FINANCIAL LEARNING CAFE

Business Academy • B01

Lesson 2 Resource

Choose a business model and revenue structure

Business model canvas

Premium lesson companion
Teaching brief • applied vocabulary • guided workbook • knowledge check • answer guide

Name ____

Date ____

LEARN • PREPARE • APPLY

Choose a business model and revenue structure

A business model explains how value is created, delivered, and paid for. Compare one-time sales, subscriptions, services, licensing, and marketplace models by cost, capacity, and predictability.

The deeper idea

A revenue model explains discovery, purchase, delivery, support, repeat purchase, and the cost of serving one more customer. It is the operating logic behind a sale-not merely the price.

Learning objectives

- Explain revenue model in the context of choose a business model and revenue structure.
- Distinguish unit economics from an assumption or promotional summary.
- Show how sales channel changes cost, timing, control, responsibility, or risk.
- Complete the business model canvas using traceable source information.

Vocabulary in action

revenue model	Locate it in source material and state what it measures or governs.
unit economics	Use it to make the comparison concrete instead of relying on a label.
sales channel	Name who carries responsibility, what triggers it, and which control makes it visible.

FIVE-STEP DECISION METHOD

Move from information to a responsible next step.

1. Define the exact question

State the purpose, deadline, and consequence of delay. Connect the question directly to choose a business model and revenue structure.

2. Gather governing evidence

Collect current agreements, statements, official disclosures, operating records, or program instructions. Record the source and date.

3. Apply the vocabulary

Locate revenue model, unit economics, and sales channel in the real document or process. Translate each into a dollar, date, action, control, or responsibility.

4. Test a difficult case

Change one important assumption - timing, volume, cost, income, access, or support - and explain whether the plan still works.

5. Record the decision

Choose proceed, revise, compare, seek qualified review, or stop. Name the next action, its owner, and the review date.

Applied scenario

A learner must make this decision this month. The learner gathers governing records, locates revenue model, unit economics, and sales channel, and completes the assignment. The decision pauses if the difficult-case test exposes an obligation or operating risk that cannot be managed.

Business model canvas

Sketch how one customer discovers, buys, receives, and pays for your offer.

Purpose: What exact decision does choose a business model and revenue structure support?

Evidence: Which source documents prove the facts? Include dates.

Terms: Where do revenue model, unit economics, and sales channel appear, and what does each change?

Stress-test and decision record

Stress test: Which assumption is most fragile, and what happens if it fails?

Decision record: What is the next action, who owns it, and when will it be reviewed?

My recorded status

☐ Proceed ☐ Revise ☐ Compare ☐ Seek qualified review ☐ Stop

KNOWLEDGE CHECK

Confirm your understanding.

1. State the central teaching in your own words.

2. How do revenue model and unit economics work together?

3. What evidence is strong enough to use?

4. What would make the plan pause?

5. What belongs in the finished assignment?

ANSWER GUIDE

Compare reasoning, not just wording.

1. State the central teaching in your own words.

A revenue model explains discovery, purchase, delivery, support, repeat purchase, and the cost of serving one more customer. It is the operating logic behind a sale-not merely the price.

2. How do revenue model and unit economics work together?

Define each, locate both in source material, and explain their combined effect on the decision.

3. What evidence is strong enough to use?

Current, relevant, traceable information from an agreement, statement, official source, operating record, or qualified professional.

4. What would make the plan pause?

A missing governing fact, unsupported claim, unmanageable stress case, or inability to explain the responsibility attached to sales channel.

5. What belongs in the finished assignment?

Purpose, sources, term definitions, comparison or calculation, difficult-case result, unanswered questions, responsible owner, and review date.

Education-only boundary

This resource provides general education. It does not submit applications, negotiate with providers, handle customer funds, promise outcomes, or replace individualized guidance from an appropriately qualified professional.