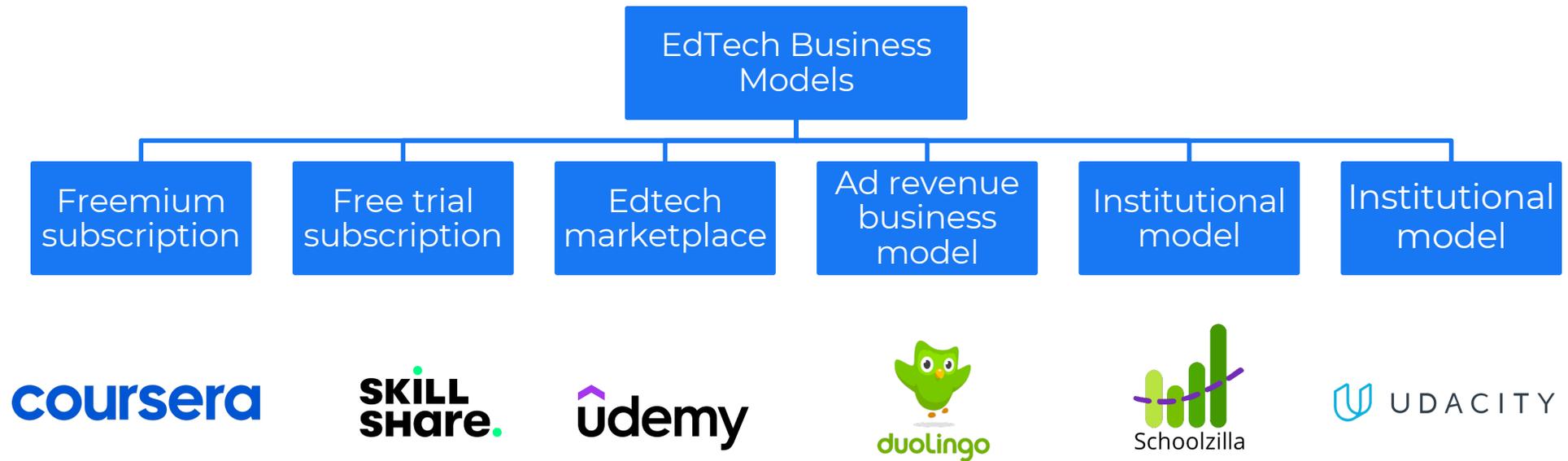
● ————— **\$184B Global EdTech Market (2019)** ————— ●

Direct to 'Consumer' (Learner/Parent)

Business to 'Business' (School/University/Enterprise)



Most popular revenue model in EdTech



Freemium business mode in edtech

Give some freebies to users like **'Free Masterclass'** or **'Micro course'** and offer a more advanced plan as an upgrade.

Example: Watch a free Micro course on Coursera but pay for the certificate

coursera

Product Types

- Test Preparation
- Professional skills development
- Online certificate

Benefits

- Quick user acquisition
- Recurring revenue

Downside

- Most free users will never convert
- Large support and user acquisition costs.

Freemium business mode in edtech

Free trial subscription	<ul style="list-style-type: none"> • Test preparation • Professional/skill development • Online certification • Language learning 	<ul style="list-style-type: none"> ✓ Quick user acquisition ✓ Recurring revenue ✓ More paying users compared to freemium ✓ No need to cut features from the free offering 	<ul style="list-style-type: none"> – Possible to repeatedly create free accounts – Hard to convert people who are used to free content – Needs to demonstrate the product's full value before the trial runs out
Edtech marketplace	<ul style="list-style-type: none"> • Professional/skill development • Online certification 	<ul style="list-style-type: none"> ✓ No need to spend resources on content creation 	<ul style="list-style-type: none"> – Users aren't always ready to pay for the creators' content



You offer a complete package right off the bat, but for a short period of time.(Trail period)



Allow creators to host their educational content and take a share of their revenue.

