

Business Model Comparison Chart

Use this chart to compare popular UK-friendly business models for solo and small startups. It includes startup cost estimates, time to income, risks, and suitable user profiles.

Business Model	Startup Cost	Time to Income	Risk Level	Income Potential	Suits Best	Tools/ Platforms
Freelancing/ Consulting	£0-£200	1-3 weeks	Low	Medium-High	Skilled workers, fast income seekers	Fiverr UK, Upwork, Bark
Drop shipping	£200-£500	1-2 months	Medium	Medium	Digital-savvy sellers	Shopify, Avasam, Syncee
Affiliate Marketing	£0-£150	3-6 months	Medium	High (long-term)	Content creators, bloggers	Awin, Amazon Associates
Subscription Boxes	£300-£1,000	1-3 months	Medium	High (with scale)	Creative product-makers	Subbly, Payhip
Content Creation	£0-£300	6-12 months	High	Very High (long-term)	Storytellers, educators, influencers	YouTube, WordPress, Anchor
Product-Based E-commerce	£500+	1-3 months	High	Medium-High	Makers, resellers	Etsy, Amazon UK, Shopify