

BUSINESS MODEL MATRIX

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This guide is available on the [Startups With No Code](https://startupswithnocode.com) website created by Eric Pannell. Be sure to follow me on [Facebook](#), [Instagram](#), and [Twitter](#).

Be sure to download or print this out and use as a guide to validate your business idea to eliminate wasting time and money. Email me at eric@startupswithnocode.com let me know how it's going.

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The core of a startup business model

- The core of any successful startup.
- The business model you choose must tie to the consumer pain point
- Choose ONE that's best suited for your business.
- Don't reinvent a business model or create a new way.



Software as a Service (SaaS)

What is it: Software that is owned, delivered, & managed by a remote owner.

Profit Potential: Really high; unlimited potential

Market: Extremely high as long as you don't niche it down

Revenue method: Recurring – just like the bills you pay monthly

Ease of execution: Relatively easy

SaaS Example: Netflix

Nugget: Focus small first, then expand medium to large



Memberships

What is it: Info products or services/access with a group of like-minded individuals

Profit Potential: Medium to high

Market: Generally niche business model; medium to high

Revenue method: Recurring – just like the bills you pay monthly

Ease of execution: Not very easy

Membership Example: Nugget (nugget.one)

Nugget: To have an effective membership site you must truly know your members needs



Subscription Box

What is it: Desirable physical products mailed to customers on a monthly basis.

Profit Potential: Medium to high

Market: Generally niche business model; medium to high

Revenue method: Recurring – just like the bills you pay monthly

Ease of execution: Relatively easy (tools like cratejoy.com make it much easier)

Subscription Box Example: Dollar Shave Club

Nugget: Use cratejoy.com starting out; use manual processes first then automation



Consulting

What is it: Service generally provided one-to-one (website development, design work, etc.)

Profit Potential: Medium to high

Market: Generally niche business model; medium to high

Revenue method: Generally locally in nature but can be nationally based on marketability

Ease of execution: Pretty easy locally; harder to market nationally

Consulting Example: Accenture

Nugget: Market locally first; then expand nationally



Information Products

What is it: Instructional information created one but provided on repeat for a fee.

Profit Potential: Medium to high

Market: Generally niche business model; medium to high

Revenue method: National reach with the online market

Ease of execution: Easy to implement but you **MUST** know your target market.

Information Products Example: Smart Passive Income – smartpassiveincome.com

Nugget: Take time to understand your ideal customers before creating anything.