Most popular revenue model in edtech

Ad-based revenue	<ul style="list-style-type: none"> • Language-learning • Mobile apps 	<ul style="list-style-type: none"> ✓ Easy to implement ✓ Great for mobile apps 	<ul style="list-style-type: none"> - Annoys users if implemented poorly - Ad-blockers on the web
Institutional/B2B sales	<ul style="list-style-type: none"> • K12 sector • STEAM kit • Performance assessment • ERP solutions 	<ul style="list-style-type: none"> ✓ Big deals ✓ Post-sales revenue ✓ Added value from partnerships 	<ul style="list-style-type: none"> - Higher dependency on education institutions - Red tape and technology resistance
Grants/Sponsorships/Recruiting models	<ul style="list-style-type: none"> • MOOC platforms • Online certification • K12 and humanitarian apps 	<ul style="list-style-type: none"> ✓ Great as additional revenue streams ✓ Valuable partnerships 	<ul style="list-style-type: none"> - Hard to incentivize sponsors - Often insufficient as a sole business model

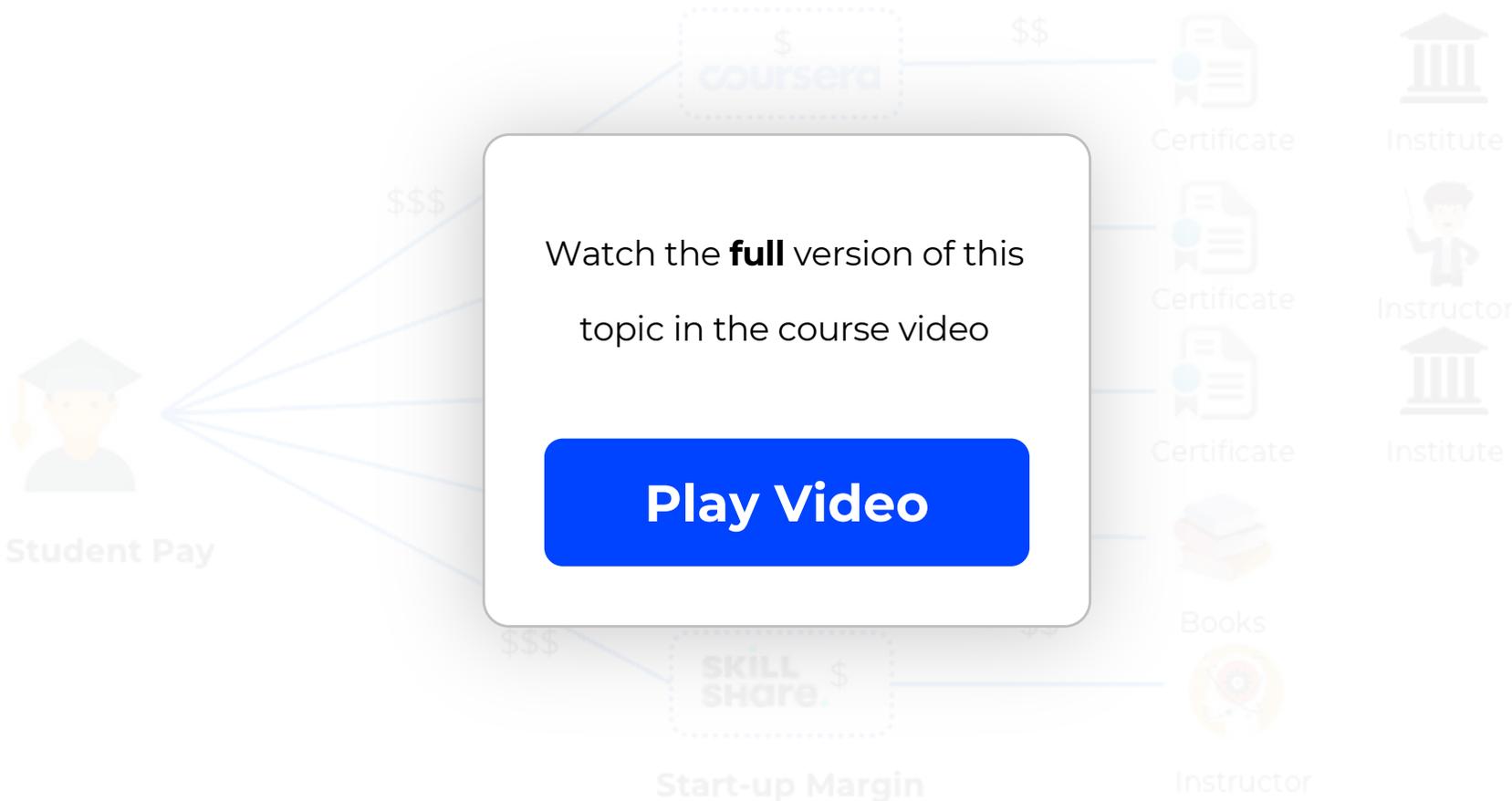


Provide the translation 100% free and charge on personal classes



Product to manage staff and universities

EdTech Business Model



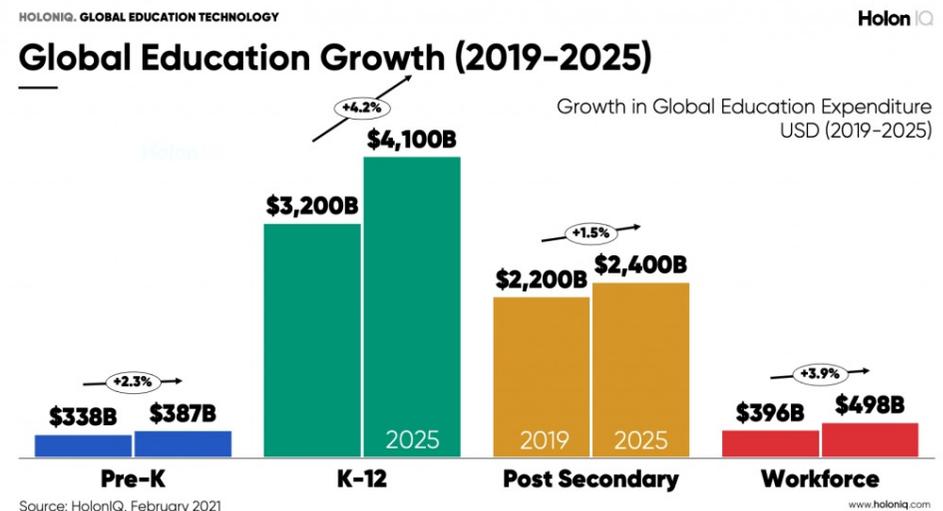
Global Education growth 2019 to 2025

EdTech is growing at 16.3% and will grow 2.5x from 2019 to 2025, reaching \$404B in total global expenditure.

Pre-K schools are looking for activities and educational tools to accelerate the child's development

K-12 and post-secondary Schools are aggressively adopting technology to manage their operations, and communicate with parents.

Workforces is looking to up-skill and engage their employees remotely.



P2P Business Model



Peer to peer Lending business model

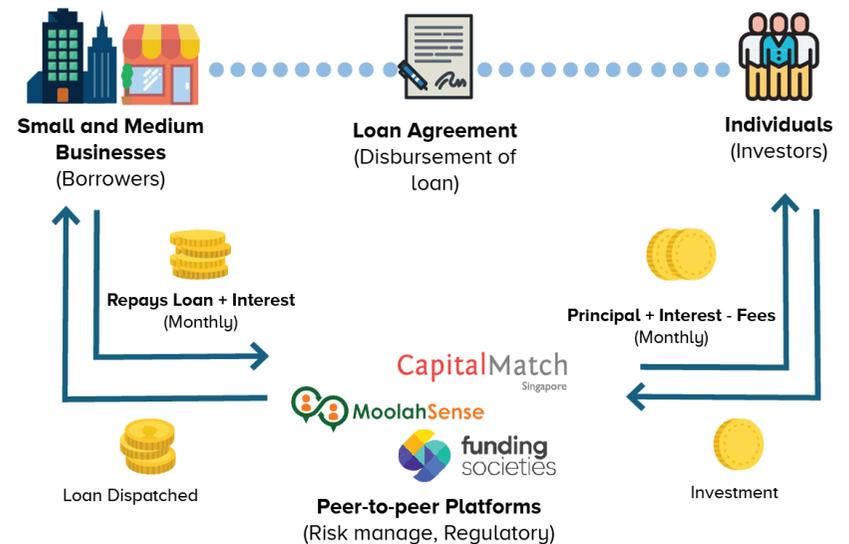
Match lenders with the potential borrowers without an official financial institution participating

P2P lending offers both secured and unsecured loans.

