

Business Model Comparison Worksheet

Lesson 1.1: Service vs. Product-Based Business Models

Instructions: Use this worksheet to compare the service-based and product-based business models based on key criteria. For each model, evaluate factors such as scalability, startup costs, customer interaction, and revenue potential. Then, summarize your findings and choose the model that best fits your business idea.

Criteria

1. Scalability: Can the business grow without significantly increasing costs or time involvement?
2. Startup Costs: What are the initial costs required to start the business?
3. Customer Interaction: How much direct contact do you have with customers?
4. Revenue Potential: How much revenue can the business generate?
5. Ongoing Expenses: What are the regular expenses needed to maintain the business?

Service-Based Model:

Pros:

Cons:

Product-Based Model:

Pros:

Cons:

Your Decision:

Which model best fits your business idea and why?