

Business Archetypes and Business Model Validation

Business Archetype	Sub-types	Real World Example	Market Size	Simplicity / Ease of Entry	Automated / Recurring Revenue?
The Teacher	Coach	Kimra Luna	●	●	●
	Thought Leader	Sam Harris	●	●	●
	Mediapreneur	Gary Vaynerchuk	●	●	●
The Freelancer	Existing Skill	Joey Kissimmee	●	●	●
	Elance/Freelance/Gigging	AnarchoFighter	●	●	●
The Maker	Designer	Justin Jackson	●	●	●
	Builder/App/Software	Nathan Barry	●	●	●
	Artist	PixelPusha	●	●	●
The Retailer	Physical Products	Butter Coffee	●	●	●
	Drop Ship	Hello Matcha	●	●	●
	Amazon FBA	Pro Chef Tools	● ●	●	●