**REVENUE STREAMS TEMPLATE**

Complete the table with the opportunities for your business. Column 1 notes the revenue sources; in column 2, note what you could offer in this revenue stream; in column 3, write down what you would anticipate the market would pay for this option, and the potential size of the market, and in column 4 note how competitive this element of the market is (highly being a market which is already saturated with a lot of competitors, mildly competitive is a market where there are perhaps one or two other players on the periphery).

|  |  |  |  |
| --- | --- | --- | --- |
| Revenue source | Your Offering | Market Price/value | Competitiveness |
| Professional fees |  |  |  |
| Packages |  |  |  |
| Subscriptions |  |  |  |
| Lending, renting and leasing |  |  |  |
| Licensing fees |  |  |  |
| Useage fees |  |  |  |
| Brokerage fees |  |  |  |
| Product sales |  |  |  |
| Other sources |  |  |  |