



V E N T U R E S

Maximize Revenue with Strategic SaaS Product Development

Webinar May 6, 2009
Hosted by OpSource

Agenda

How SaaS is
Different

Required Mindset
Change

Strategic Product
Development

How is SaaS Different?

Technology

**Intellectual
Property**

**Business
Model**

How is SaaS Different?

Technology

Intellectual
Property

Business
Model

Legacy
Software

How is SaaS Different?

Technology

Intellectual
Property

Business
Model

ASP

How is SaaS Different?

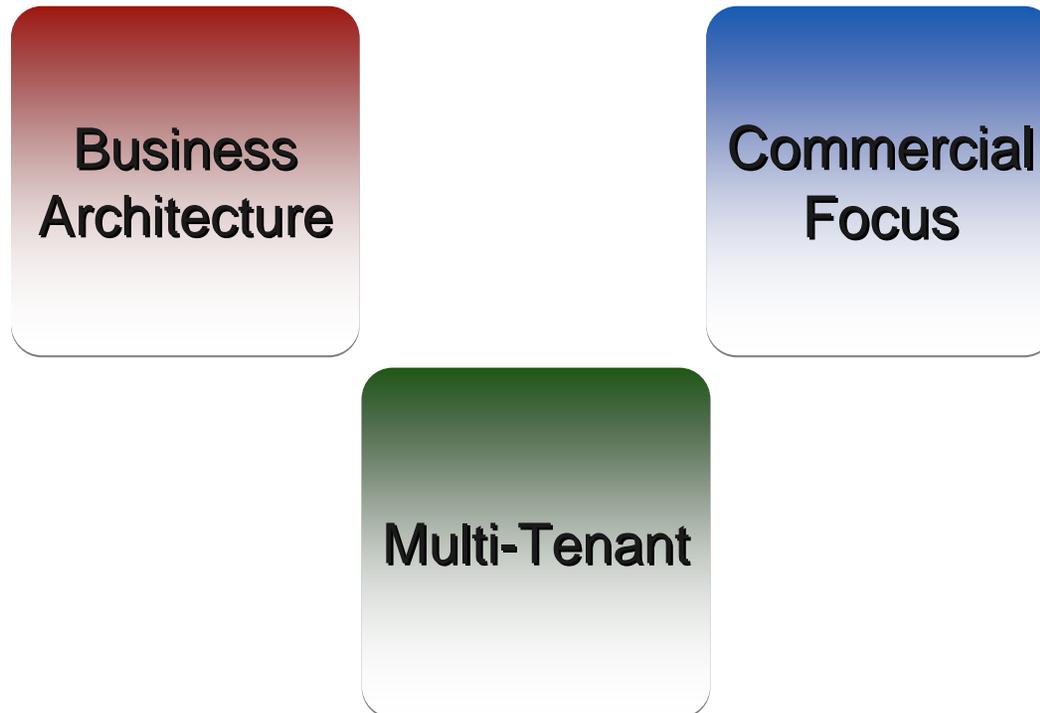
Technology

Intellectual
Property

Business
Model

SaaS

How is SaaS Different?



