Revenue Models for Startups

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Do startups necessarily know how they will make money when they are founded?

Startups do not always know how they will make money at the time of founding. Many begin with an idea or product but may still be exploring their revenue model. They often test different strategies, gather feedback, and adapt their approach as they grow. Some may start with a clear plan, while others pivot based on market response. Flexibility and experimentation are key in developing a sustainable revenue model.