



## [WHITEPAPER]

# Gear up for a hassle-free summer: The rise of 'As-A-Service' in summer sports and outdoor activities

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## Introduction

The "As-A-Service" (AaS) model has transformed various industries by providing products and services on a subscription basis. This shift allows consumers to access the latest gear and services without the burden of ownership. With the global sporting events like the Paris Olympic Games sparking interest in various physical activities, the demand for accessible, high-quality sports and outdoor equipment is rising.

### 1. Understanding "As-A-Service" in the context of sports and outdoor activities

The As-A-Service model in sports and outdoor activities allows individuals to rent or use equipment, apparel, and even services such as coaching or training facilities. Instead of investing in expensive gear that may only be used occasionally, consumers can access top-tier products when they need them, returning them when they're done. This approach is particularly advantageous for those who participate in seasonal or niche activities, where equipment might otherwise be underutilized.

### 2. The holiday season: a prime opportunity for "As-A-Service" in sports

Summer holidays often involve increased physical activity, whether it's exploring new sports, staying fit, or enjoying the outdoors. The As-A-Service model is particularly well-suited for this season, offering travelers the opportunity to rent or use equipment for various activities, from beach volleyball to mountain biking.



## Case study



Technogym, a leader in fitness equipment, has expanded its offerings to include short-term use of their equipment. For individuals who wish to maintain their fitness routine during holidays or explore new workouts, Technogym provides access to high-quality fitness gear without the need to purchase it. This flexibility is ideal for holidaymakers staying in vacation rentals or hotels that may not have a fully equipped gym. By offering this service, Technogym ensures that people can stay active and healthy, even when away from home.

The flexibility of this model also means that users can try out different equipment, helping them discover what works best for them before committing to a purchase. This try-before-you-buy model is another significant advantage of the As-A-Service approach, offering consumers the chance to make more informed decisions about their fitness investments.



### 3. Hiking and adventure: the growing trend of renting or using gear

Hiking, trekking, and adventure sports have seen a significant rise in popularity, especially as more people seek to connect with nature. However, these activities often require specialized equipment that can be costly and cumbersome to own. The As-A-Service model addresses this by offering hikers and adventurers the ability to use gear as needed, making these activities more accessible to a broader audience.



#### Case Studies



Decathlon, a global leader in sports retail, has embraced the As-A-Service model by providing easy access to sports and outdoor equipment. This service allows customers to use everything from bicycles and kayaks to camping gear at affordable rates. Whether planning a weekend hike or a summer holiday filled with various sports activities, Decathlon's rental services make it easy for people to enjoy their adventures without the need for long-term ownership.

For instance, a family planning a summer hiking trip can rent or use tents and trekking poles from Decathlon, ensuring they have the best equipment for their journey without the need to store or maintain it afterward. This flexibility not only enhances the holiday experience but also promotes sustainability by reducing the demand for new products and encouraging the reuse of existing ones.



REI, a well-known American outdoor retailer, offers a comprehensive gear rental program that is particularly popular during the summer months. Whether planning a backpacking trip, a family camping adventure, or a day hike, customers can use all the necessary equipment, from tents and sleeping bags to trekking poles and GPS devices.

For example, a family planning a summer camping trip in Yellowstone National Park can get all the gear they need from REI, including a tent, camping stove, and bear-proof food containers. This approach not only reduces the upfront cost of the trip but also eliminates the need to store and maintain equipment that may only be used a few times a year.





#### 4. Benefits of renting or using your hiking and adventure equipment

1. **Cost-effectiveness:** Choosing to rent or use gear instead of buying it is significantly cheaper, especially for infrequent hikers or those new to the sport.
2. **Access to high-quality equipment:** Rental services often offer the latest and best equipment, allowing users to experience high-end products without the associated costs.
3. **Sustainability:** By opting for rental services, consumers contribute to the reduction of waste and the overproduction of goods, aligning with the growing global emphasis on sustainability.
4. **Convenience:** As-A-Service eliminates the need for storage and maintenance, making it easier for consumers to enjoy activities without logistical concerns.

## Conclusion

The As-A-Service model is transforming the way people engage in sports, fitness, and outdoor activities. By offering access to high-quality equipment and services on a subscription basis, companies are making it easier and more affordable for people to stay active and explore new hobbies. This approach not only enhances consumer experiences but also supports sustainability by promoting the efficient use of resources.

As the model gains popularity, we can expect to see an expansion in the types of equipment and services available, as well as improvements in the convenience and accessibility of these offerings. For consumers, this means greater flexibility, lower costs, and the ability to enjoy a wide range of activities without the commitment of ownership. As we embrace this shift, the holiday season provides the perfect opportunity to experience the benefits of the model firsthand, making sports, fitness, and outdoor adventures more accessible and enjoyable for all.

Whether you're planning a hiking trip, maintaining your fitness routine during the holidays, or simply looking to try out a new sport, the As-A-Service model offers a compelling solution that aligns with modern lifestyles and values. This holiday season, consider renting your gear and experience the freedom and flexibility that this innovative approach provides.

If you're looking for guidance on implementing and scaling As-A-Service strategies, reach out to [Black Winch](#). They can help you embark on a journey towards service-centric success.

## Black Winch



THE AS-A-SERVICE EXPERTS

Black Winch is the world's exclusive authority in As-A-Service solutions.

We are on a mission to empower intrapreneurs to achieve their As-A-Service ambitions by building and scaling their in-house recurring revenue models.

We take our customers through a holistic methodology focusing on strategy, sales, marketing, funding, finance, back office, ecosystem & circularity to master the subscription journey.

- We have 20+ years within the subscription market.
- We have experts specialized in As-A-Service challenges and solutions.
- We have a unique methodology to reach As-A-Service ambitions faster.
- We are not a traditional consulting firm, we are very hands on. We provide on-the-ground support, rather than focusing on theory.
- We generated \$2,8bn revenue of As-A-Service business for our customers (2022).
- We donate 1% of our annual revenue (to REEFolution and Room to Read).

Black Winch supports organizations to create and/or improve their As-A-Service business model according to their objectives: feasibility analysis, improving profitability, securing the market share, improving customer loyalty. By turning and developing the product-based linear business model into an in-house subscription model, it will bring value to the end users, the stakeholders and the shareholders.

The Black Winch experts help organizations develop a successful As-A-Service business model through a proven methodology. With a personalized framework, Black Winch helps build or adapt an As-A-Service offer, find financial partners, train teams, and provide the financial engineering required to ensure the success of the project. Additionally, it opens the door towards the circular economy and sustainable development. Black Winch is proud to be part of the [1% for the Planet](#) movement.

Learn more: <https://www.blackwinch.eu/>



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