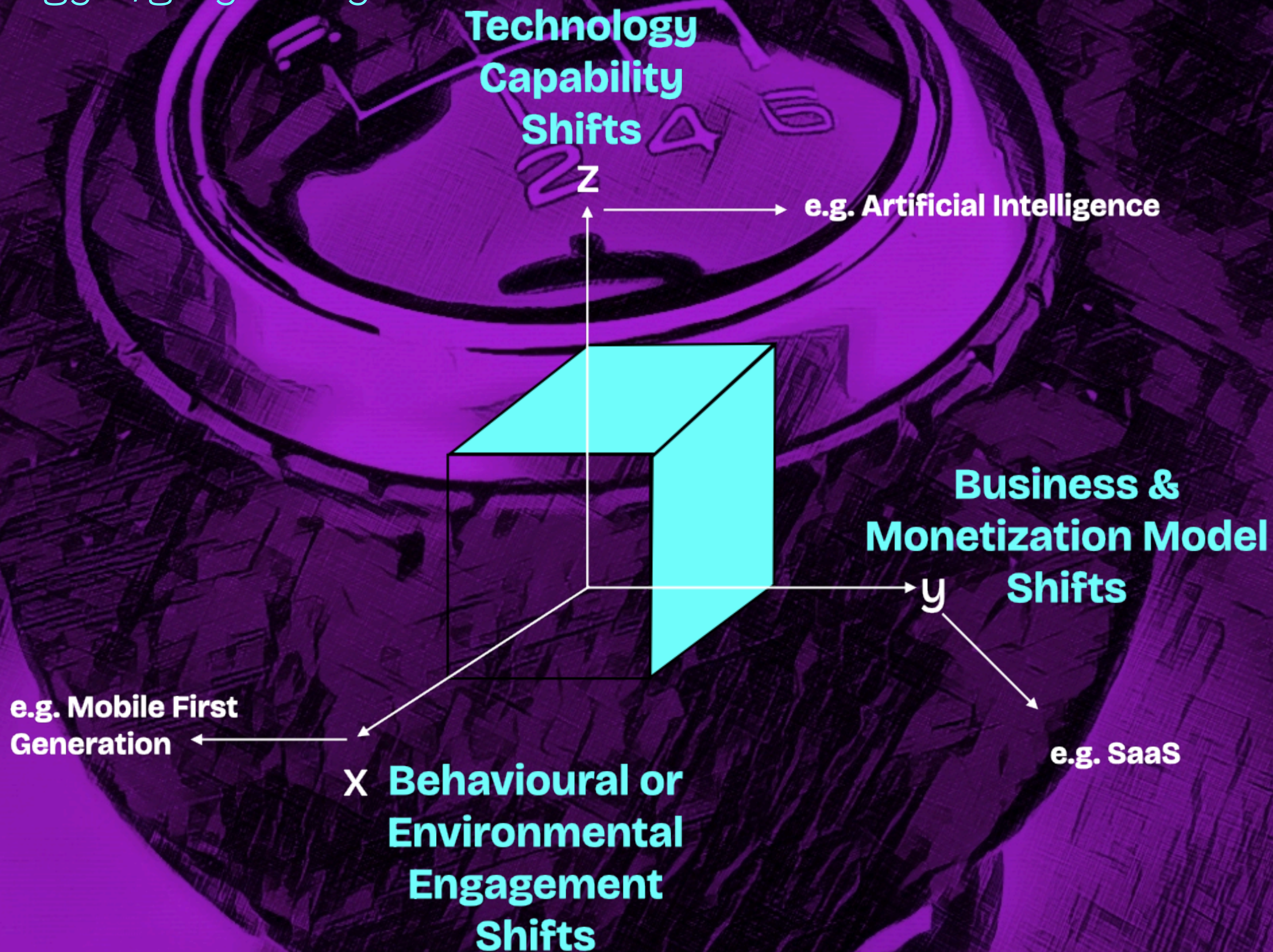The University of Monetization

- You need shifts to create a great startup ↘
- Behavioural, Technology & Monetization
- The best startups utilise all three.

The Monetization of Business &
The Business of Monetization ▪

The 3 Shifts Product Innovation Model
strat-e-gym/gary bailey

Technology
Capability
Shifts
z

e.g. Artificial Intelligence

Business &
Monetization Model
Shifts
y

e.g. SaaS

e.g. Mobile First
Generation

x Behavioural or
Environmental
Engagement
Shifts

The 3 Shifts Product Innovation Model

strat-e-gym/gary bailey

Technology Capability Shifts

Z

e.g. Artificial Intelligence

Business & Monetization Model Shifts

y

e.g. SaaS

e.g. Mobile First Generation

X

Behavioural or Environmental Engagement Shifts