

PWYW: Pay what you want

Covered in this section:

Letting the customer decide

- This model is based on letting the clients decide how much they want to pay
- Where it works:
 - zero overhead - every time people buy something; it costs you nothing
- Where it doesn't work:
 - your target market doesn't have enough money
- Example: Bandcamp
 - a web service where musicians (typically bands) sell their music to fans
 - allows fans to name their own prices when purchasing music
 - bands are given the option to set minimum prices for their music and buyers can pay as much over the minimum as they choose to