

 **STIMULI**


Pull factors for producer participation

Bridges and entry smoothers

Pull factors for consumer participation

 **PRODUCER SEGMENTS**

Resources and competences
Wants and needs
Geographic, Demography, Psychography

 **INTERACTION**

Co-creation and conjunct activities
Matching, dialogue and exchange of attributes

CONSUMER SEGMENTS 

Resources and competences
Wants and needs
Geographic, Demography, Psychography

 **PRODUCER SUBSTITUTES**

Current substitutes
Trends for future substitutes

 **PRODUCER VALUE PROPOSITIONS**


Core values delivered
Problems solved
Desired experiences provided

 **FACILITATION**

Technology, algorithms and filter
Governance and trust-building mechanisms

CONSUMER VALUE PROPOSITIONS 

Core values delivered
Problems solved
Desired experiences provided

CONSUMER SUBSTITUTES 

Current substitutes
Trends for future substitutes

 **METRICS**

Number of producers
Lifetime value of producers

Frequency and quality of interactions
Impact of facilitators

Number of consumers
Lifetime value of consumers

 **COST MODEL**

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

MONETIZATION 

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