PRODUCER SEGMENTS

PRODUCER SUBSTITUTES

PRODUCER VALUE PROPOSITIONS

FACILITATION

CONSUMER SEGMENTS

CONSUMER SUBSTITUTES

CONSUMER VALUE PROPOSITIONS

METRICS

COST MODEL

MONETIZATION

Pull factors for producer participation

Bridges and entry smoothers

Pull factors for consumer participation

Resources and competences
Wants and needs
Geographic, Demography, Psychography

Resources and competences
Wants and needs
Geographic, Demography, Psychography

Core values delivered
Problems solved
Desired experiences provided

Technology, algorithms and filter
Governance and trust-building mechanisms

Core values delivered
Problems solved
Desired experiences provided

Current substitutes
Trends for future substitutes

Current substitutes
Trends for future substitutes

Number of producers
Lifetime value of producers

Frequency and quality of interactions
Impact of facilitators

Number of consumers
Lifetime value of consumers

Variable and fixed costs
Customer acquisition costs
Investments and cost of capital

Revenue generation mechanisms
Price discriminations and cross-subsidizations
Ancillary services, freemium and other pricing strategies

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