# Article information:

Our Business Model | Graphic Design Tips from Blog.icons8.com  
<https://blog.icons8.com/our-business-model/>

# Article summary:

1. Icons8 produces all their icons in-house, which took 5 years of daily work to create.

2. Icons8 is a lot more than just a collection of icons for download, with a web app that generates icons in any color, size and format, complete customization options, and desktop apps for Windows and Mac.

3. Icons8 operates on a freemium model, giving away products and services for free to those who can't afford to pay with money while charging corporations and governments. They have found that lowering or increasing prices doesn't affect profit and use coupons in their mailings but avoid making people regret buying their product.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "Our Business Model | Graphic Design Tips from Blog.icons8.com" discusses the business model of Icons8, a website that offers free and paid icons for designers and developers. The article highlights the amount of work that goes into creating icons in-house and the additional features offered by Icons8, such as customization options and desktop apps.

One potential bias in the article is the emphasis on Icons8's freemium model and how it benefits those who cannot afford to pay for their services. While this is a valid point, it may overlook the fact that some individuals or businesses may choose not to pay for Icons8's services even if they can afford to do so. Additionally, there is no discussion of potential risks associated with using free icons, such as copyright infringement or security concerns.

The article also makes unsupported claims about pricing strategies, stating that lowering or increasing prices does not affect profit without providing evidence to support this claim. Furthermore, while the article acknowledges that Icons8 uses coupons in their mailings, there is no discussion of how these coupons may contribute to biases in pricing or sales tactics.

Overall, while the article provides some insights into Icons8's business model and offerings, it could benefit from more balanced reporting and consideration of potential risks and counterarguments.

# Topics for further research:

* Risks of using free icons for commercial purposes
* Copyright infringement and free icon usage
* Security concerns with free icon downloads
* Impact of pricing strategies on profit
* Biases in pricing and sales tactics with coupons
* Alternatives to Icons8 for free and paid icons.

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