

Growth or Disruption?

What is the future for classified sites.

Growth or Disruption?



We need to stop behaving like turkeys.

“

You never change something by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.

”

Photo Credit: www.flickr.com/photos/35188692@N00/63524605/ eye of einstein

Growth or Disruption?



Marketplaces are hot.

“

Technology offers brilliant ways to lower friction, enhance turnover, discover favourable economics and surface marginal demand in existing marketplaces.

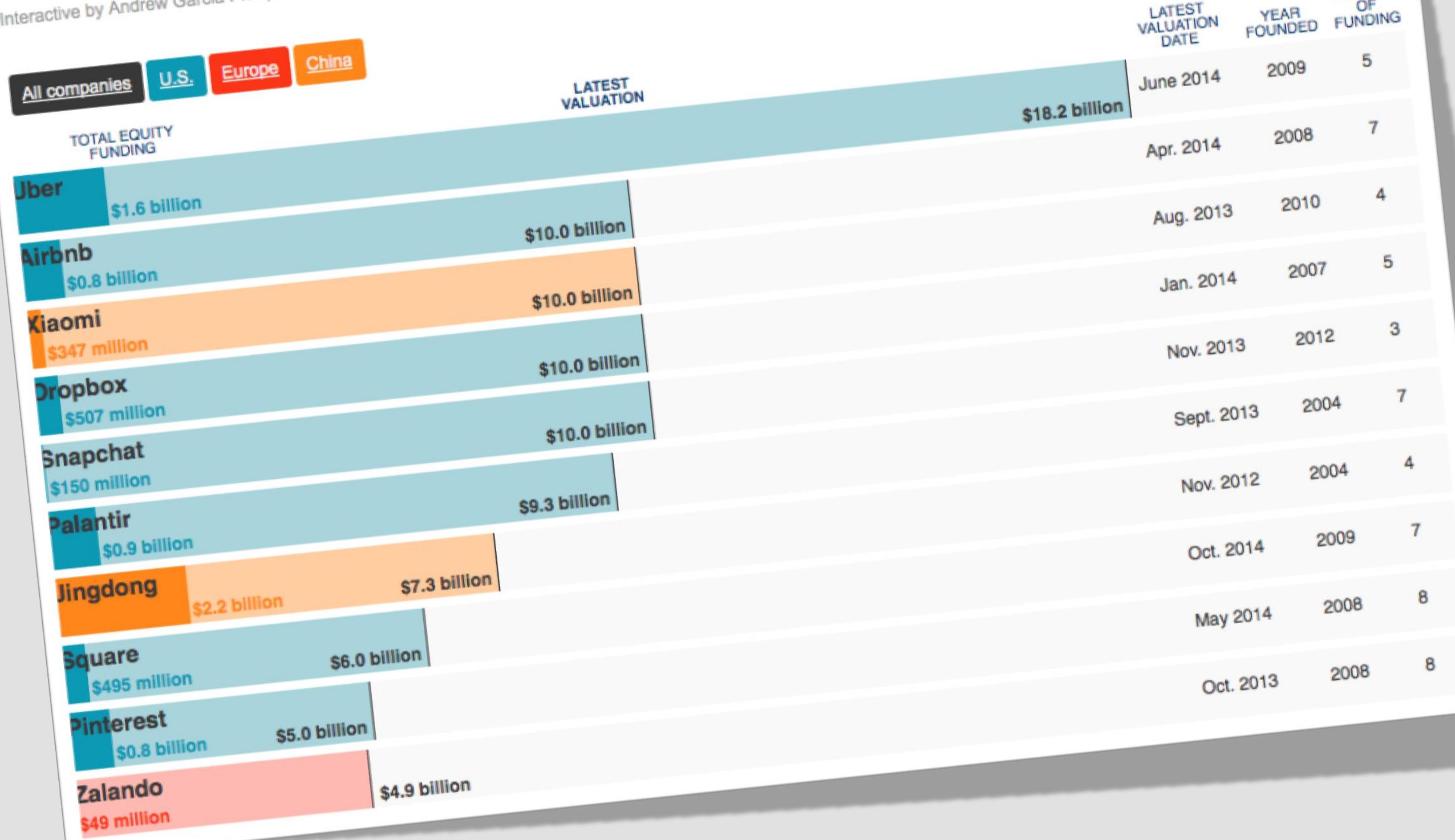
”

<https://medium.com/@dankurani/can-we-create-sustainable-i-e-profitable-with-a-proliferating-value-communities-that-enable-77e386c454c0>

The Billion-Dollar Startup Club

The Journal and Dow Jones VentureSource are tracking companies that are valued at \$1 billion or more by venture-capital firms. The club is becoming less exclusive as venture capitalists funnel large sums of capital in the best startups. Select the names below for company profiles, or sort by company profiles, or sort by categories such as region, amount raised and valuation.

Interactive by Andrew Garcia Phillips/The Wall Street Journal



Growth or Disruption?



Lack of innovation.

