



**Media**  
New York Times  
Wall Street Journal  
Economist



**Streaming**  
Spotify  
Netflix  
Hulu

UPPER LEVEL 2000s



**Software**  
Adobe  
Microsoft

KITCHEN (remodel) 1990s



LIVING ROOM 1990s



FOUNDATION 1980s



ADDITION 2010s



**Utilities**


Comcast  
Xfinity  
Time Warner Cable



**Subscriptions for Consumer Packaged Goods (CPG)** are undeniably on the rise. In a 2015 report, statista reported CPGs as the second fast growing source of digital commerce spending in the U.S. at **21% Y.O.Y growth**<sup>1</sup>, falling behind to traditional digital content & subscriptions. Subscriptions to product focused companies, such as Dollar Shave Club or NatureBox, are not the only areas of growth.

Retail subscriptions are on a fast track as well with companies like Amazon introducing Amazon Pantry and Dash, and competitors, like Target, following suit with subscription box services of their own. These names may only be the beginning of what consumers will soon be subscribing to...



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- 1 Access to intangible assets:** software, media, TV shows, music, movies, ebooks, magazines, video, TV shows, games, application software and Software as a Service (SaaS)
  - 2 Access to durable goods:** cars, bicycle, smartphones (with contracts)
  - 3 Regular delivery of goods:** newspapers, clothing, toiletry, consumer packaged goods and any other consumer goods
  - 4 Utilities:** internet, phone contract, electricity, computing power, Infrastructure as a Service (IaaS). Note, that many of these are a combination of subscription business model and pay-per-use

## Worksheet - Subscription business model (2)

Take action now & boost your innovation skills:

1. If you already have a subscription business model consider what you can do better on the following dimensions. If you do not have one, what can you do on the following dimensions:
  - value and quality
  - Clarity of pricing
  - convenience of transactions
  - continuous improvement of your offering (few ideas)
  - localisation
  - Personalisation
  - Membership culture
  - Values alignment
  - the right metrics
  - Funding sources
  - Starting offer

If you are just starting from scratch, this is tough! But that is ok, this is a starting point. And thinking about it is better than giving up on it from the get go!

If you are already on a subscription business model, the above dimensions and the examples in our article should give you great ideas to improve!

*Check out [www.InnovationTactics.com](http://www.InnovationTactics.com) for more*

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***for more***