

Curated Boxes

Covered in this section:

Selling multiple items in a box

- This model focuses on selling a lot of small things delivered in a box, on a monthly subscription
- Basically, you are curating different goods and selling them to a specific type of consumer
- You are a shopper, not a producer; you put things together and sell them as a package
- The advantage is that you buy them in bulk for lower prices
- You can get paid to include other people's items in your boxes, as advertisement for new products
- Examples: Koullouna Box
Birchbox
 - they noticed women liked to sample make-up products
 - they made a subscription box with samples
 - clients are very likely to buy the full priced item afterwards
- You can send all kinds of items, not necessarily physical: photos, lists of events, etc.
- This model works well for products with high replacement rate, like food