“*The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.*”



Los Angeles Cambiar Area

INICIO

ANUNCIESE

EVENTOS

ARTICULOS

CONCURSO

Préstamos (139)

Préstamos para Autos
Préstamos para Casas
Préstamos para Educación
Préstamos para Negocios
Préstamos Personales
Refinanciamientos

Belleza (206)

Cirugía Láser
Cirugía Plástica
Glamour Shots
Inyecciones Cosméticas
Manicure y Pedicure
Productos de Belleza
Productos para Bajar de Peso
Salones de Belleza
Spas y Faciales
Otros Servicios de Belleza

Tiempo Libre (6)

Bares y Clubes
Cines
Clubs Sociales y Culturales
Museos
Parques de Atracciones
Restaurantes

Oportunidad de Negocios (336)

Compra Venta de Negocios
Inversiones y Socios
Maquinaria y Equipos
Servicios para Negocios

Servicios Legales e Inmigración (486)

Abogados de Accidentes
Abogados de Casos Civiles
Abogados de Casos Criminales
Abogados de Casos Familiares
Abogados de Inmigración
Adopciones y Familias de Acogida
Bancarrota
Desalojos
Directorio de Consulados
Divorcios
Fianzas
Investigadores Privados
Matrimonios
Notary Public
Paralegals
Servicios de Huellas

Fiestas (2065)

Accesorios para Fiestas
Bartenders
Comida
Decoraciones
Dedicatorias
Entretenimiento
Florerías
Fotos y Video
Jumpers
Limosinas
Pastelerías
Payasos
Peinados y Maquillaje
Salones de Fiestas
Vals y Bailes
Vestidos y Tux
Otros Servicios de Fiestas

Música para Fiestas (503)

Banda, Conjunto y Grupos
DJs
Mariachis y Tríos
Tamborazo y Norteño
Otras Músicas para Fiestas

Rentas (1489)

Apartamentos
Casas
Casas Móviles
Compartir Cuartos
Cuartos
Edificios

Empleos (1540)

Actuación y Músicos
Busco Empleo
Barberos y Cosmetólogas
Bartenders
Bio-Tech y Ciencias
Bodegas y Warehouse
Carpinteros y Construcción
Choferes y Troqueros
Computación
Costura
Cuidado de Niños
Diseño Gráfico
Electricistas
Enfermería
Escritores
Fábricas
Guardias
Hoteles
Independientes
Internet

Autos y Trucks (1760)

Chevrolet
Chrysler-Jeep
Dealers de Autos
Dodge
Ford
Honda
Hyundai
Isuzu
Mazda
Mercury
Mitsubishi
Nissan
Pontiac
Subastas de Autos
Toyota
Otros Autos

Casas de Venta (255)

Inspectores Casas
Servicios de Termitas
Tazadores de Casa
Venta de Apartamentos
Venta de Casas
Venta de Casas Móviles
Venta de Terrenos
Venta de Town House o Condominios

Propiedades

Ponga Clasificados GRATIS

Post a Free classified ad

Buscar
Directorio de negocios Gratis

Secciones Destacadas:

- Directorio de negocios Gratis
- Ayuda legal
- Para Fiestas y Bodas
- Partes de Autos
- Plomeros y Carpinteros
- Prestamos

Clasificados Destacados:

Apartamentos

Maine Ave. Long Beach
90813. Alfombra y pintura nueva. Facilidades de lavandería. (562)208-4908, (714)343-2366. más...

Jumpers

junper, 40 sillas, 4 mesas, helio, para 20 globos 1 piñata. 1 palo. 1 soda.

Los Angeles Cambiar Area | **misanuncios**

El Clasificado
CLASIFICADOS GRATIS ONLINE

Todo el sitio ▾ Busca

Anuncios y Clasificados GRATIS en Los Angeles

Autos y Carros Nuevos y Usados (7757)

- Carros Honda en venta (989)
- Carros Toyota en Venta (843)
- Subastas de Autos (17)
- Carros Ford en venta (671)
- Carros Usados Chevrolet (516)

Préstamos (983)

- Préstamos para Autos (309)
- Préstamos Personales (318)
- Refinanciamientos (50)
- Préstamos para Casas (123)
- Préstamos para Negocios (38)

Fiestas, Quinceañeras y Bodas (5577)

- Salones Para Fiestas (874)
- Jumpers Y Brincolines (1915)
- Comida Para Fiestas (694)
- Fotos y Video (269)
- Decoraciones Para Fiestas (457)

Oportunidad de Empleo (3781)

- Limpieza (223)
- Choferes y Conductores (328)
- Meseros y Cocineros (304)
- Mecánica de Autos (70)
- Trabajos en Oficina (208)

Rentas y Alquileres (2356)

- Apartamento en Renta (606)
- Casas Móviles (23)
- Casas Para Alquilar (519)
- Cuartos Para Alquilar (747)
- Oficina Para Alquilar (91)

Satelite, Celulares, Y Digital (2187)

- Sistemas de Seguridad (177)
- Celulares (666)
- Satélite, Cable Y Dish (517)
- Servicio de Internet (112)
- Computadoras (287)

Seguros (364)

- Seguros de Auto (291)
- Seguros de Casa (23)
- Seguros de Salud (3)
- Seguros de Vida (6)
- Seguros de Rentas (7)

Educación, Cursos y Clases Por Internet (270)

- Clases por Internet (12)
- Cosmetología (17)
- Aprenda Inglés (22)
- Escuelas Técnicas (15)
- Clases de Masaje (2)

Casas de Venta (1348)

- Casas en Venta (708)
- Agentes de Bienes Raíces (103)
- Venta de Casas Móviles (59)
- Venta de Terrenos (12)
- Servicios de Termitas (1)

Silverpop Video Demo

Top Ranked Marketing Automation Tools for B2C and B2B Marketers.

NUESTROS AFILIADOS

Concursos Oportunidades de ganar

Artículos Noticias de interés

Eventos Diversion para la familia

CLASIFICADOS DESTACADOS

MATRIMONIO CIVIL \$185.00
AAA CONFIDENTIAL SERVICES
14633 VICTORY BLVD. VAN NUYS, CA 91411 TEL: (818) ...más

FUMIGACIONES
Inspector y técnico profesional. Para problemas de cucarachas, termitas, chinches, todo tipo de insectos. Hacemos toda clase de fumigaciones

Travel like a human.

