This comment might be a little bit off topic in certain points but my idea was to offer advice that would be as helpful as possible within my knowledge and skills.

So bear with me for a moment. If you think this comment doesn't fit here feel free to move it to other issue or anything.

Lets get started. Looking for new revenue streams is all good but I think you should get back to basics ;)

There is no better thing to begin with than a simplfied SWAT product analisis.

I know that you guys probably already did it hundreds of times but you can't get too much of SWAT and if it can help to form better stream revenue propositions even a little bit I think it's worth it.

Now my brief analisis is totally based on the oudsider knowledge, on how you promote your product on the website/marketplace, seeing Slacks channel, forum and judging from overall internet presence. This analisis might be also helpful in confronting what you think you are projecting/presenting with how other people actually see it (that is, in making sure that others interpret your message the way you think they do).

1. Product strong points

- October uses Laravel to its full extent and in a brilliant way it helps you accomplish simple web developing tasks (page routing, plugins) without getting in the way too much. In other words, for devs that have some Laravel knowledge learning curve is really nice.
- For other devs it might be more difficult to learn October but the basic documentation is there. If you need to put together simple website and some simple components you shouldn't have too much of a problem.
- OctoberCMS flexibility is its another strong point. You can go beyound CMS funcionality relatively easy. The thing that comes to mind here is using October as a prototyping platform even for more advanced web "applications"
- The core is really lean, with decent set of plugins to add more advanced funcionality. This is perfect for smaller sites, where you don't need all the bells and whistles but just bare minimum and low page loding times, but at the same time it doesn't limit you to small projects, you can go as far as you want with October
- And last but not least, the performance is outstanding and caching is included in the core.

2. October weak points

What is October lacking? This one is more difficult and almost always painfull to do.
- Still small community. Judging from overall movement on the slack channel and in the forum (this one will have its own point below) the user base is still small. The community is more or less active but it is not big enough.
- Project health. Many issues on github are unresolved for months or more, that' s true that the most important ones (security) are getting sorted but it is not enough. Someone only browsing the issues on github could get the impression that the development had stalled or at least slowed down considerably (which is never a good sign)
- Plugins variety and pricing, while basic funcionality is perfectly covered by paid/free plugins there are some aspects/problems that the plugins are not covering at all. Also as mentioned by @ErrantQuill the plugin pricing is not well thought. Lets take as an example the Email Campaign plugin. Sure, this seems like a great plugin, and sure, 100 euros for an agency is not much money.

But there is a catch. If an agency needs to use this plugin on few projects there is no problem. By buing this plugin they will save time, pure gain. But if the agency is making a lot of sites that require this plugin, let's say 10 projects in the next 6 months, somebody in the accounting department or a managing director will add the numbers up fast. The gains are not so easily visible now. The development took less time but it cost us 1000 euros, wouldn't it be more profitable to just use spare dev resources at the company and write this plugin? The plugin will be made exactly as we like it and we can improve it further with each incoming project and use it without additionl (visible) costs.

With plugins prices around 10-40 euros you will reach the non profitability threshold in much longer period of time and most agencies won't even notice the costs involved.

- While basic documentation is OK for basic stuff, for more advance work it gets down to scanning October core source code to understand how things work. While this is not entirely a bad thing, it is time consuming and can be annoying. In other words, documentation is lacking, especially frontend JS framework (and the same goes for backend JS framework) is not explained enough. Right now the framework is a complete blackbox.

- Not enough active promotion (it is the same for a vast majority of OpenSource projects out there) . It is true that more and more websites/blogs mention OctoberCMS but there is still not enough promotion done out there. Also I think (but this is a strongly personal opinion only) that it is a big mistake to market october as CMS only or as CMS at all. October can be much more than that and it will shine much more when used beyond CMS scope.

- Not enough promotional material available to convince decision making departments. For example: new website removed the usage cases/case studies section. This is a mistake, There was previously a short usage case of October in some museum (I dont remember in which). But this one short article helped to convice more than few of our clients to go with OctoberCMS instead of Wordpress/Joomla/Drupnal. Their main problem with October was: "It is a small platform form small projects, nobody serious uses them, we are big organization, it won't fit our needs. While we trust your judgment we are worried that..." and stuff like that. Just sending that museum usage case link helped us to destroy their last line of defence ;)

Other example are speed comparison tests. Take a bare Wordpress/Joomla/Drupnal and bare October, then some sample plugin set, then with caching on etc. Compare how it performs, server loads all that stuff. People in bigger organizations need to show the numbers to the acountant department and they love to shamesly flash numbers and fancy graphs in their meetings.

- The Forum is closed. I totally understand that you had some problems with bots and spam (forgive me for what I will say now but this is how I feel about it) but this is one lousy excuse, having the forum closed is unacceptable. This is the bigest mistake you can ever make. How are you supposed to convince people to use October, to grow community if the most basic mean to do that is off limits. This whole read-only notice in the forum is giving off half-dead-opensource-project vibes.If having a decent spam/bot protection in the current forum is not feasible just use any other ready-to-use forum platform out there but have something that works.

Before thinking of new revenue streams you should definitely fix that. In the end, how are you sopposed to milk a starving cow? You need to feed her with fresh juicy grass first :)

By analising strong and weak points we are almost naturally coming to conclusions about the products target market.

