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<p>4 2 1</p>  <p>Distribution Network</p>	<p>4 2 1</p>  <p>Vehicle Fleet</p>	<p>4 2 1</p>  <p>Datacenter</p>	<p>4 2 1</p>  <p>Hardware Patent</p>	<p>4 2 1</p>  <p>Prototype</p>
<p>4 2 1</p>  <p>Pre-existing audience</p>	<p>4 2 1</p>  <p>Content marketing</p>	<p>4 2 1</p>  <p>Email Marketing</p>	<p>4 2 1</p>  <p>User Network</p>	<p>4 2 1</p>  <p>SEO</p>
<p>4 2 1</p>  <p>Copywriting</p>	<p>4 2 1</p>  <p>Social Media</p>	<p>4 2 1</p>  <p>TV/Radio</p>	<p>4 2 1</p>  <p>Press</p>	<p>4 2 1</p>  <p>Event Marketing</p>
<p>4 2 1</p>  <p>Customer relationship line</p>	<p>4 2 1</p>  <p>Proprietary shops</p>	<p>4 2 1</p>  <p>Offshored Customer Support</p>	<p>4 2 1</p>  <p>Direct Sales</p>	<p>4 2 1</p>  <p>Telephone Sales</p>

<p>4 2 1</p>  <p>Press Campaign</p>	<p>4 2 1</p>  <p>TV Campaign</p>	<p>4 2 1</p>  <p>Online Campaign</p>	<p>4 2 1</p>  <p>Guerrilla Marketing</p>	<p>4 2 1</p>  <p>Cold Door sales</p>
<p>4 2 1</p>  <p>Events and conventions</p>	<p>4 2 1</p>  <p>Viral Marketing</p>	<p>4 2 1</p>  <p>Word of mouth</p>	<p>4 2 1</p>  <p>Multilevel Marketing</p>	<p>4 2 1</p>  <p>Telemarketing</p>
<p>4 2 1</p>  <p>Geeks</p>	<p>4 2 1</p>  <p>Teens</p>	<p>4 2 1</p>  <p>Entrepreneurs</p>	<p>4 2 1</p>  <p>Professionals</p>	<p>4 2 1</p>  <p>Small Businesses</p>
<p>4 2 1</p>  <p>Industry</p>	<p>4 2 1</p>  <p>College Students</p>	<p>4 2 1</p>  <p>Retired</p>	<p>4 2 1</p>  <p>Unemployed</p>	<p>4 2 1</p>  <p>Singles</p>
<p>4 2 1</p>  <p>Families</p>	<p>4 2 1</p>  <p>Kids</p>	<p>4 2 1</p>  <p>High Fixed costs</p>	<p>4 2 1</p>  <p>Low Fixed costs</p>	<p>4 2 1</p>  <p>High Variable Costs</p>

<p>4 2 1</p>  <p>Low Variable Costs</p>	<p>4 2 1</p>  <p>Small Scale economy</p>	<p>4 2 1</p>  <p>Big scale economy</p>	<p>4 2 1</p>  <p>Scale Economy scrub</p>	<p>4 2 1</p>  <p>Low Financial Costs</p>
<p>4 2 1</p>  <p>Development Loans</p>	<p>4 2 1</p>  <p>Low salary employees</p>	<p>4 2 1</p>  <p>High salary employees</p>	<p>4 2 1</p>  <p>Lean - Minimum spenditure approach</p>	<p>4 2 1</p>  <p>Scale Economy scrub</p>
<p>4 2 1</p>  <p>Crowdfunding</p>	<p>4 2 1</p>  <p>Internet Sales</p>	<p>4 2 1</p>  <p>Subscription</p>	<p>4 2 1</p>  <p>Ad revenue</p>	<p>4 2 1</p>  <p>Sales Commission</p>
<p>4 2 1</p>  <p>Merchandising</p>	<p>4 2 1</p>  <p>Sponsorship</p>	<p>4 2 1</p>  <p>Direct Sales (Shops)</p>	<p>4 2 1</p>  <p>Business Angels</p>	<p>4 2 1</p>  <p>Innovation Grants/Prices</p>
<p>4 2 1</p>  <p>Seed capital</p>	<p>2</p>  <p>Free choice module</p>	<p>2</p>  <p>Free choice module</p>	<p>2</p>  <p>Free choice module</p>	<p>2</p>  <p>Free choice module</p>

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Free choice
module

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