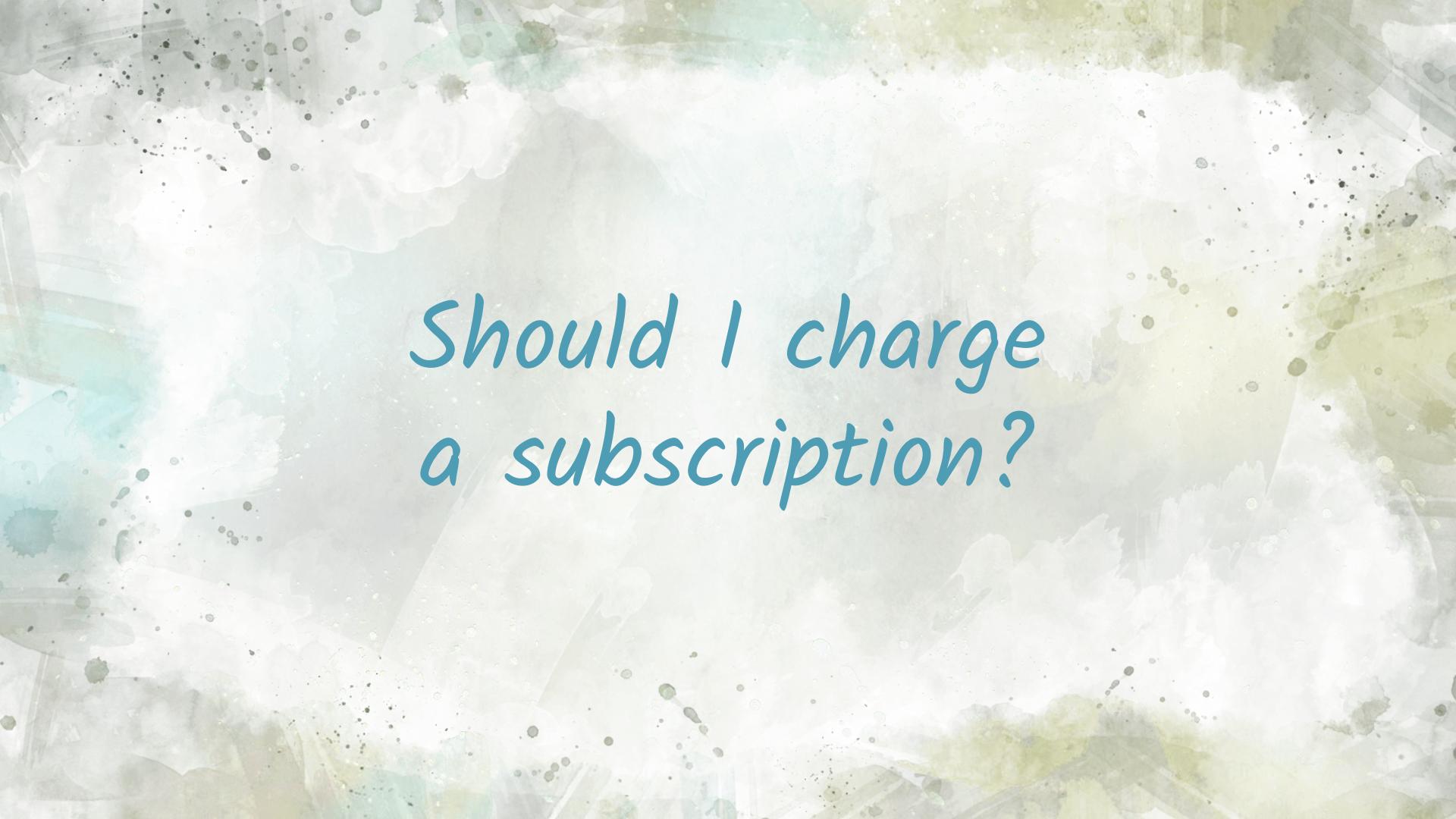


# *Business Models for Sustaining Software*

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Should I charge  
a subscription?

Should I charge  
a subscription?

What about a  
one-time fee?

Should I charge  
a subscription?

What about a  
one-time fee?

How do I charge  
for support?

Should I charge  
a subscription?

How do I charge  
for support?

What about a  
one-time fee?

What about  
donations?

Should I charge  
a subscription?

How do I charge  
for support?

What about a  
one-time fee?

How much  
should I charge?

What about  
donations?

Should I charge  
a subscription?

How do I charge  
for support?

What about a  
one-time fee?

Should I charge by  
the transaction?

What about  
donations?

How much  
should I charge?

Should I charge  
a subscription?

?

?

?

Should I charge by  
the transaction?

?

?

?

# How do I charge for support?

What about a  
one-time fee?  
?

Should I charge by  
the transaction? ?

# What about donations?

A close-up photograph of a textured, light-colored surface, possibly a wall or fabric, with a large question mark and the text "How much should I charge?" written in blue ink.







*Build something  
that someone  
wants.*

A photograph of a solar panel array in a field, partially obscured by a large, expressive blue and white watercolor wash that covers the left side of the frame.

*Build something  
that someone  
other than you  
wants.*



*Build something that  
someone other than you  
(or anyone else  
funded by it)  
wants.*



*Build something that  
someone other than you  
(or anyone else  
funded by it) wants  
because they  
derive value.*



*Build something that  
someone other than you  
(or anyone else  
funded by it) wants  
because they  
derive value  
that they can  
easily explain.*



*Build something that  
someone other than you  
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➤ Note: “Someone” does not mean “Everyone”



*“So what is my  
business model?”*

A young girl with dark hair, wearing a white t-shirt, is laughing joyfully in the rain. Her hands are raised, and water droplets are catching light to look like small gold coins. The background is blurred, showing more of the golden rain.

*A prerequisite  
for a business  
model is that  
consumers  
must enjoy  
the value  
provided.*



The enjoyment  
of that value  
might need to  
be translated  
to the person  
who pays the  
bills.



## *The best business models...*

- Have a predictable cost for the payer
- Align with how the payer pays for similar services
- Seek payment that is in sync with how the payer receives their revenue

Should I charge  
a subscription?

?

?

?

Should I charge by  
the transaction?

How do I charge  
for support?

?

?

?

What about  
donations?

What about a  
one-time fee?

?

?

How much  
should I charge?





CASE SOLVED



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