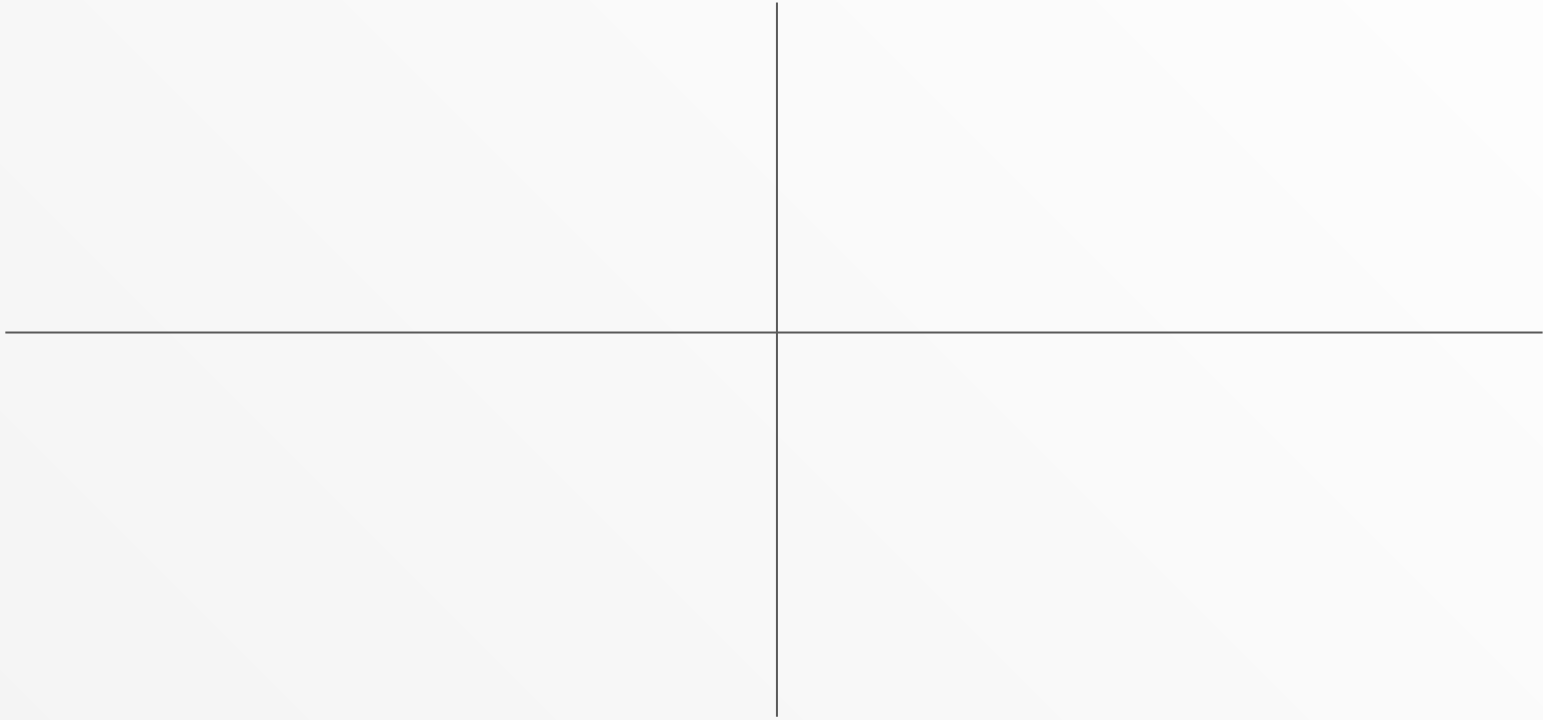




**Intuition  
and  
Competition**

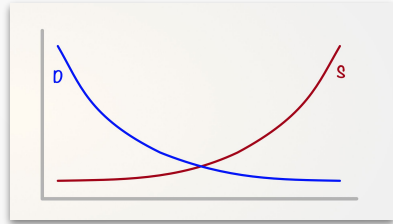
# Deriving a Price

common principles



# Deriving a Price

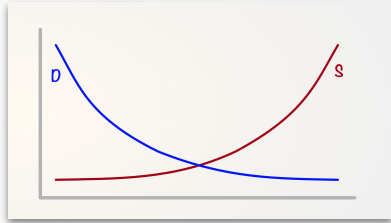
common principles



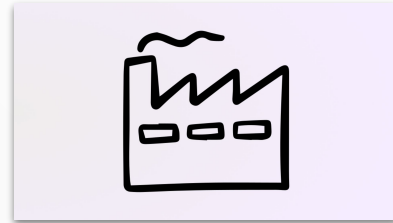
Supply & Demand

# Deriving a Price

common principles



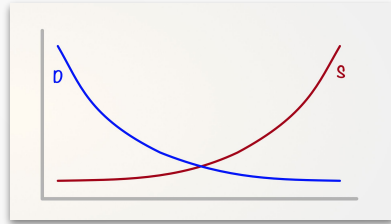
Supply & Demand



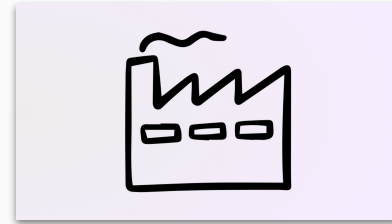
Production Cost

# Deriving a Price

common principles