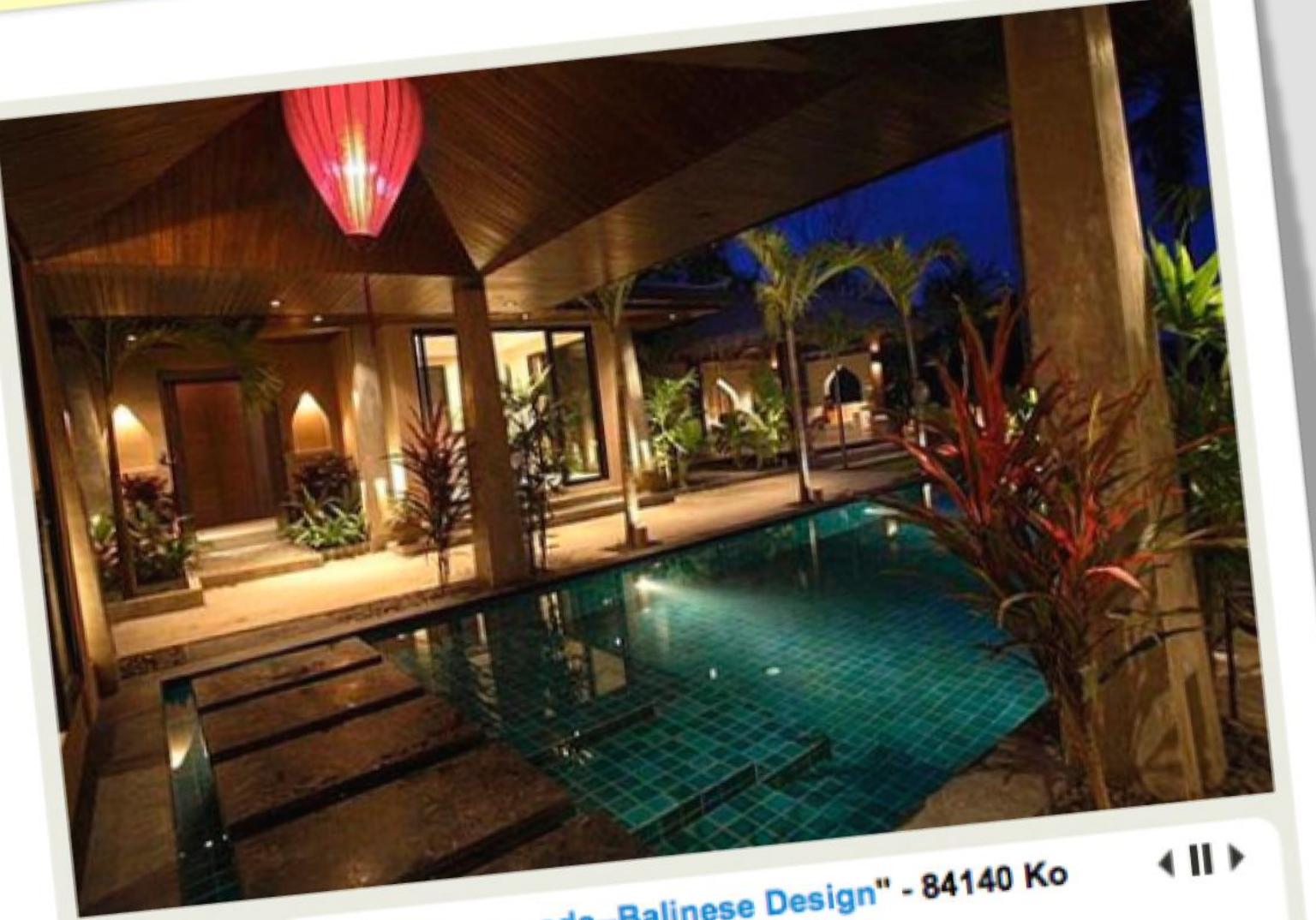
This listing is no longer available.

Find a place to stay.

Rent nightly from real people in 3784 cities in 131 countries.

Where are you going? Search

Check in mm/dd/yyyy Check out mm/dd/yyyy Guests 1



"Villa Samprasada--Balinese Design" - 84140 Ko
Samui, Thailand
\$275/ night
1 Review

We are hiring!
Join our team.


Top 40
The best of Airbnb.


Stay with alumni
30+ universities around the world.


The New York Times
Travels on Airbnb.


We're Hiring! | Sign Up | Sign In

Post a room

The image is a screenshot of the Airbnb website homepage. At the top, the Airbnb logo is visible. The main banner features a large, bold "WELCOME HOME" text and a subtext "Rent unique places to stay from local hosts in 190 countries." Below the banner is a "How It Works" button. The search interface includes a "Where do you want to go?" input field, "Check In" and "Check Out" date fields, a "1 Guest" dropdown, and a prominent red "Search" button. The bottom section of the page features a "Explore the World" heading and a subtext "See where people are travelling, all around the world." A horizontal slider shows various travel destinations. The top right corner of the page includes a user profile for "Rob", a "Help" link, and a "List Your Space" button.

Where do you want to go?

