

E1

PHASE: EXPLORATION

LAYER: AGGREGATOR

Reduce Barriers to the Market



High barriers to entry as a producer (licenses, upfront investments, access to infrastructure, tools you need or processes you need to master) create high barriers for consumers. Open to more risky options, cheaper producers (less professional) can help grow a bigger market.

Providing access to shared medical imaging infr. (like *Medneo* is doing), can open new possibility to young practitioners, helping them grow their patient base without the need for infrastructure.



E2

PHASE: EXPLORATION

LAYER: AGGREGATOR

Enable a Market Network with SaaS



When an network of professional producers deals with a complex workflow - involving many partners - and no service/software exists (or not an integrated solution) to empower the work there's an opportunity to attract them to a shared market-network space where to capitalize relationships..

Honeybook provides a fully fledged solution to event organizers where they can connect, manage and pay third party specific providers to organize great events.



E3

PHASE: EXPLORATION

LAYER: LONG TAIL

Enable Personalization with Independent Providers



Experiences available on the market are too uniform, massified, and non personalized (provided mostly by industrial players). There's the possibility to connect niche producers with niche consumers and leverage on independent providers to enable niche experiences with a growing quality.

By creating the concept of application marketplace, Apple gave space to the independent developer ecosystem to create perfectly personalized smartphone experiences with niche apps, with quality assurance.



E4

PHASE: EXPLORATION

LAYER: AGGREGATOR

Create a new Profession



As workforce is available to be leveraged and potential and talent abounds, you can help non-professional to professionalize helping a new role in the market emerge

Airbnb created several new jobs by professionalizing hosts, into *superhosts*, *travel experience providers*, *housing concierges*, etc....

