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 vice versa.

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.

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.

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.

The process well you may want to create a platform for supporting authors in self publishing (with editors, printing services, etc...).