Check In

Check Out

1 Guest

Search

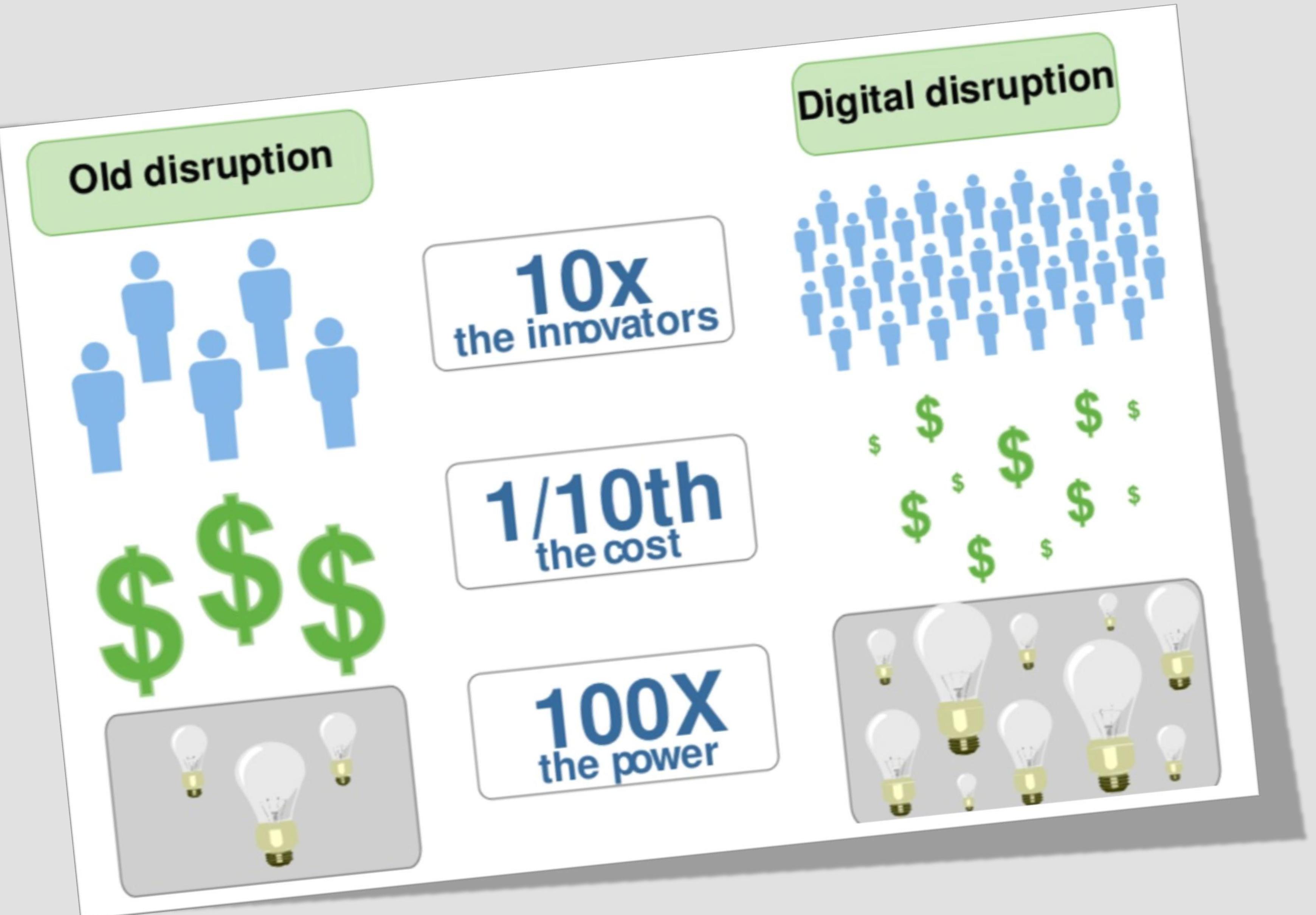
Explore the World

See where people are travelling, all around the world.

Rob

Help

List Your Space



Growth or Disruption?



Social marketplaces.

“

Marketplace is about influence, and if you can't control the experience, if you can't control the product, you can't control the fulfilment. All you can control is trust and you need to have that. And then mobile is an accelerant to that.

”

Photo Credit: www.flickr.com/photos/44124466731@N01/27687364/purplejavatroll

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KITCHEN BATHROOM BEDROOM LIVING DINING GARDEN KIDS OFFICE STORAGE EXTERIOR LIGHTING DECOR

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Results for [All Rooms](#) **Kitchen** [X](#)

Room [▼](#) [All Rooms](#) [Kitchen](#)

Style [▼](#) [Contemporary](#) [Eclectic](#) [Modern](#) [Traditional](#) [More Styles...](#)

