

- Regular payments



- Access to tangible/intangible assets
- Regular delivery of goods
- Extended features
- Membership
- Utilities
- Choice of options

Worksheet - Subscription business model (1)

Take action now & boost your innovation skills:

1. Are there any subscription business models in your industry?
2. What are their offers? If you offer anything on a subscription basis what is it? How do your offers compare to your competitor's?
3. Are there new players who try to capture a small niche within your industry? Where do they want to expand to?
4. Are there technological trends that may enable a subscription service for your industry if it is not yet a business model?

Notes - Subscription business model (1)

Date: