

The Profit Engine Framework

Customer Value How does the customer define value?	Value Exchange How do the customer & producer exchange value?	Pricing What is the optimal pricing to support the business model?
Customer ROI What are the costs associated with using the product?	Profit Engine What are the money-making events?	Business ROI What are the costs associated with delivering the product?
Licensing What are the customer's terms and conditions?		Enforcement How does the producer protect their rights?