

Subscription Business Model

Resources that are delivered in a book and through web-based software require not only upfront development but also continued maintenance, development, and support. A subscription fee helps to provide the needed revenue.

DOLLARS ↑

Development Costs

In addition to developing the actual resources, a set of digital tools are developed, including web-based software to deliver the digital hymnal resources and assist in worship planning.

Revenue Stream

Revenue begins to stream when the book goes to market and the web-based software opens for business. Book sales and subscription fees provide revenue. Revenue continues to flow even after the initial spike from the sale of hard-copy books. Profits from the subscription service can be reinvested into more and better resources or lower prices for subscribers.

Continuing maintenance, development, and support of the online resource requires a steady stream of revenue. Subscription fees for continued access provide the revenue to fund improvement and support.

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