Shift in Mindset is Required



Software
Company

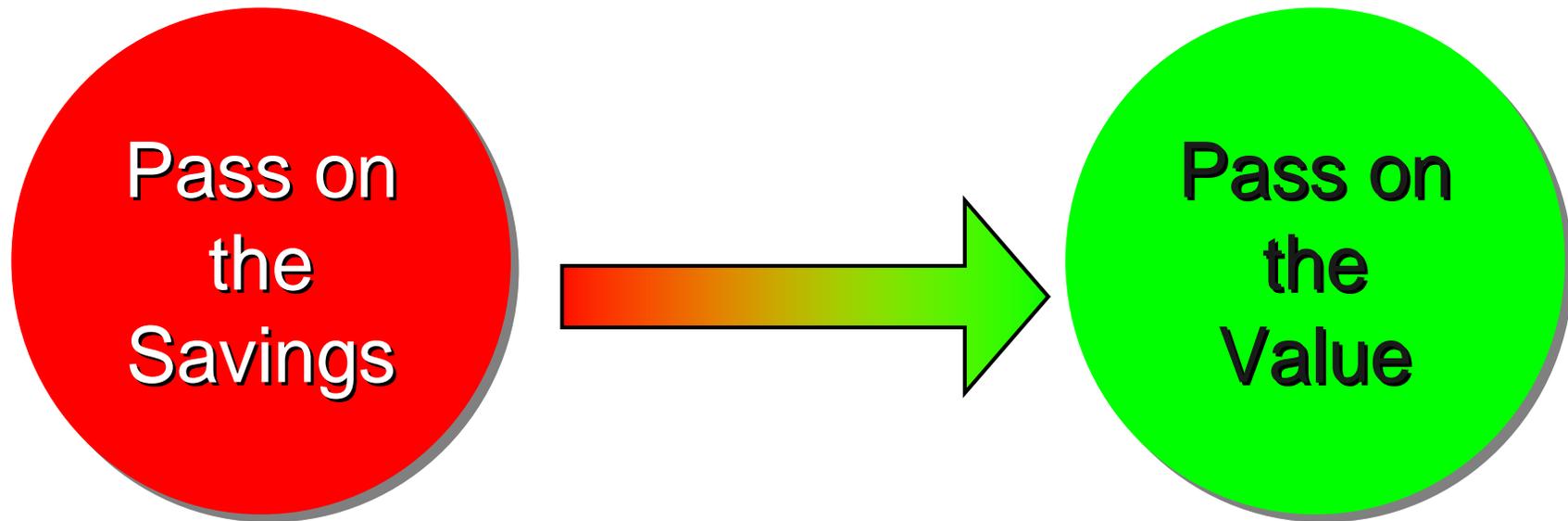


Web
Company



Services
Company

Shift in Mindset is Required



Who Gets It?



Legacy
Software
Vendors



ASP
Vendors



SaaS
Vendors

SaaS Revenue Model



Subscriptions

Seven Revenue Streams for SaaS Vendors

Subscriptions

Services

Products

Transactions

Licensing

Assets

Advertising

Seven Revenue Streams for SaaS Vendors

Subscriptions

Services

Products

Transactions

Licensing

Assets

~~Advertising~~

Strategic Product Development

**Minimum
Viable
Product**

**Immediate
Pipeline**

**Competitive
Response /
Feature Buzz**

Minimum Viable Product (MVP)

Pain-
Relieving
Features

Commercial
Features

Data
Capture

Market Alignment

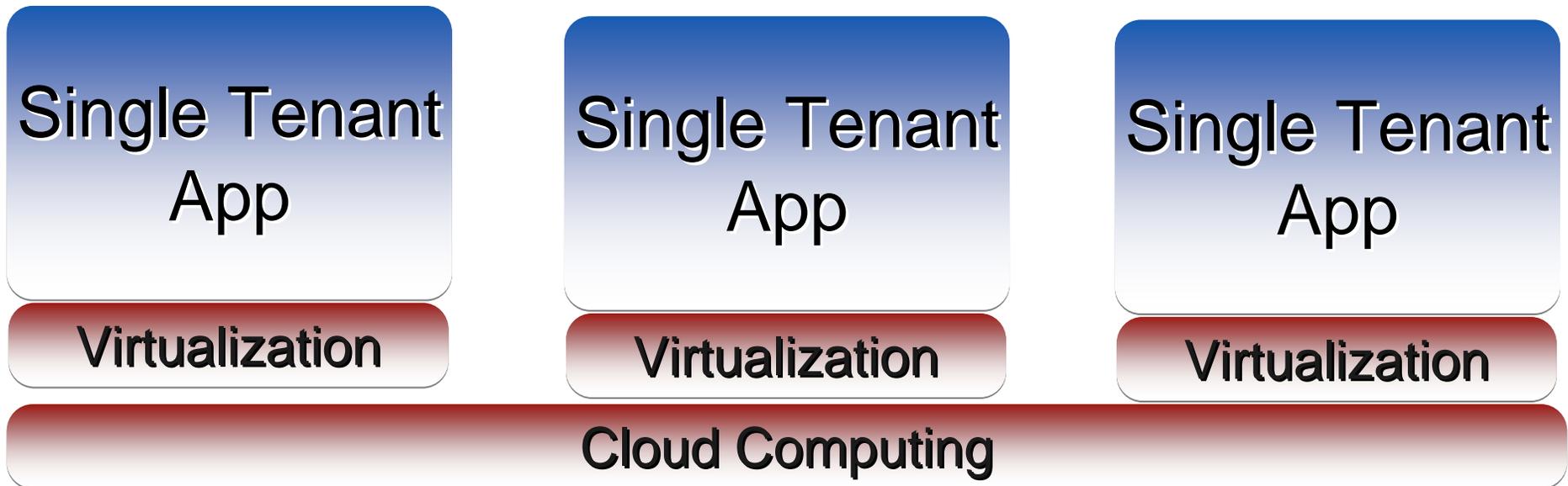
SaaS Vendor

- Revenue Model
- Feature Set
- Distribution Method

Market

- How do they want to buy?
- What is their Pain?
- Who do they buy from?

Beware! Get “SaaS” Quick Schemes



Not SaaS!



Maximize Revenue through Strategic Product Development

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