

WORKSHEET 6

# Money, Money, Money

Figure out how you'll make money, whether the market is real, and if the math works. Be honest with yourself here.

## Competitor Pricing Landscape

Before picking your model, understand what already exists in the market.

App	Model	Free Tier	Paid Tier / Price

### PRICING PATTERNS AND TAKEAWAYS

What's the norm in your space? What do customers seem willing to pay?

## Your Monetization Strategy

Pick a model. Justify it. Define the line between free and paid.

### REVENUE MODEL OPTIONS (CHECK ALL YOU'RE CONSIDERING)

- ☐ Free with ads
- ☐ Freemium (free + paid tier)
- ☐ One-time purchase
- ☐ Subscription (monthly)
- ☐ Subscription (yearly)
- ☐ Lifetime unlock

### PRIMARY MODEL AND WHY

Which model fits your audience and app type? Why this one over alternatives?


### PRICE POINT

*What will you charge? At what price is it a no-brainer? At what price do people hesitate?*


### WHAT'S FREE VS. PAID?

*Where's the line? Free must be useful enough to hook them. Paid must be compelling enough to convert. Define both sides.*


## Addressable Market

Size your opportunity with real data, not hope. Work from multiple angles: hardware proxies, competitor downloads, community size.

### Market Sizing Approaches

*Use at least 2-3 independent methods to triangulate your market size.*

#### APPROACH 1: HARDWARE / INDUSTRY PROXY

*Is there a physical product, platform, or industry stat that implies demand? e.g., units sold, industry revenue, platform users.*


#### APPROACH 2: COMPETITOR PROXY

*What have similar apps achieved? Download counts, active user estimates, review volume.*


#### APPROACH 3: COMMUNITY SIZING

*How many people are in the communities you mapped? What fraction matches your target customer?*


TAM / SAM / SOM

TAM - TOTAL ADDRESSABLE MARKET

Everyone who could theoretically use your app. Cast wide.


SAM - SERVICEABLE ADDRESSABLE MARKET

The segment you can actually reach with your channels and platform.


SOM - SERVICEABLE OBTAINABLE MARKET

Realistic customers in year 1-2. Be honest.


SOURCES AND ASSUMPTIONS

Where did these numbers come from? What assumptions did you make?


Financial Projection

Build a simple model. Define your assumptions explicitly, then do the math.

Assumptions

KEY MODEL INPUTS

- ☐ First month downloads
- ☐ Monthly download growth %
- ☐ Free-to-paid conversion %
- ☐ Monthly churn rate
- ☐ Annual churn rate
- ☐ Monthly vs. annual split
- ☐ Apple's commission rate


Projection Table

	Month 1	Month 3	Month 6	Year 1	Year 2	Year 3
Downloads						

Cumulative downloads						
Monthly subscribers						
Annual subscribers						
Monthly revenue						
Annual revenue						
Revenue (post-Apple)						
Costs						
Net revenue						

## KEY ASSUMPTIONS BEHIND THESE NUMBERS


## BREAK-EVEN POINT

*When does revenue cover your costs? What has to be true to get there?*


## BIGGEST FINANCIAL RISK

*What single assumption, if wrong, breaks the model?*


## THE HONEST INDIE CONTEXT

*Given your resources, timeline, and marketing reach, what's a realistic year-one target? Is this a business, a side project, or a learning experience?*