Supply & Demand



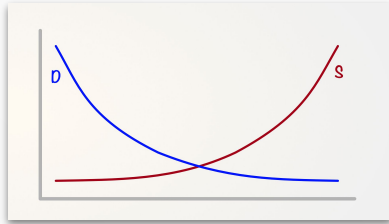
Production Cost



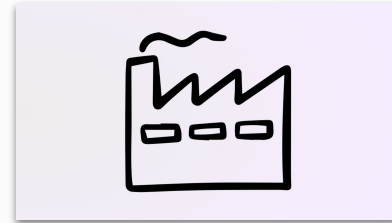
Competitor Pricing

# Deriving a Price

common principles



Supply & Demand



Production Cost



Competitor Pricing



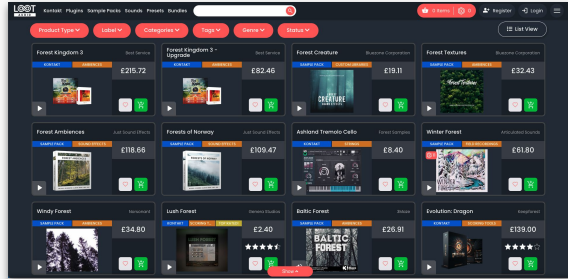
Rarity

# **The Perceived Value**

...of any given buyer



# Worth



# Price Segmentation



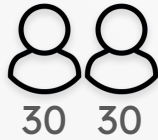
30



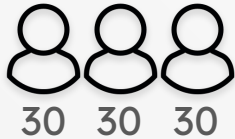
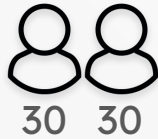
70

