YOUR QUICK TOUR

How will the business actually work?

A business model explains who pays, what they buy, how you deliver and what remains after costs.

Meet Noor and the model mismatch 3

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Match the model to your reality 9

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YOUR FINISH LINE

One primary model, one reason it fits, one important risk and one small real-world test.

01 / MEET YOUR GUIDE

Noor stops forcing a subscription

Fictional example: Noor, her design studio and all details are invented.



THE POPULAR MODEL

Noor offers unlimited monthly design because subscriptions sound predictable. Clients send unpredictable work and her delivery time grows.

THE BETTER FIT

She tests fixed-scope design packs with optional monthly priority support. Buyers understand the boundary and Noor can estimate the work.

THE LESSON

Recurring revenue is not automatically better. The useful model balances customer behaviour, delivery capacity, price, risk and cash timing.

02 / SEE THE ENGINE

Every model answers five questions

The label matters less than the complete flow from customer need to sustainable delivery.

WHO PAYS?

Identify the user, buyer and decision-maker. They may be different.

WHAT IS BOUGHT?

A result, item, access, time, usage, audience, licence or transaction?

WHEN DOES MONEY ARRIVE?

Before delivery, after delivery, per use, monthly, annually or through a third party?

WHAT MUST YOU DO?

List the repeated work, support, inventory, technology, partners and risk.

MODEL SENTENCE

"[Buyer] pays [price/structure] for [value]. We deliver through [process/channel], using [resources], with [main cost and risk]."