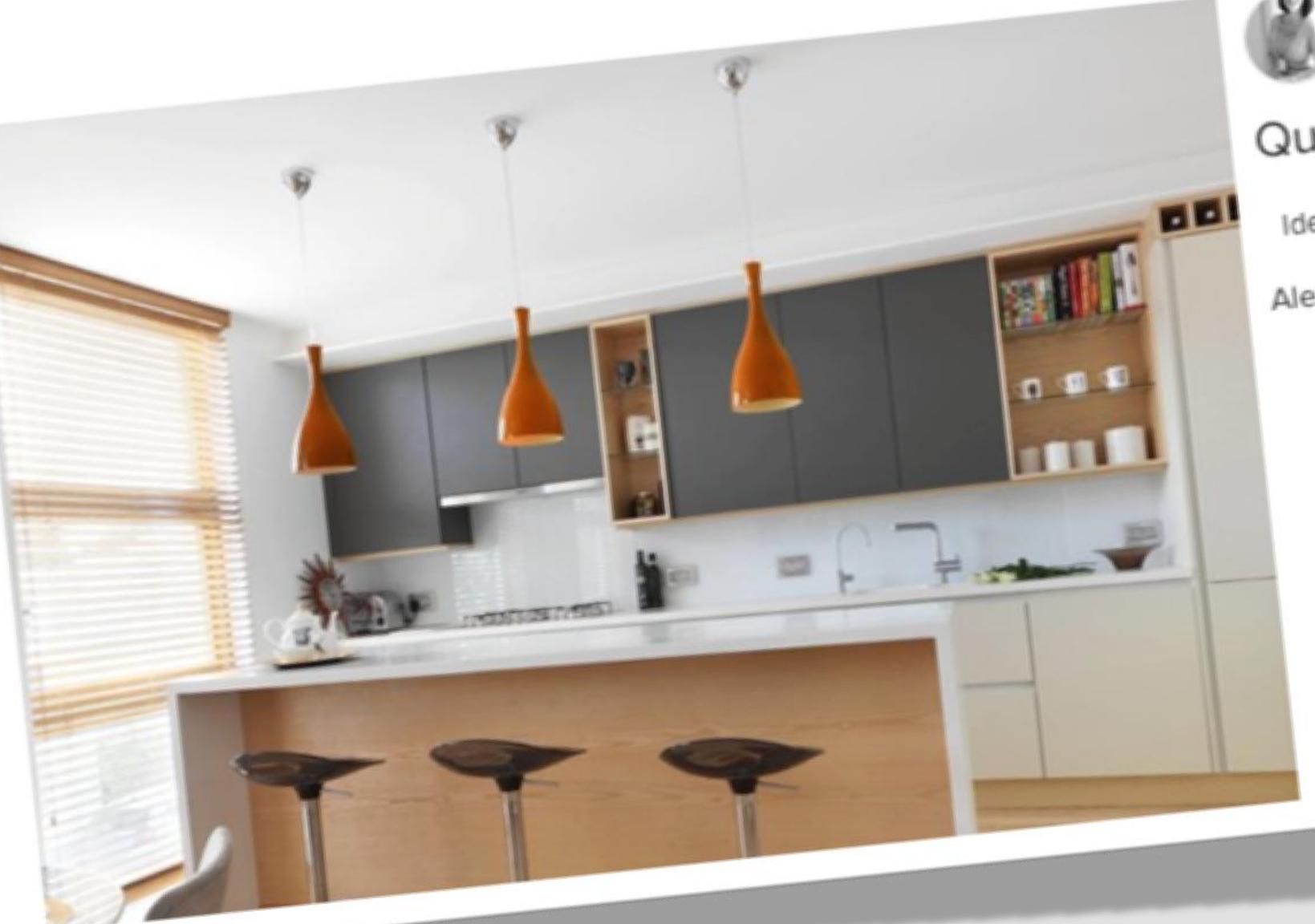
Location [▼](#) [All Areas](#)

Budget [▼](#) £ (2,165) £ (14,689) ££ (25,535) £££ (10,173)

726,938 Kitchen Design Photos

The kitchen is often described as the heart of the home. Modern kitchens are used for so much more than just cooking and storing food, they're the best spot in the home to entertain and the place where much of family life takes place. That's why a kitchen design should adapt to suit your home, reflecting both function and style. Whatever size and space you've got to work with, there is a perfect kitchen for you. Fitted kitchens provide the opportunity for creating a tidy, streamlined space, whilst freestanding kitchen units offer the flexibility to adapt your layout over time. For a truly unique look, you can combine a variety of kitchen worktops, cabinets, islands and appliances from different designers into a single space, taking the opportunity to showcase your kitchen's personality. [More ▾](#)

[Popular Today](#) [grid view](#)



 **Pascoe Interiors**
Quickswood
Ideabooks 246 Questions 2
Alexander James

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October 21, 2014

What's New

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Username:
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 Keep me logged in **Log in**

[Forgot Password/Username](#) | [Register](#)

Search entire site using Google

Search Search

Classifieds

Search Go

All ads - 2 days | 5 | 7
New vehicles - 2 days | 5 | 7
New ads - 2 days | 5 | 7


VW Golf 1 GTI Mk1 2.0 16V f.
Street/Race/Hillclimb

Gallery

Search Go

Advanced search

[All Gallery images](#)


Early days of parts hunt...

Featured Ads - See all...

All years Bug Deck Lid Prop Chrome made in USA

Accelerator Upgrade Kit #2 Fits 67-79

Bernie Bergmann Brand New Website 2014 NOW ONLINE!

Early Pre-A Dash / Split - Bent Window 356

Imi High Torque Starter

Randys VW Hobby Shop Comfort, Tx

1949 Aluminum 25hp Longblock Engine / Rare! BUS Type3 Quick Shifter

Resto Bus Parts Is USA authorized dealer for AAC

Underdog Racing Traction Bar aka Kafer Brace Truss

Classic 11.5

Vintage Speed VW BUG BUS Type3 Quick Shifter

NICE 1968-71 Westfalia Camper FREE SHIPPING UK

vw-museum Speedo Restoration Beetle Bus 52-68

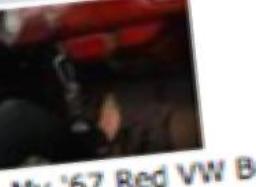
VW Fact #390: During 1963, Volkswagenwerk exported 5,485 Transporters to Africa.

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Advertisement

ANY CONDITION!
TOP DOLLAR PAID!
WE PICK UP
ANYWHERE IN U.S.!
25 YEARS EXPERIENCE!

Stolen


STOLEN - My '67 Red VW Bu...