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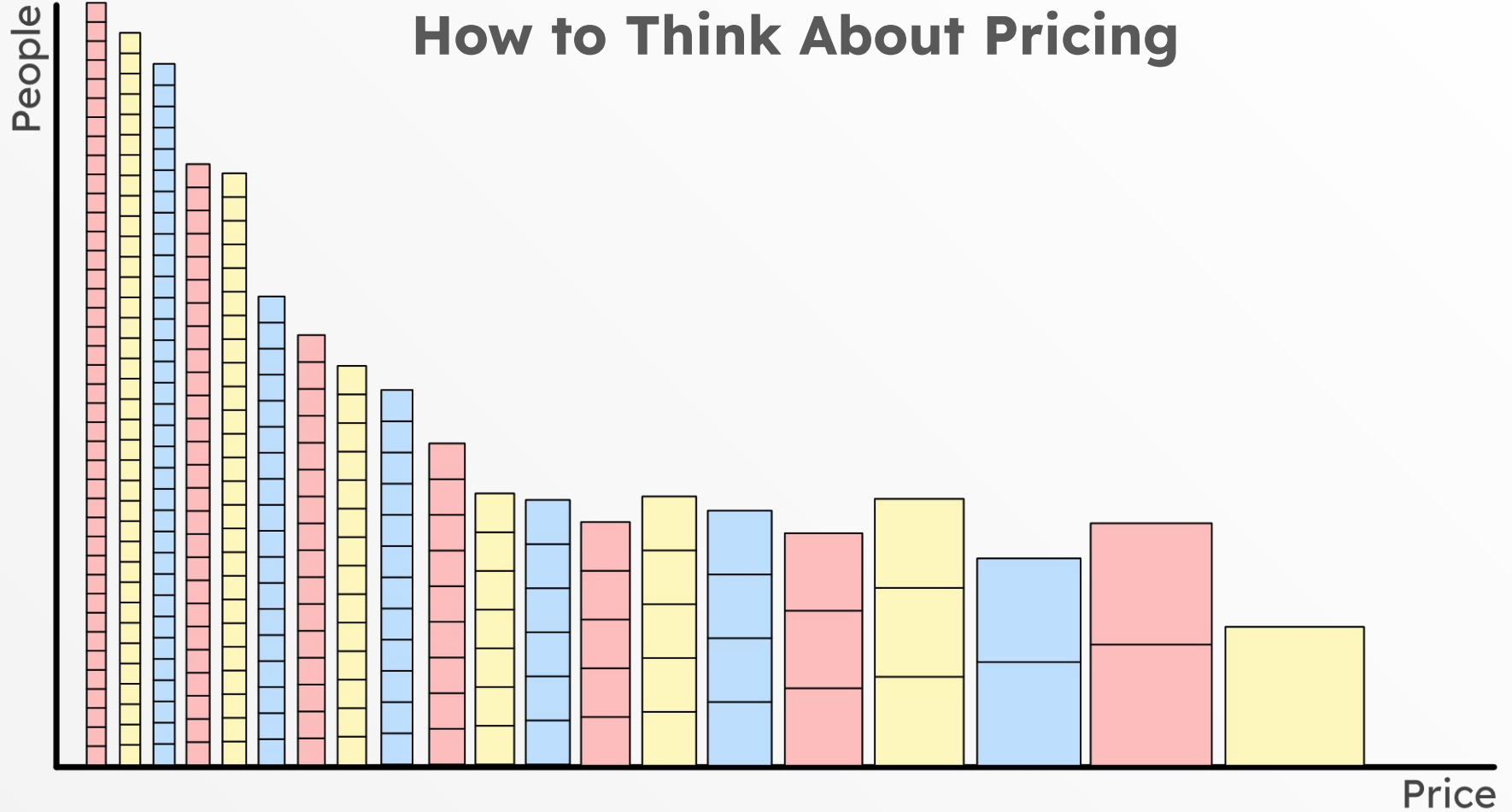
# Price Segmentation



