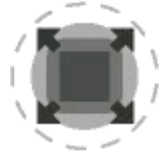


E5

PHASE: EXPLORATION

LAYER: AGGREGATOR

## Think Boundaryless



Every time you limit the reach of your strategy you **self impose** a limitation: always ask if it makes strict sense or not. If not, avoid. Explore together adjacent markets or geographies, don't limit your strategy to involve a particular class or type of participants.

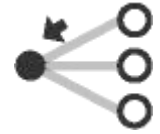
Why to create a platform strategy to mobilize the market of organizing football matches, and not to include...volleyball?

E6

PHASE: EXPLORATION

LAYER: AGGREGATOR

## Stop Focusing On Consumers



Relationships and interactions are key for the platform organization: it's not enough to focus on creating experiences for consumers; you need to involve producers to achieve impact at scale. Plus, one producer can normally serve many consumers.

Etsy really changed the market of artisanal jewelry when it started focusing on the artisans.

E7

PHASE: EXPLORATION

LAYER: LONG TAIL

## Climb the Value Chain: Higher Level Ecosystems



If you provide a product or service today, explore the potential to transform your customers into participants in an ecosystem, climbing the value chain by mobilizing the market that sits on top of your products. Always look up!

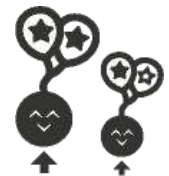
You may be selling a product for sailing - say, clothing or food - but why don't think about organizing sailing trips, regattas or learning how to sail?

E8

PHASE: EXPLORATION

LAYER: AGGREGATOR

## Let The Best Emerge



When producers compete over similar services and there's no visibility of reputation, this may generate a race to the bottom: producers' services can become commodities. Let the best emerge by leveraging reputation and differentiate by quality.

Short term rentals existed before Airbnb: the company unleashed the power of hosts' reputation letting them leverage on it, to attract more and more renters.