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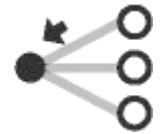
Why to create a platform strategy to mobilize the market of organizing football matches, and not to include...volleyball?

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 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.

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.
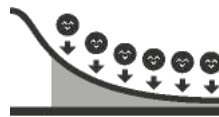
E3 · PHASE: EXPLORATION · LAYER: LONG TAIL

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....

E9 | PHASE: EXPLORATION | LAYER: INFRASTRUCTURE

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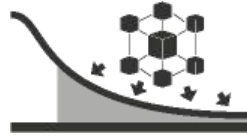
If a relevant upfront capital is needed to be able to provide value, if infrastructure is not used at its fullest potential, and still many producers need to invest separately, then there's a potential in creating a shared infrastructure and grow a marketplace of services on top of it.

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.

E10 | PHASE: EXPLORATION | LAYER: INFRASTRUCTURE

Unbundling Assets

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

E11 | PHASE: EXPLORATION | LAYER: AGGREGATOR

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..

E12 | PHASE: EXPLORATION | LAYER: AGGREGATOR

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...).