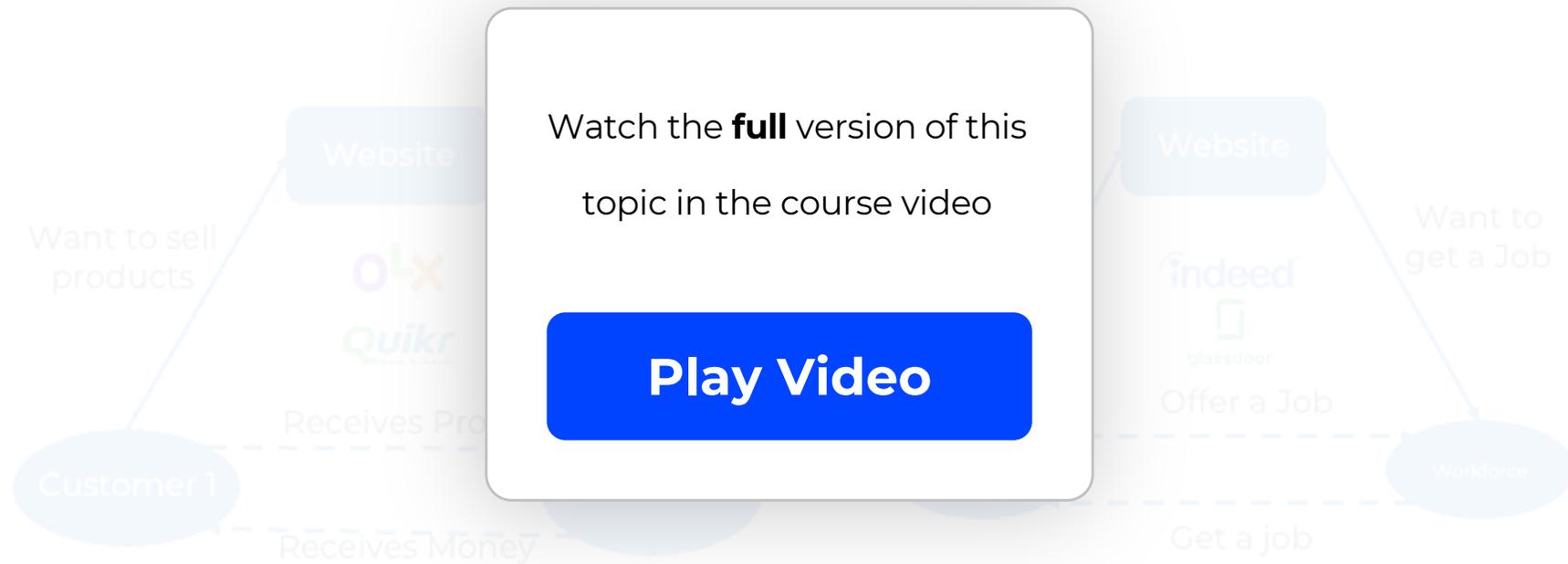
Due to some unique characteristics, peer-to-peer lending is considered an alternative source of financing.

How does peer-to-peer lending work?

