

Licensing, white-label and franchises

Start from nothing, grow on other people's effort



Other businesses put their own name on your system and sell it as theirs, so their sales team becomes yours.

How it earns: where the money comes from. **Who grows it:** the people whose effort brings the next customer. **Build:** Low is days, Medium is weeks, High is months.

NO.	BUSINESS	HOW IT EARNS	WHO GROWS IT	BUILD
83	White-label website builder for agencies	Per-site licence	Agencies selling under their own brand	High
84	White-label website platform for developers	Per-install or monthly licence	Developers and agencies	Medium
85	White-label search reporting dashboard	Per-client licence	Agencies sending reports to clients	Medium
86	White-label booking or club app	Per-organisation licence	Governing bodies and federations	Medium
87	Licensing characters and story worlds	Licence fees and royalties	Publishers, audio and screen producers	Low
88	Licensing photos or footage to the media	Fee per use	Agencies and editors	Low
89	Business-in-a-box franchise for a local service	Upfront fee plus monthly royalty	Franchisees running their own areas	High
90	Licensed training course others deliver	Fee per course or per learner	Accredited trainers	Medium
91	Content syndication (articles reused by other sites)	Syndication fees	Publishers needing content	Low
92	Licensing a software engine to other software firms	Annual licence	Partner companies building on it	High

Where to start

- Prove it works under your own name first. Partners buy results, not ideas.
- Write the setup down step by step, so someone else can run it without you.
- Charge a setup fee plus a monthly licence, so support is paid for as it grows.

Thinking of building one?

Most of these ideas are, at heart, a well-built website: a directory, a booking system, a membership site, a course platform or an online shop. That is the part we build. Tell us what you have in mind and we will give you an honest view of what the first version should do.

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Ideas to think with, not financial advice. What any business earns depends on the market, the work put in and many things outside anyone's control.