

• Swing for the fences

% of your revenue:
Truly audacious, mind-blowing, amazing, wow business ideas can be found here. With a very high risk/reward profile, 7 or even 9 out of 10 of these will fail. But the ones who make it will make up for the failed ones. Often, these projects require significant work to pitch to clients and partners, who often don't get it the first few times. But once successful, these will push industry innovation and attract attention far outside the current client and partner base. Genuine knowledge workers dream of working here.

Consulting

% of your revenue:
More challenging and interesting projects can be found here. These carry somewhat higher risk, but also higher income streams. There's always a degree of uncertainty on behalf of the consultants if and how this work is possible. These projects require some creative thinking to solve.

Milk & Bread

% of your revenue:
Is the steady, long-term, low-risk cash flows. Pays the rent and salaries. We can budget these income streams well in advance with a high degree of certainty. Often, this is repetitive, low-innovation work. For knowledge workers, this can, over time, sometimes become boring.

Map out your future revenue streams