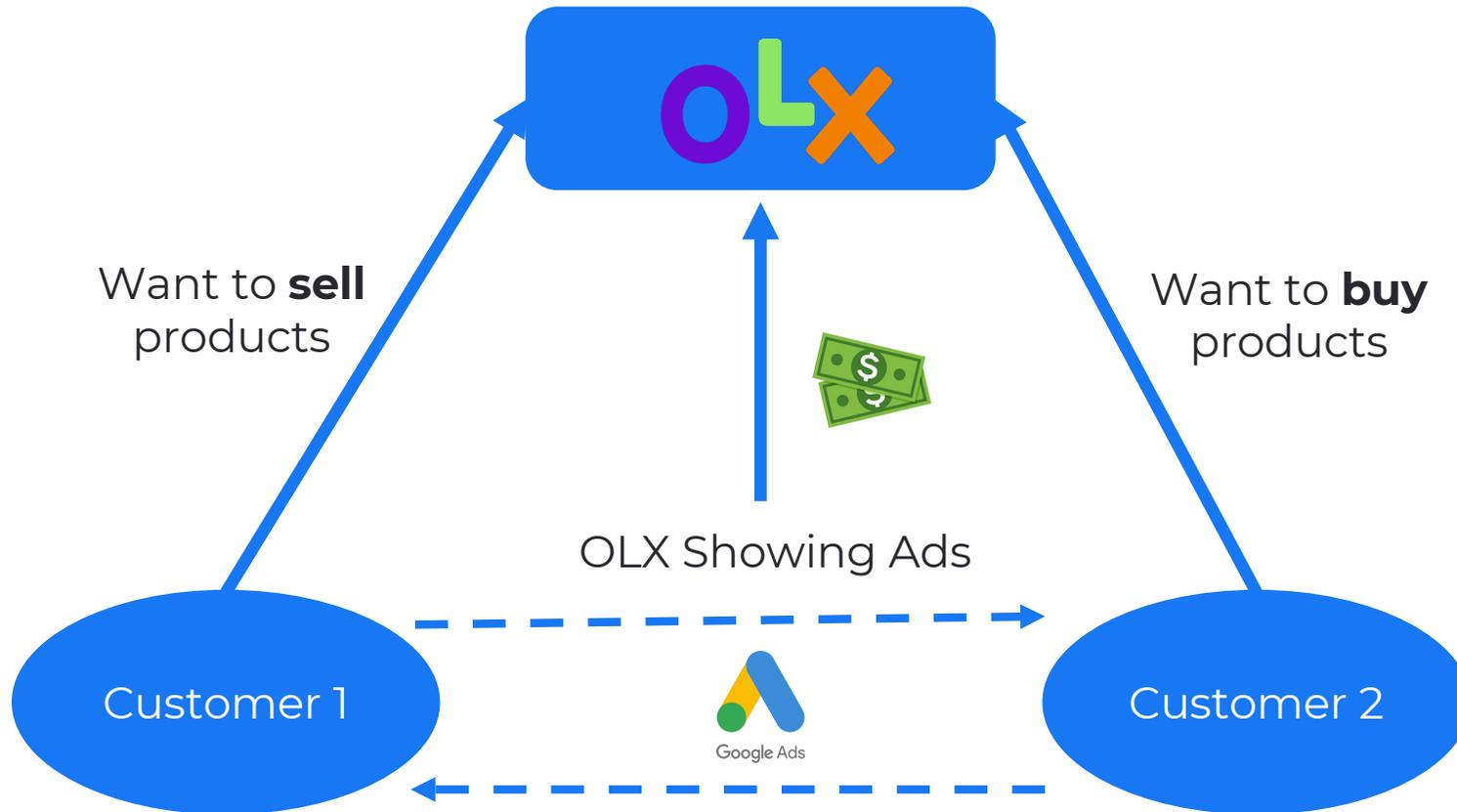
- After application, the platform assesses the risk and credit rating to assign an interest rate.
- Applicant receives the available options from the investors based on his credit rating and assigned interest rates.
- The applicant is responsible for paying periodic (usually monthly) interest payments and repaying the principal amount at maturity.