Coming Events

Wednesday, November 5

- Meet: [1st Wednesday VW Gathering In N Out Burgers](#)
- Meet: [Austin Air Coolers Monthly Gathering](#)
- Meet: [Uber Langsam's Weekly Meet](#)

Thursday, November 6

- Meet: [Aircooled Anarchy's Meet & Greet Nite](#)
- Meet: [Austin Air Coolers Monthly Gathering](#)

Vintage Parts

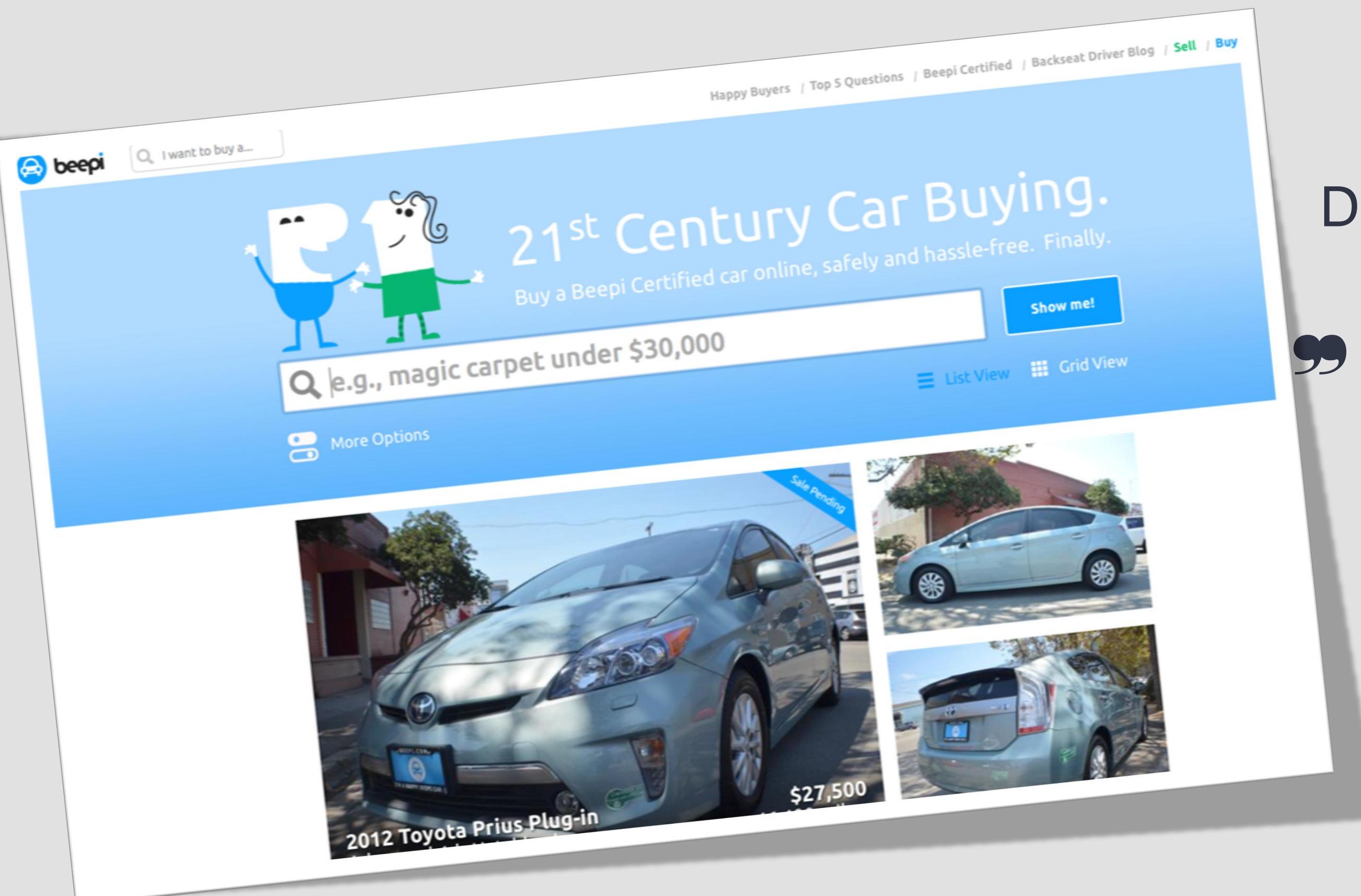
Cloth Wrapped OE \$49.95
Spark Plug Wires

