**Business Model Category: Subscription Model**

The core services provided by our product are follows

1. Identification of Design Pattern
2. Identification of Anti-Pattern
3. Provide facility to let a newly discovered pattern known to user

Our product is a single entity and a subscriber is provided access to all its entirety except the admin console.

Subscription model acts as the primary model for revenue generation in our business model.

The users are broadly classified as Guest and Premium. The users are allowed access to the application with variable degrees of freedom and privileges.

The Guest user is allowed a sneak peek into the application's primary capabilities for a trial period of time say for 30 days. A guest user helps attract attention to the application and acts a free brand ambassador for promotion of the product and its services.

The Premium member with a paid subscription enjoys most of the application's services. Primary revenue component of our model. Different periods of subscription (monthly or yearly) provided along with special privileges. An organization requiring access to the product are allowed to buy licenses in bulk at a subsidized rate.

Both the Guest users and Premium users can refer the product to a third party and on successful subscription of the third party to our service they will be entitled to certain discounts from next billing cycle.

Apart from these two business user, we have Contributor/Admin members. These users are vital for resource creation and management. This aspect of these users make them key assets for the growth and expansion of our business.