

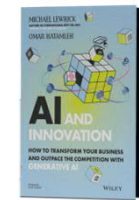
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Quick guide: The Templates provide a structured approach to developing and evaluating monetization strategies. Begin by generating diverse monetization models. Position these models on a grid and select the most promising model.

AI Monetization Template (Vendor)

Tips and tricks for the
template on book page: 115



Lewrick / Hatamleh
AI and Innovation
978-1394254972

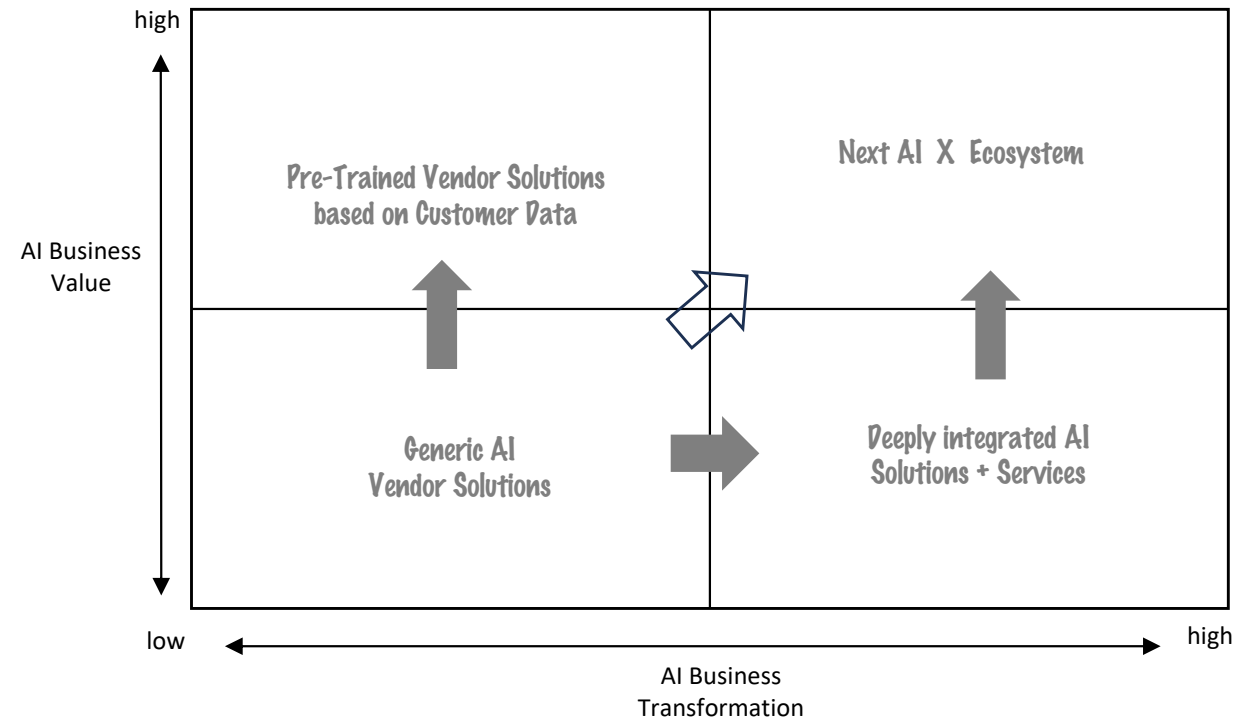
Monetization Models

Create diverse monetization models for your AI product, service, or experience, considering subscription fees, usage-based pricing, licensing, freemium models, and value-based pricing. Vendors might have more possibilities along the entire value chain (see examples below).

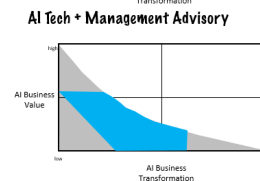
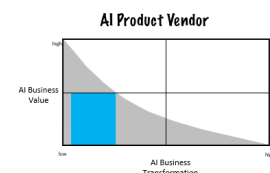
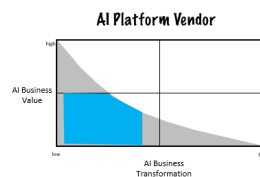
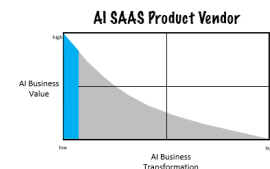


Position potential offering(s) on the grid (example Vendor)

Position the chosen monetization models on a grid and analyze how each model could potentially evolve over time based on market dynamics, technological advancements, and customer preferences.



Examples:



Select models, describe value propositions, and test assumptions

Select the preferred monetization model(s), align the value proposition accordingly, and meticulously outline all underlying assumptions to be validated for the business model's success.