8+1 365

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f Like 91,000

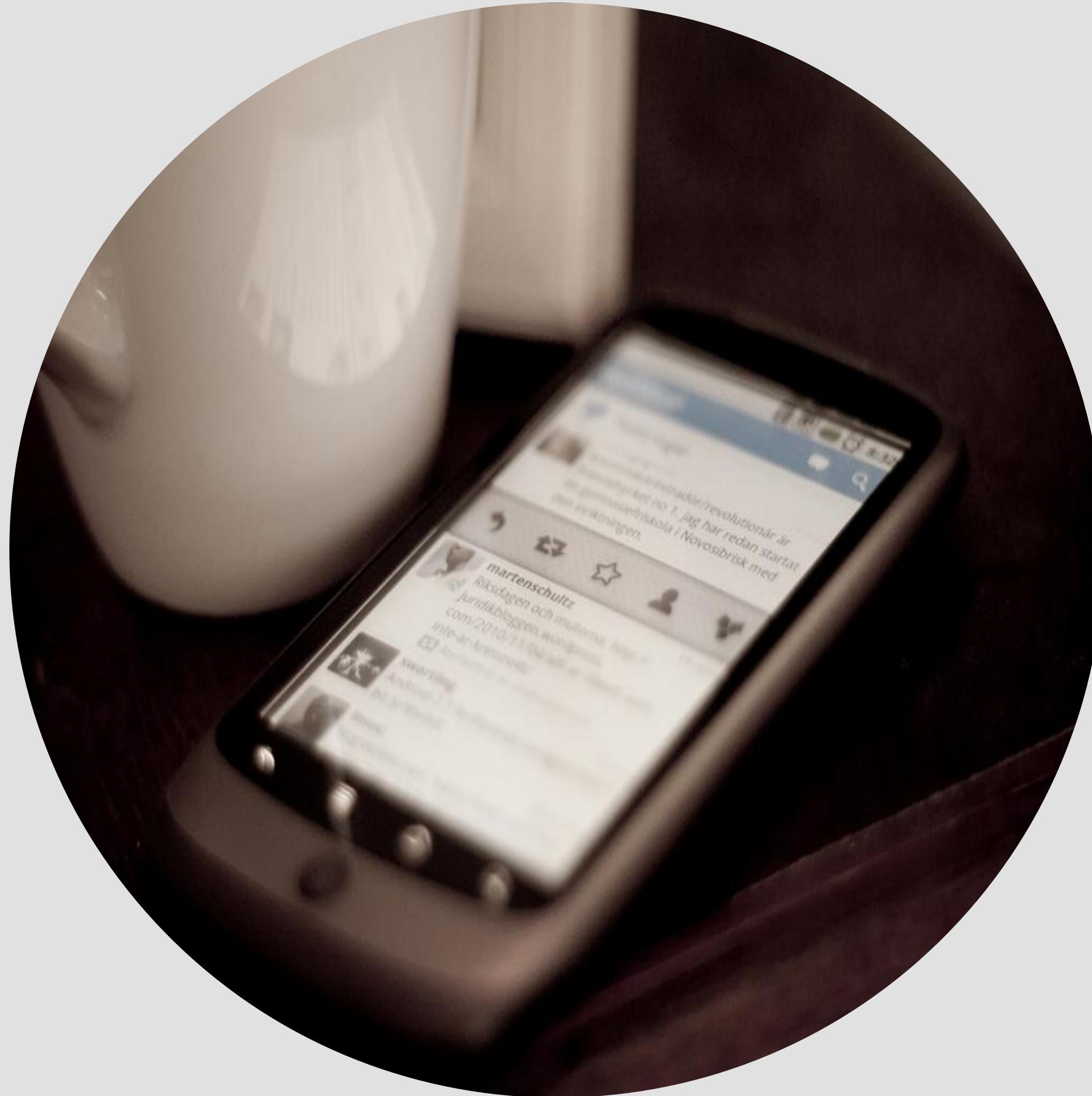
Growth or Disruption?



Disintermediation will finally happen.

The Internet, at its core, is a marketplace that, over time, removes the need for the middleman. That is very good news for the talent that has been giving up a fairly large part of its value to all of the toll takers in between them and their end customers.

Growth or Disruption?



Mobile has changed everything.

“

With the rise of social and mobile today's marketplaces demonstrate some unique characteristics. I'm categorising six of them under the acronym "ACCESS" – accessibility, curation, community, efficient commerce, simplicity and symmetry.

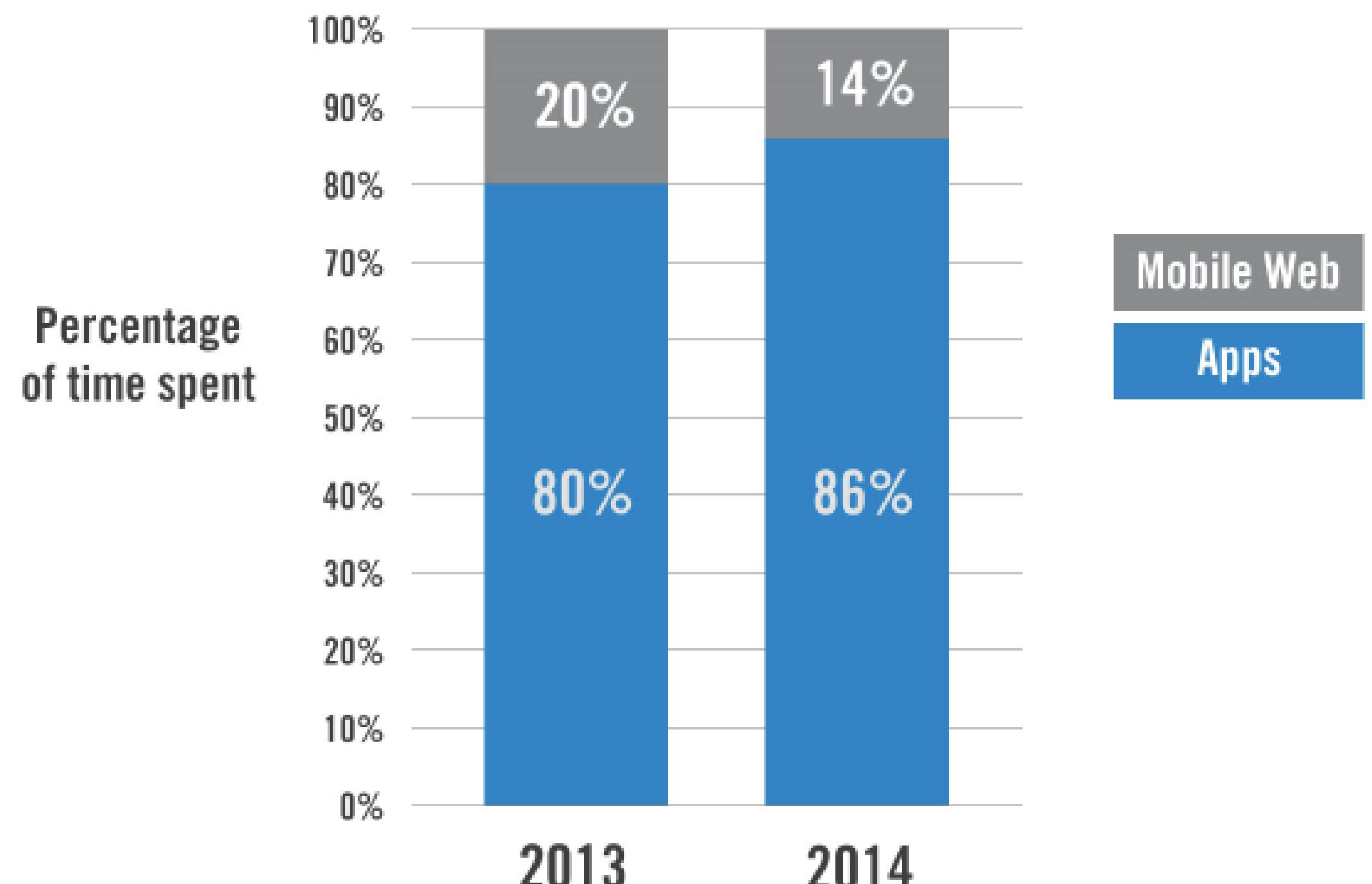
”

