Revenue model:
Subscription
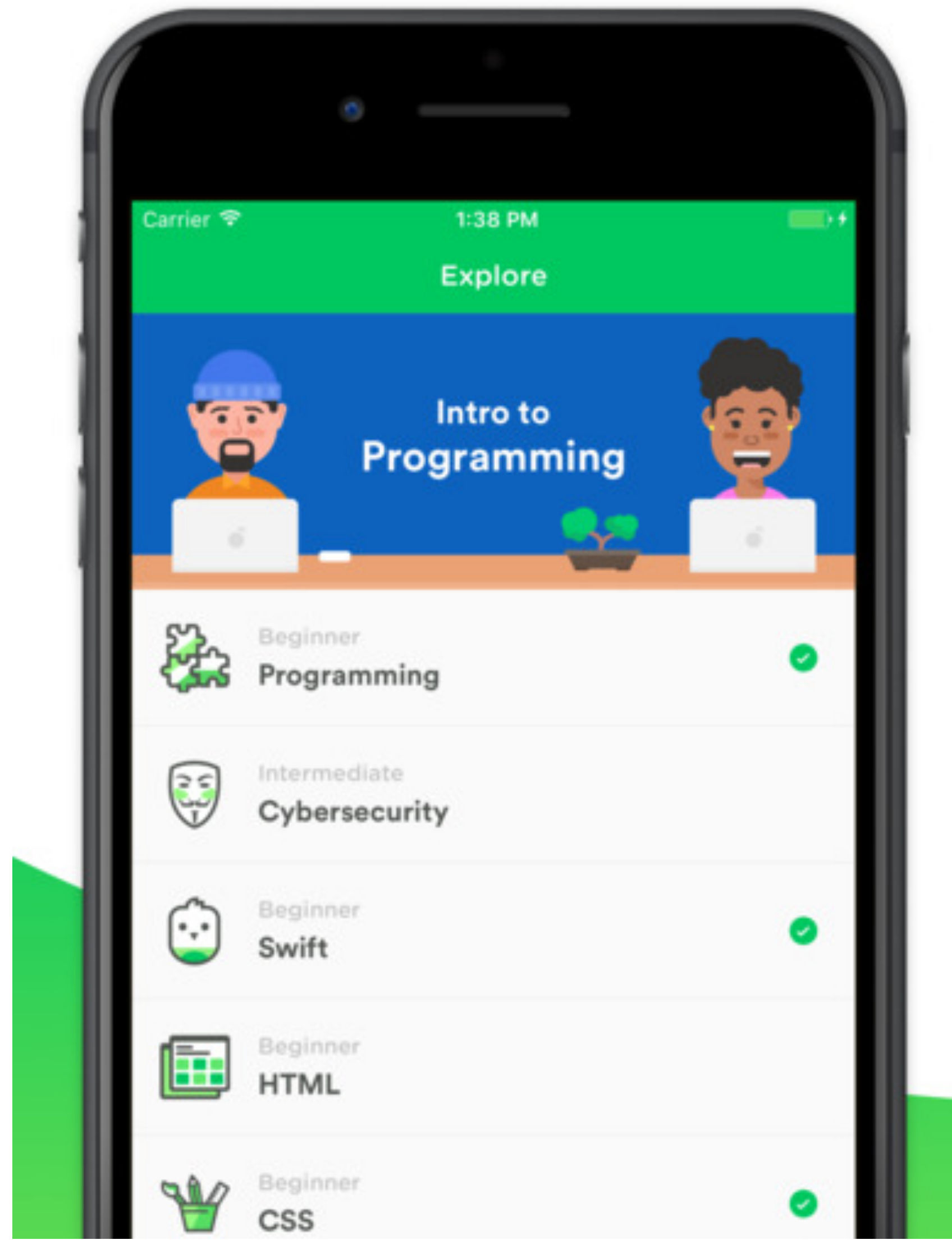
Value from it's paid features:
Full access to all lessons

Strategy or approach
for users to pay:
**Hit marketing,
advertising, attraction
to unlock**

Learn how to build apps,
websites, and more!

Mimo app

Main values:
**Tool for the mind,
great and
uncomplicated
lessons, learning**

Why would I pay?
**To expand my ability
to learn by accessing
full lessons**

HEADSPACE

Meditation and Mindfulness app

Main values:
Guide for your meditation, all-in-one, ready and simple to use, spitiritual and mental affection

Revenue Model: **Freemium**

App value from its paid features:
Extra levels for your journey on meditation that offers different and advance lessons and music style

If the app was free, the company would make a revenue by advertising and sponsorships.

Strategy or approach for users to pay:
To pay for extra features and levels is approached in a soft and direct way. You'll have base levels to finish and after that you can pay for the other features.

Why would i pay for the extra features?
I would pay for it simply because i want to learn more and improve my meditation techniques and/or in zen terms, to extend my journey. And for the fact that i'm into meditation practice.

MacID

Unlock your Mac with just your fingerprint.™

macid.co

Main values:
Cool design, interface, easy and straightforward use, cool and efficient way to unlock your Macs

If the app was free, the company would make a revenue by advertising and sponsorships.

Revenue model: **Paid App**

Strategy or approach for users to pay:
High quality product, hit marketing and sophisticated design

Why i would buy it?
Very useful, monopoly style, cool design, user-friendly and big potential