

Lean Pricing: Pricing Strategies for Startups



Pricing is hard as it determines your market position, whether your customers buy from you and whether you can provide the level of service required by those customers. Lean Pricing is a practical toolkit that will positively influence your pricing strategy, revealing insights in the different pricing methods and tactics used by successful companies. You will discover a great number of case studies where these methods are successfully applied which will help you set-up or optimize your current pricing strategy. This book will answer the following key questions: What price can you ask? What pricing strategy will you adopt? Whether you launched a startup or work for a big tech company is not important. As long as you believe that pricing plays a key role in your success, this book will provide the guidance, insights and inspiration you need. Lean Pricing is part of the Lean series, a series of books tackling the challenges that technology entrepreneurs and companies are facing. A must-have for startups.

EXCERPT The aim of this book is to provide insights in the different pricing methods, strategies and tactics to set pricing, as well as plenty of case studies where these methods are successfully applied. This is not a book for people that are looking for complex economic theories around price setting. It is rather a no-nonsense, ready-to-apply comprehensive guide for creating and reviewing your pricing strategy that will serve as a work of reference for a long time to come.

ABOUT THE AUTHOR Omar Mohout is a Growth Engineer. He is an expert in building repeatable, scalable customer acquisition engines for born-on-the-web companies. Omar is an entrepreneur that turned startup advisor & mentor.

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