

REVENUE MODEL

FREEMIUM-MODEL

Basic Version:

- Fundamental functions
- Revenue through:
 - Advertising

Premium Version:

- Extended functions
- Revenue through subscription
 - Monthly 1,99€

Additional Income:

- Crowdfunding
- B2B licenses
- Affiliate Marketing

Revenue Model Year 1		
Expenses		
	Calculation/Description	Outcome
Personnel costs	$5 \times 2.000,00\text{€} \times 12$	120.000,00 €
Marketing & Advertising		5.000,00 €
Hosting (PaaS)	e.g. AmazonWebServices	2.500,00 €
Other Expenses	Tools, licenses, insurances, reserves	4.000,00 €
Total		131.500,00 €
Revenue		
	Calculation/Description	Outcome
Crowdfunding	expected value	50.000,00 €
Basic Version (Advertising)	$90\% \times 10.000 \text{ expectedUsers} \times 0,50\text{€} \times 12$	54.000,00 €
Premium Version (subscription)	$10\% \times 10.000 \text{ expectedUsers} \times 1,99\text{€} \times 12$	23.880,00 €
B2B licensing	$5\text{B} \times 3000\text{€} \text{ (license per year)}$	15.000,00 €
Affiliate provisions	$5\% \times 3\text{B} \times 1000 \text{Products}$	450,00 €
Total		143.330,00 €
Income statement		
Expenses		131.500,00 €
Revenue		143.330,00 €
Total		11.830,00 €