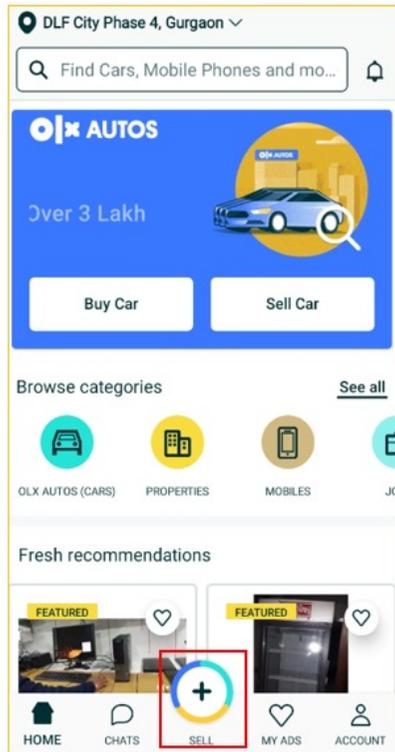
Peer to peer/C2C business model



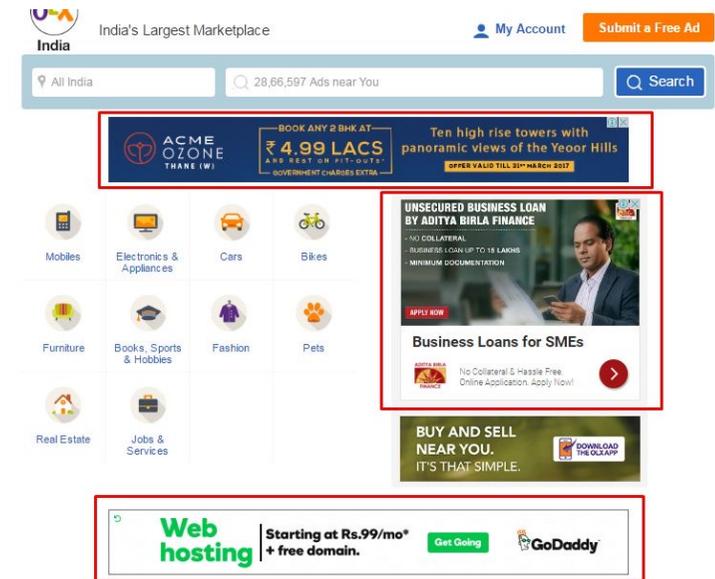
OLX P2P Business Model



OLX P2P Business Model



- Facilitating the transaction
- Sponsored/Featured Post
- Google Ads
- Sponsored Banner Area
- In App installation



Crowdsourcing Business model



Crowdsourcing Business model

Crowdsourcing = Crowd acts as a source for a specific platform

Get help from people all over the world, without having to actually hire them as a regular employees

Waze app allows users to report traffic jams

McDonald's and **lays** Burger and chips favour builder

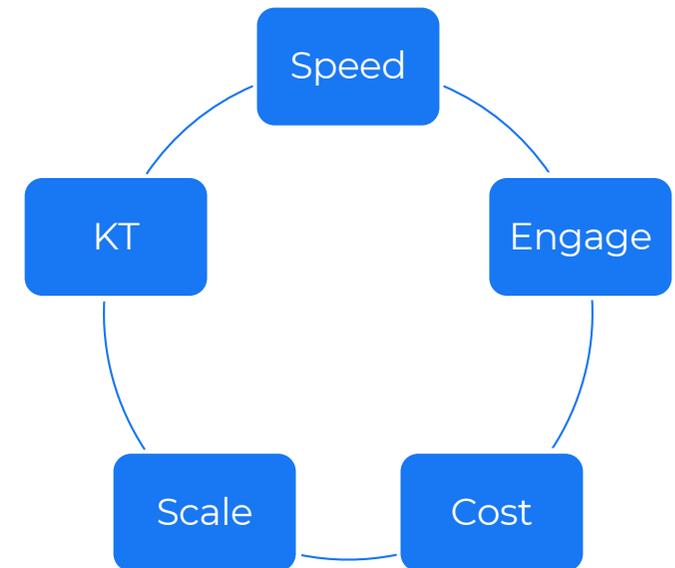
Accelerated processes: Makes tasks and processes quicker, by breaking as a task into a large group of workers.

Consumer engagement: Solve problems and provide information by engaging in the community.

Reduced costs: A cheaper way to accomplish the project as no one is on salary and minimal operational costs.

Scalability: scaling can cause a company a hard time as micro-tasks to be completed by remote workers anytime.

