

Ballpark Figures

Team:

About this tool:

The "Ballpark figures" template is designed to help you make a quick guesstimate regarding potential revenue of a new product or service.

No complicated excel spreadsheets that are tweaked until they show a hockey curve but a simple tool that forces you to agree on a couple

of key assumptions that will define your business model & potential revenue. Keep adjusting the "Ballpark figures" template after you (in)validated those assumptions.

1 Buyer Who buys your offering?	2 User Who uses your offering?	3 Frequency How often is offering sold? How often is offering used?	4 Potential How large is the part of the total market you will address?	5 Value What is the pricing of your offering?
<div>or</div>				

= Revenue