

# STIMULI

Pull factors for producer participation

Bridges and entry smoothers

Pull factors for consumer participation

## PRODUCER SEGMENTS

## INTERACTION

## CONSUMER SEGMENTS

Resources and competences  
Wants and needs  
Geographic, Demography, Psychography

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

Resources and competences  
Wants and needs  
Geographic, Demography, Psychography

## PRODUCER SUBSTITUTES

## PRODUCER VALUE PROPOSITIONS

## FACILITATION

## CONSUMER VALUE PROPOSITIONS

## CONSUMER SUBSTITUTES

Current substitutes  
Trends for future substitutes

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

## 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

## MONETIZATION

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