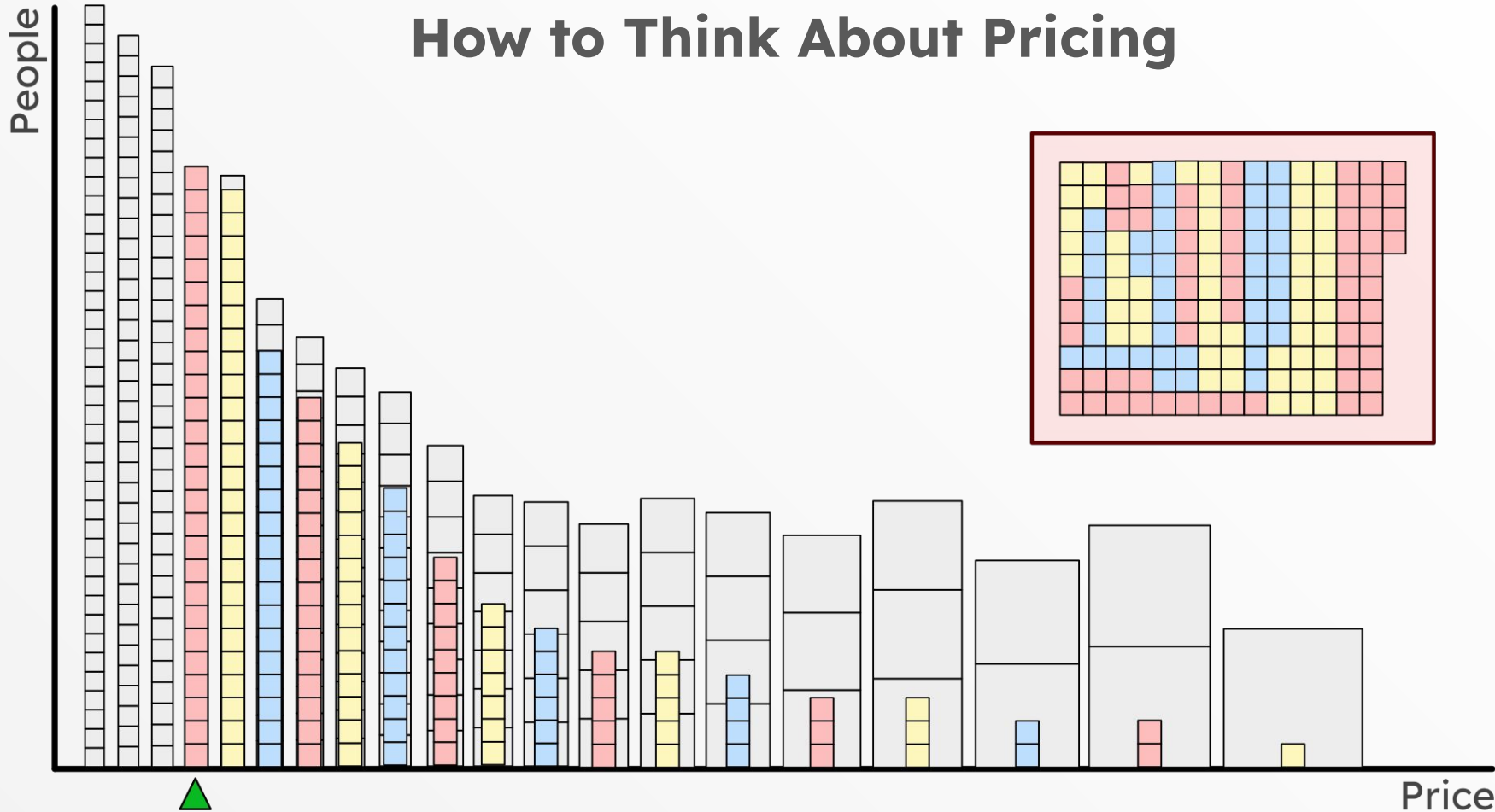
# Price Segmentation



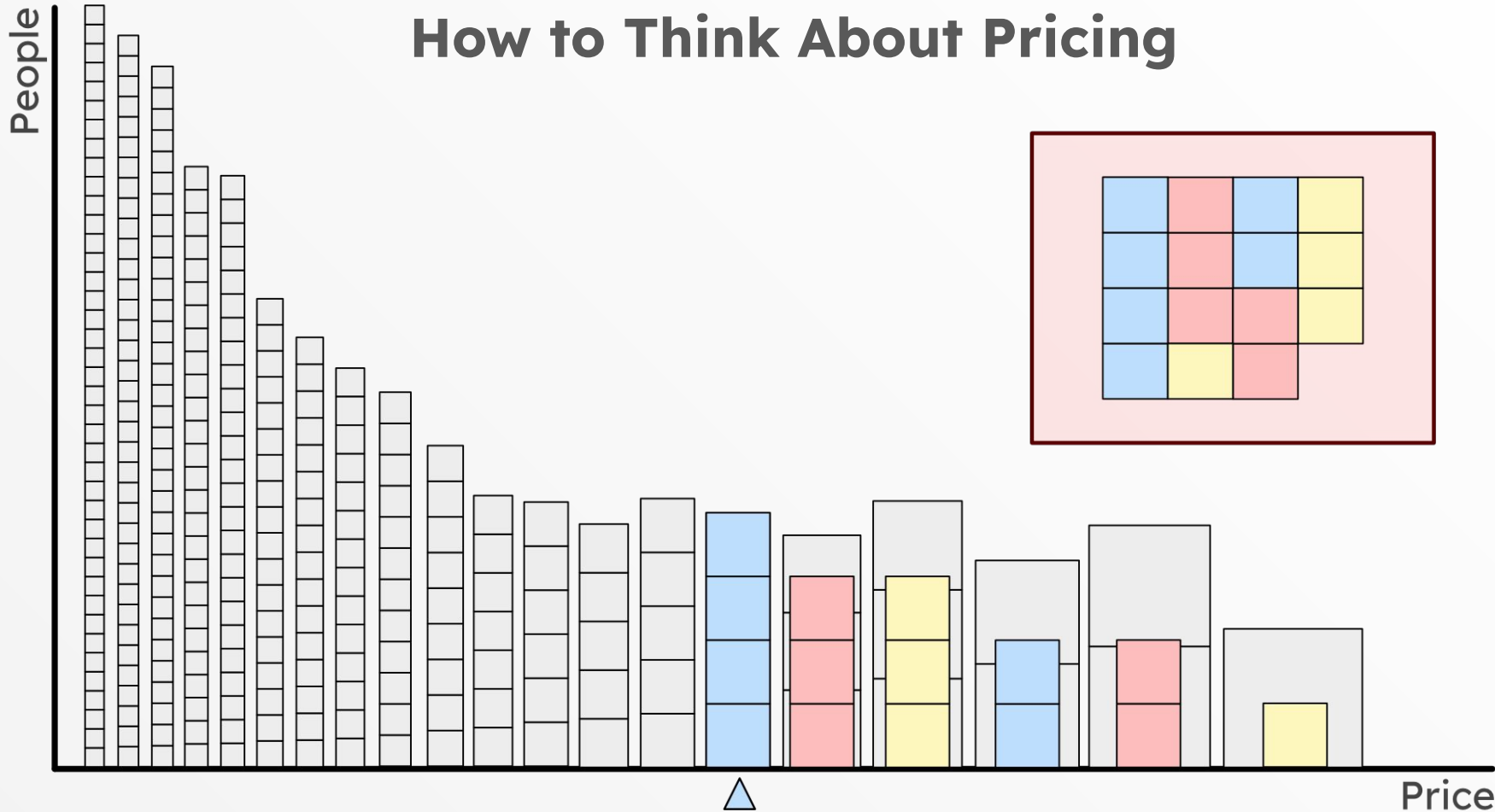
# How to Think About Pricing



# How to Think About Pricing



# How to Think About Pricing



**Intuition  
and  
Competition**



# Price $\infty$

- P<sub>c</sub>** Competitors' Price
- A<sub>c</sub>** Competitors' Exposure
- U** Uniqueness (rarity)
- P<sub>ro</sub>** Professionals or hobbyists
- A** Audience Size
- I<sub>e</sub>** Instrument vs Effect
- A<sub>es</sub>** Aesthetic Appeal
- B** Branding, website, trust

**\*1.4** Because you're worth it

**\*0.x** Upgrade pricing

**79** Most sig dig

**49** Under milestones

