1. 9 Blocks
   1. See previous four on previous days notes
   2. Revenue Streams
      1. Examples
         1. iPhones, advertisement to websites, cars, Netflix, cable, cellphones, magazines, etc
      2. Acquisition Cost
         1. How much do you have to spend to generate a sale?
         2. Example
            1. $2
      3. Freemium
         1. The idea is that there is a free version and a paid version
         2. Example
            1. LinkedIn

There’s a free and then there’s the pro version

* + - * 1. Hulu

There’s a free then there’s Hulu Plus

* + 1. Licensing
       1. Copy written
       2. Examples
          1. Songs, patent, technology,
    2. Brokerage fees
       1. Example
          1. TDAmeritrade, credit card, real estate agent
  1. Key Resources
     1. Examples
        1. Steel, physical materials, human capital, place, money
  2. Key Activities
     1. Examples
        1. Making your product, doing research,
  3. Key Partnerships
     1. Examples
  4. Cost Structure
     1. Examples

1. How to make lots of money
   1. Evanescence
      1. Master
         1. Record label
      2. Publishing
         1. Writer
         2. Musician
      3. Performance Rights
      4. Mechanical Rights
   2. Maximize asset