Revenue Scenarios

Variables▼ Options►	A	B	C	D	E	F	G	H
1 Platform	Desktop	Web	Mobile	Seamless integration of Web and Mobile. Building mobile applications as plugins included with the application, such that the capacity of each mobile device type is maximized.)	Seamless integration of Desktop, Web and Mobile. Building mobile applications as plugins included with the application, such that the capacity of each mobile device type is maximized.)			
Precedent	Microsoft windows, Office, Adobe CS	WebEx Communications, and Remote Business	Palm Software, iPhone	VOIP Software				
2 User Generated Content	Users can generate content but we provide no outlet	We provide hub site for users to share	We provide hub site for users to sell	Provide hub site for users to give away and/or sell, marketing this service and encouraging use, such that we drive evolution of content and expand the value of our product.	Provide hub site for users to set up fee-based membership in groups within which user-generated content can be shared, traded, etc			
Precedent	Adobe CS	Omnimedia	Omnimedia					
3 User Group Size Focus	Single User Focus	Groups Focus	Massive Multiuser Focus	Groups and Masive Multiuser Focus, marketing each separately and as appropriate.	Single User, Groups and Masive Multiuser Focus, marketing each separately and as appropriate.			
Precedent	Microsoft Outlook	Yahoo Groups	Second Life	Meetup, Facebook	??			
4 Platform (Desktop Subcategory along with Software being the thing sold)	Retail Sale	Order DVD Online	Download Sale	Wholesale/Bundled Sales	Selling Plugin for one or more existing applicationns.	Adopting A, B, C & D. (E may work, except that there appear to be no products on the market operating from our paradigm; we can release plugins with limited features.)		
Precedent	Adobe CS	Adobe CS	Adobe PDF	Microsoft Windows & Office	Facebook Applets			
5 Sales Stragtegy	Sell the application itself	Give away the application, make money from advertising partners	Give away the application, make percentages from user trade	Give away the application, sell advanced add-ons plugins for single users, massive user communities and enterprises.	Give away the application, sell training programs and books	Sell the application, sell training programs and books		
Precedent	Microsoft, Adobe, Autodesk, etc.	Most Search Engines	Itunes	Google Earth Standard, Pro & Enterprise	Franklin Covey	ESRI - ArcGIS		

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Variables ▼	Options ► A	B	C	D	E	F	G	H
6 Application Licensing (Can work with Desktop, Web and Mobile Options along with Software is the thing being sold.)	Combinatin of Single and Volume License Sales	Software as a Service (SaaS) - Single and Volume Subscription Fees						
Precedent	Autodesk AutoCAD	WebEx Communications, Remote Business						
7 Upgrade Strategy	Build upgrades internally that users must purchase and install	Build upgrades internally that install to users' systems automatically	Release source code, promote open-source development					
Precedent	Microsoft Windows, Office, Adobe CS	Most Anti-Virus Software	Linux Applications					
8 Upgrades Revenue Strategy	Sell upgrades as distinct products to install	Give away upgrades for free - lifetime or limited-time guarantee	Acknowledge star open-source developers but make no contracts with them	Acknowledge star open-source developers. Bring them on contract for sellable plugins, applets and major upgrades.				
Precedent	Microsoft windows, Office, Adobe CS	??	??	??				
9 User Training & Tech Support	No support	Free Online/Phone Technical Support - Lifetime Guarantee	Paid Online/Phone Technical Support	Provide hub site with internally generated knowledge base	Provide hub site with user-generated, open source support, and ability of users to trade/sell versions of "The Coach," thereby evolving the user community's ability (original knowledge base can be internally generated)	Books, Seminars & Videos	Combination of A, E & F	Combination of B, E & F
Precedent	Many SaaS applications	??	Microsoft Windows, Office	??	Wikipedia	Autodesk AutoCAD		