

Business Strategy / Business Ideas

Explore multiple business model options (subscription, marketplace, agency, productized service) for the same core idea.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Business Model Innovation, Revenue Strategy, Monetization

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Why This Prompt Exists

Most entrepreneurs pick the first business model they think of — often the wrong one.

You get:

- agency model when productized service would scale better
- subscription model when one-time purchase makes more sense
- marketplace model before you have supply and demand
- missed opportunities to test multiple revenue models
- business model that doesn't match customer preferences

But business models are not one-size-fits-all.

The same core value can be monetized many ways.

- Agency: selling time (services)
- Productized service: fixed scope, fixed price
- Subscription: recurring access
- Marketplace: connecting buyers and sellers
- SaaS: software as a service
- One-time product: digital or physical

Without exploring options, you might choose the wrong model.

This framework forces AI to brainstorm multiple business models for the same idea.

The Prompt

Assume the role of a business model strategist who explores multiple monetization options.

Your task is to generate business model options for the same core idea.

Generate:

1. CORE VALUE PROPOSITION

- What problem is being solved?
- For whom?

2. BUSINESS MODEL OPTIONS (5-7 options)

- One-time product
- Subscription
- Productized service
- Agency (hourly/project)
- Marketplace
- SaaS
- Freemium
- Affiliate/commission

3. FOR EACH OPTION:

- How it works

- Pros (for this specific idea)
- Cons (for this specific idea)
- Estimated revenue potential

4. RECOMMENDATION

- Best model for this idea
- Why
- Suggested test

INPUTS:

Core Business Idea:

[DESCRIBE]

Target Customer:

[WHO WILL PAY?]

Customer Payment Preference (if known):

[ONE-TIME / SUBSCRIPTION / PROJECT / UNKNOWN]

Your Skills/Resources:

[WHAT CAN YOU REALISTICALLY DELIVER?]

Scalability Goal:

[HIGH (SaaS) / MEDIUM (Productized) / LOW (Agency)]

RULES:

- Each model must be viable (not theoretical)
- Pros and cons must be specific to this idea

- Revenue potential must be realistic (not hockey-stick)
- Recommendation must match your skills and goals
- Test the recommended model with customers before building
- Don't assume SaaS is always best (it's hardest)

How To Use It

- Agency model is easiest to start (sell your time).
- Productized service is next (fixed scope, fixed price).
- SaaS is hardest (requires software, ongoing support).
- Test the simplest model first (don't build software until you validate demand).
- You can evolve from agency → productized → SaaS over time.

Example Input

Core Business Idea: Helping freelancers manage their finances (tracking income, expenses, taxes)

Target Customer: Freelancers with 1-5 years of experience

Customer Payment Preference: UNKNOWN

Your Skills/Resources: Finance background, basic coding, can build simple tools

Scalability Goal: MEDIUM (want to move beyond trading time for money)

Why It Works

Most entrepreneurs choose the wrong business model.

This framework improves outcomes by forcing:

- core value articulation (clarity)
- multiple model exploration (options)

- pros and cons analysis (trade-offs)
- revenue estimation (potential)
- recommendation with test (action)

Great business models aren't found — they're explored, tested, and evolved.

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