

Traditional Business Model

A traditional business model for books involves significant upfront costs with minimal ongoing maintenance. Upfront costs are offset by revenue after the book goes to market.

Development Costs

Development costs in a traditional printed book are incurred during a development phase that takes place before publishing the work. Development costs drop dramatically when the book goes to market.

Revenue Stream

Revenue begins to stream when the book goes to market. A successful book generates revenue that exceeds development costs. Relative to development costs, continuing expenses are minimal. Profits may be reinvested in future projects.

DOLLARS

TIME

