

# Business Model & Market Size

Thinking through the high level business case.



Who pays whom?  
How much?

What is the revenue  
model?

How are customers paying  
today? How much?

Where and how do you  
anchor price perception?



Total addressable  
market:

1st year sales:



Potential target market:

Plan for 1<sup>st</sup> month sales:

Cost structure?



Key elements for EBIT?

