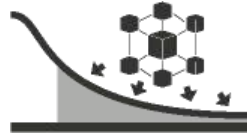


Aggregating Shared infrastructure



...related to: reduce barriers to the market

If a relevant upfront capital is needed to be able to provide value, if infrastructure is not used at its fullest potential, and still many producers need to invest separately, then there's a potential in creating a shared infrastructure and grow a marketplace of services on top of it.

The Airbnb shared booking, payment and house portfolio management system made short term rentals appealing to many more hosts: now, eventually, talented hosts without a house also have the possibility to also provide value.

Unbundling Assets



...related to: reduce barriers to the market

Assets and capabilities are available bundled in the market, potentially due to legal, policy or just traditional cultural behaviors. There's an opportunity to unbundle them, creating liquidity, reducing transaction cost. Unbundling assets reduces transaction cost, making smaller transactions appealing.

Velox.Re (among others) is trying to unbundle the housing market (homes as integrated assets with strong limitations to trade, high transaction cost) for fractional tradability

Generate Network Effects by connecting Niches



When different market niches don't share a common context, impeding network effects, there's the potential to create an aggregation that de-fragments user experiences across the different niches and multiply the possibility for producers to connect with the RIGHT consumers, and viceversa.

MyTaxi, integrated the Taxi experience across Europe: heavy users such as business travelers, access taxi services easily, without having to download local apps. In this case MyTaxi connected geographically disjointed niches..

Transform Competitors into Providers



As a producer of services, you can transform competitors into providers by becoming an aggregator: you should know the work of the the producers very well, and therefore be able to build an attracting value proposition.

Example: as an experienced book editor - that knows the process well) you may want to create a platform for supporting authors in self publishing (with editors, printing services, etc...).