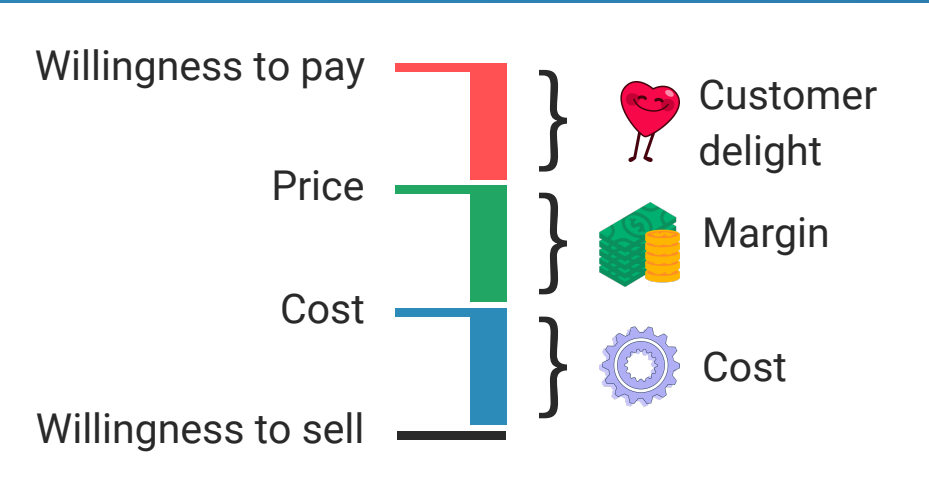


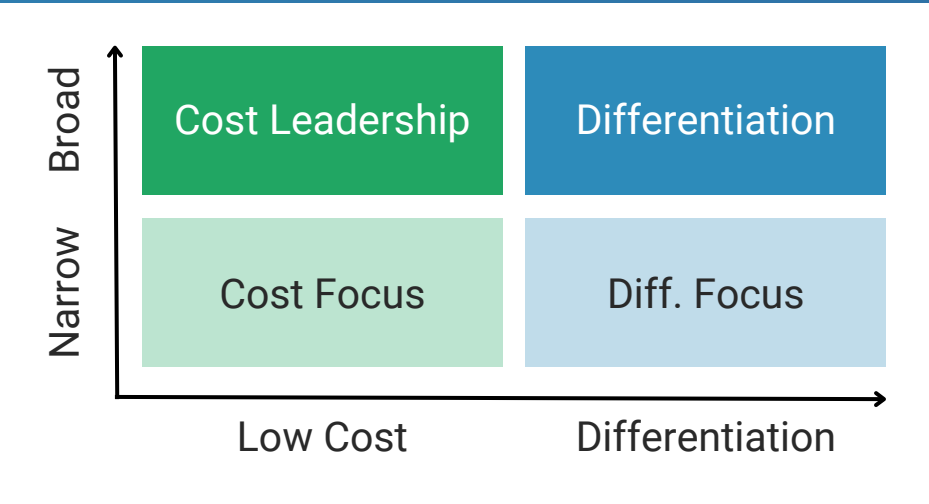


Product Pricing Cheat Sheet

Value Stick



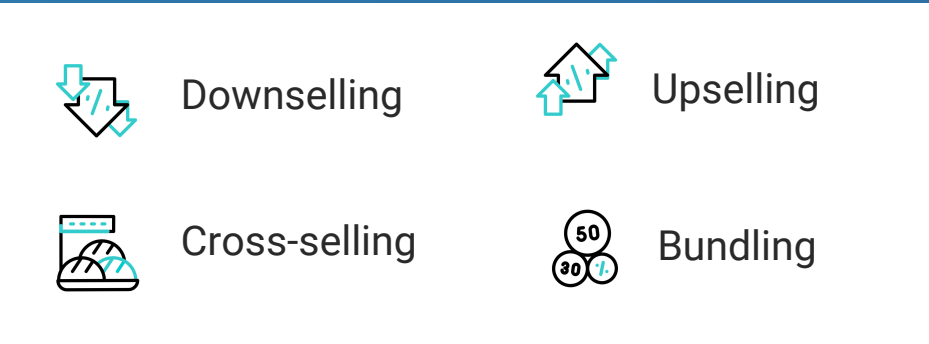
Porter's Strategies



10 Pricing Strategies



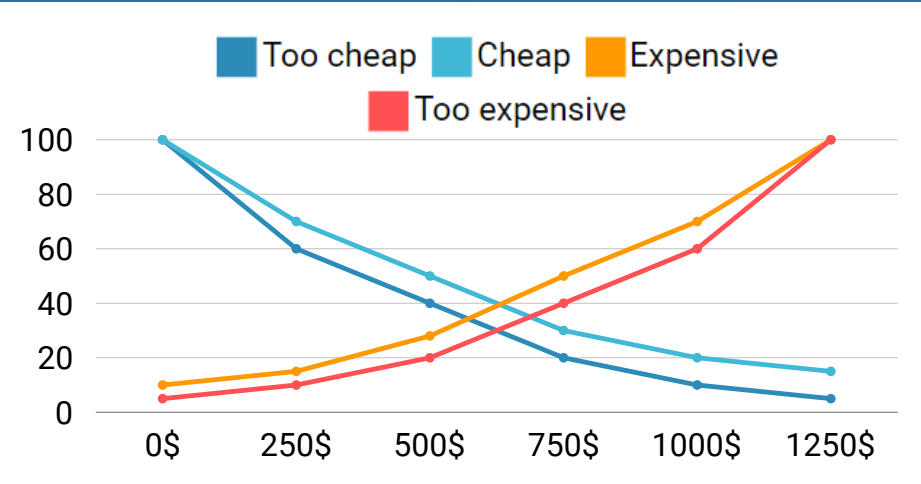
Selected Tactics



Acquisition Strategies

- Demo: Performed by Sales
- Freemium: Free features, paid upgrades
- Free trial: Initially at no cost > No access
- Reverse trial: Initially at no cost > Freemium

Van Westendorp



Conjoint Analysis