Knowledge gaps: Allows businesses to access people with skills that are not available among their human resources



Crowdsourcing Business model

Crowdsourcing = Crowd acts as a source for a specific platform

Get help from people all over the world, without having to actually hire them as a regular employees

Types of Crowdsourcing Platform

Open-Source Software

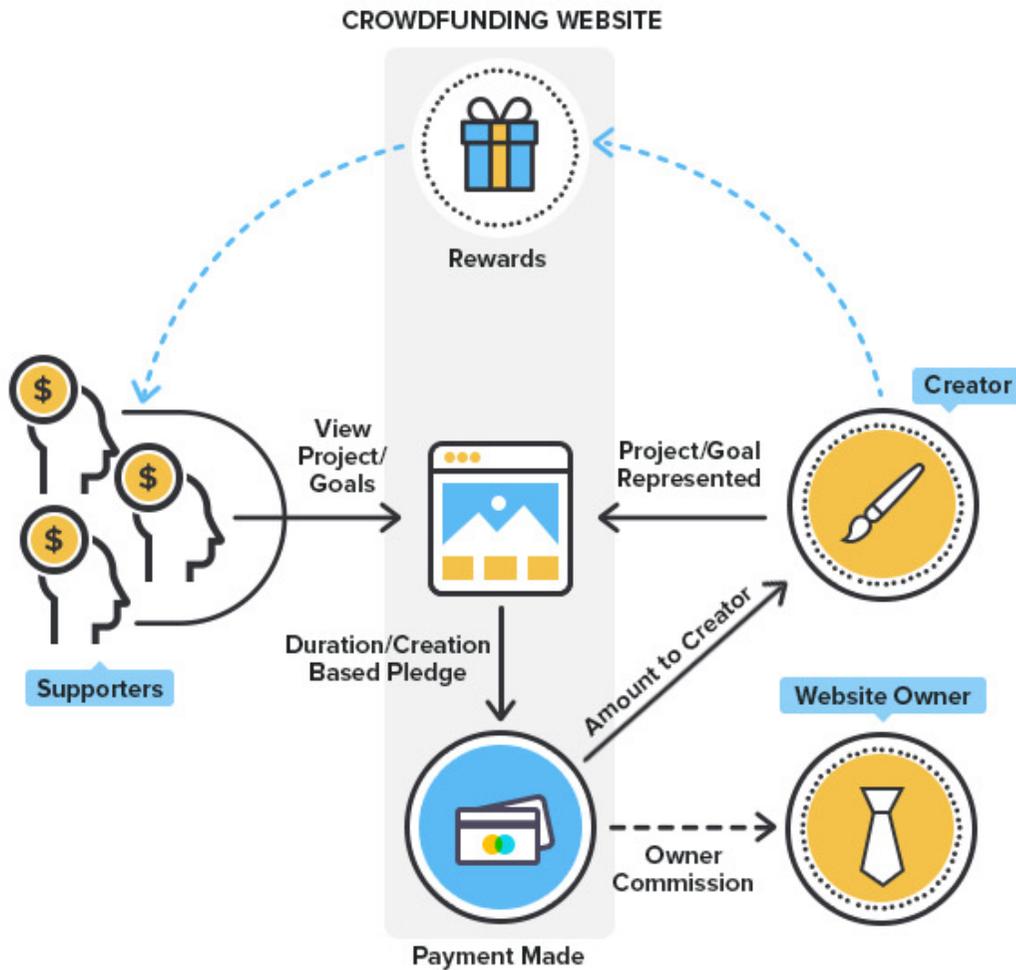
Allows any developers to access the software source code to modify or improve it.

Example:- Linux operating systems and Firefox browsers.

Crowdfunding

Crowdfunding would be basically a donation, with no expectations example- Oculus headset.

Crowdfunding Business model



KICKSTARTER

INDIEGOGO

patreon

Ketto

ilaap

Top Rated business course on Udemy

Complete MBA course: Marketing and Business Strategy

ENROLL NOW

★★★★★  112,806

31 Start-up Business Model: Best Course for Entrepreneurs

ENROLL NOW

★★★★★  67,658 Students

MBA: Supply Chain and Operation management

ENROLL NOW

★★★★★  49,040 Students

SaaS Marketing, Metrics for Managers and Founders

ENROLL NOW

★★★★★  11,696 Students

