Revenue Streams

Description:
- This building block describes how the social venture or program will earn income from its value proposition to customers and relevant stakeholders. The types of revenue streams will also largely depend on the Value Propositions and Magnitude of opportunity. Revenue streams can have fixed and/or dynamic pricing qualities.

Design Prompt(s):
- Through what type of Revenue Stream are Customers, Beneficiaries or Investors paying for operations, service and/or product?
- Are the Revenue Streams based on a fixed price or are they variable based on market conditions?
- Are the Revenue Streams based on one time transactions or are they based on long-term value of recurring revenue?
- Are the Revenue Streams in small increments or large sums?

Design Process Note(s):
- It is possible to receive revenues from both customers and beneficiaries, concurrently.
- Investor capital (for-profit and grant makers) could be considered an economic stream that supports the overall financial and social objective.