3. Product target

Let's be honest, OctoberCMS is not Wordpress and it probably won't be in the near future. This is not a platform that will attract a lot of non-technical people. For people that need to setup a site quickly by choosing a theme from hundreds of already available and then flavouring it with some plugins October is a no go. There are not enough themes, there are not enough support and tutorials and probably they never heard of October in the first place.

Besides, most of October strong points don't have any appeal to a non-tech user. That's not a bad thing, in fact it can be quite good, this is automatically positioning you in a different niche. You won't be competing with Wordpress in the mass user market. In those markets in the end the one with more users win, and to win more users you need promotion and more promotion which means a lot of cash and time.

Although October can attract some designers probably most of them won't find it suitable.

I think that October is perfectly suited for developers, be it freelancers or agencies or even software houses. In some cases inhouse developers of bigger organizations might also be interested in using October.

This really narows down the target group, its needs and the specifics of the market (which in this case will be b2b market mostly).

4. Competition and how to approach them

Knowing all of the above we can outline more precisely the direct and indirect competition. With direct competition its an easy thing:

- You have big Open Source players in the CMS world like Wordpress, Joomla, Drupnal and more. You won't be competing on all their markets, you will just need to steal a small portion of their pie. Targeting developers/agencies that are tired with those system for variety of reasons (but the main most probably will be: performance, ease of code maintenance, security issues).
- Then you have all those "small" or "alternative" CMS systems, like Grav, SimpleCmS, BoltCMS and many many more. Here it will be much more difficult to enter. Most of them are in their own niche with developers choosing them for variety of reasons and their choices will be sometimes based on personal preferences.
- Custom/Internal CMS systems. Many agencies have their own solutions wirtten from scratch or based on forks of some OS projects. You would need to convince them that your solution will give them all the flexibility and ease of use of having inhouse CMS without its downsides (mostly maintenance: evolving the core code, security and other patches etc.).

All those cases have one thing in common or better to say one problem to overcome. While you will be competing with other CMS platforms over new developers (that are entering the market) most of October clients will be already established agencies and free lancers. And the biggest barrier for them will be migration of existing clients to OctoberCMS. Sooner or latery they will need to decide to remake old clients site using the old system (ie Wordpress) or to make it with October. If there is a lot of data to move between systems they simply might to decide to go with the old CMS because of the workload. You would need to address that in some way (migration tools) to convince developers.

The indirect competition is so wide that it is pointless to even analise it. As it can be any piece of software out there or even more. You can do it as a purely academic task :)

Now conclusion time.

I think that for now the best strategy to grow October would be to grow user base (focusing on developers and agencies) and fix the weak points as soon as possible. I think that the most urgent thing to do is passive and active promotion. You have a great product but you need to "sell" it to developers/agancies. Now, I think that the best approach will be to focus on revenue streams that help you fix your weak points and at the same time won't consume all the time and resources that should be used on improving the product. For example priority/private support from core team is a great thing but it doesn't scale at all.

But I think that before getting to the revenue streams there are 2 things the OctoberCMS team needs to improve!

- Like I mentioned before, promotional materials are a must have. Lets not forget that in many cases developers are not the only ones to decide. They need to convince poeple higher in the command chain that adopting OctoberCMS will give their organization long term profits.
Case studies, performance comparisions, use cases, all those are very much needed. Make those materials freely available for devs.
- Turn on the forum!

Revenue streams that might help grow trust in October, grow community:

1. Crowdfunding campaing

Bug bounties are fine, but they are somewhat vague. I dont know when the bug will be fixed, if this amount is enough etc. More facts are needed to make the right business decisions (for freelancers and agancies). When the bug will be fixed? How much I need to pay for that?
Why not to make a crowdfunding campaign to make/fix certain things. But give numbers set in stone. The funding will be open for x weeks, we need X dollars to do it, we will make the changes or fix the bugs in X weeks from reaching the goal.
Even if you don't reach the funding goal it will give you valuable feedback on how important those things are for your community.
Examples of campaigns:
- Gather the most notorious bugs or most "popular" bugs together. Put a price tag on it and see if you are able to reach the funding goal.
- Documentations improvements (I would personally love to support that), it would make my work much more faster and efficient having more profound documentation and insight in internals of many parts of OctoberCMS
- 3rd party Security audit.
I don't know if you haven't already done that. If you have, this should be sprayed all over the October homepage :)
This can be a very strong convincing argument for many organizations. Your application revised by 3rd party, your code is more secure than X,Y,Z competition. After releasing necessary security patches, publish a full report on your page. This is a very valuable promotional material.

- The same as with bugs but this time with features requests
- Campaing for migration tools from x,y,z platforms.
Etc. You can use crowdsourcing to address many issues/barriers.

2. Conference
This is a really good idea proposed by @petehalverson. Developers loves conferences :)You don't need to make a real life one, this can be time and resoruce consuming. Start with live streamed online conference. You could have two pricing plans. The one for live streaming where you will be also able to ask questions to the speakers on ie private slack channel and   the second pricing plan (a little bit cheaper) to be able to access the videos after the live stream is done.
Again, on the conference do not only address stricly coding/technicall things. Invite people that adopted OctoberCMS, let them tell their story. Clips form those lectures will be very valuable promotions materials.

3.Tutorials
https://github.com/octobercms/october/issues/3683#issuecomment-419463943
Nothing to add here really. Solid good idea :)

Thanks for reading until the end. I know that my knowledge of actual OctoberCMS situation is limited that's why I'm probably mistaken on few things or even more. I just hope that my short analisis will be helpful as I would really like October to thrive. Good luck.