Photo Credit: www.flickr.com/photos/38305415@N00/5144798765/Johan Larsson



Growth or Disruption?

Apps Continue to Dominate the Mobile Web



FLURRY

Source: Flurry Analytics

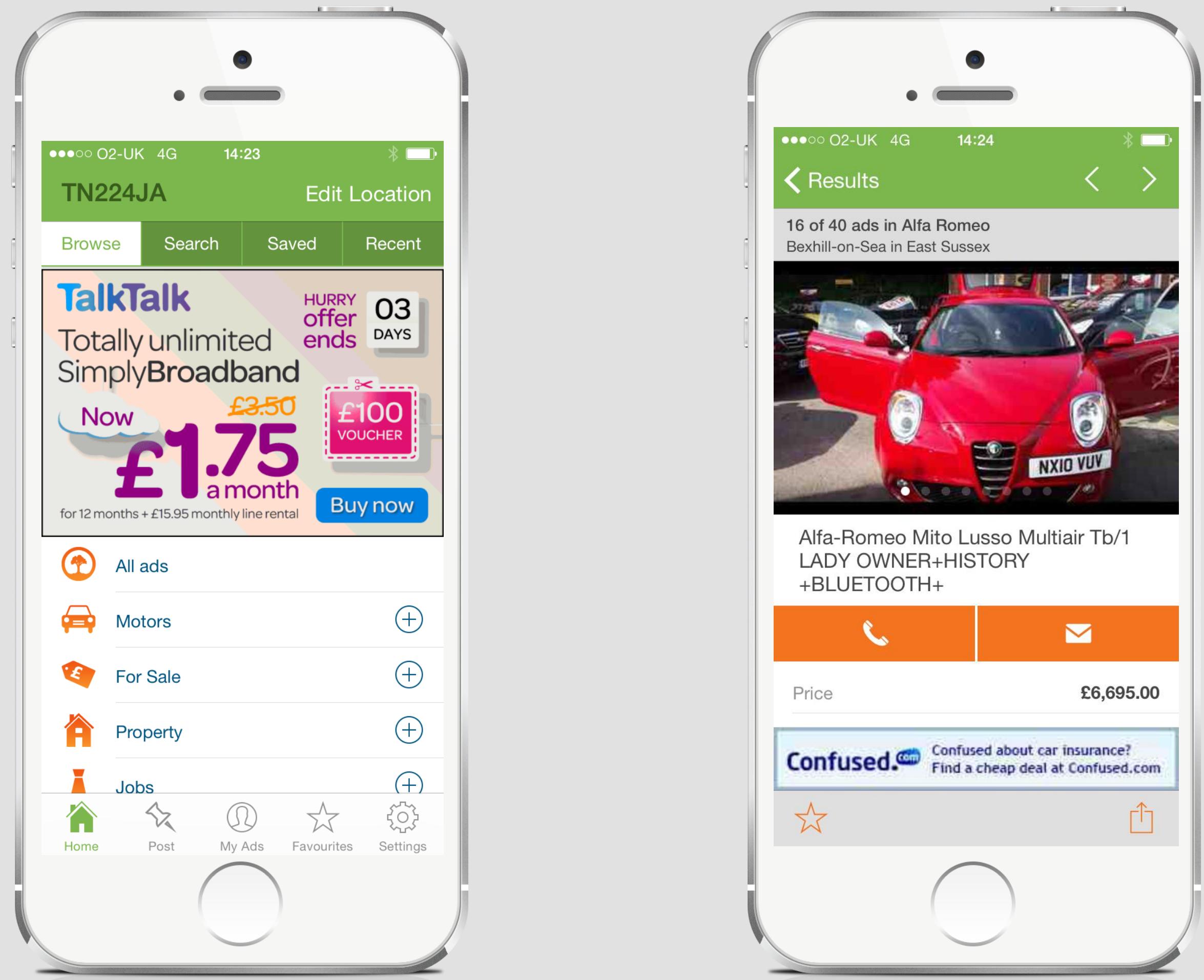
Flurry

Apps change everything?

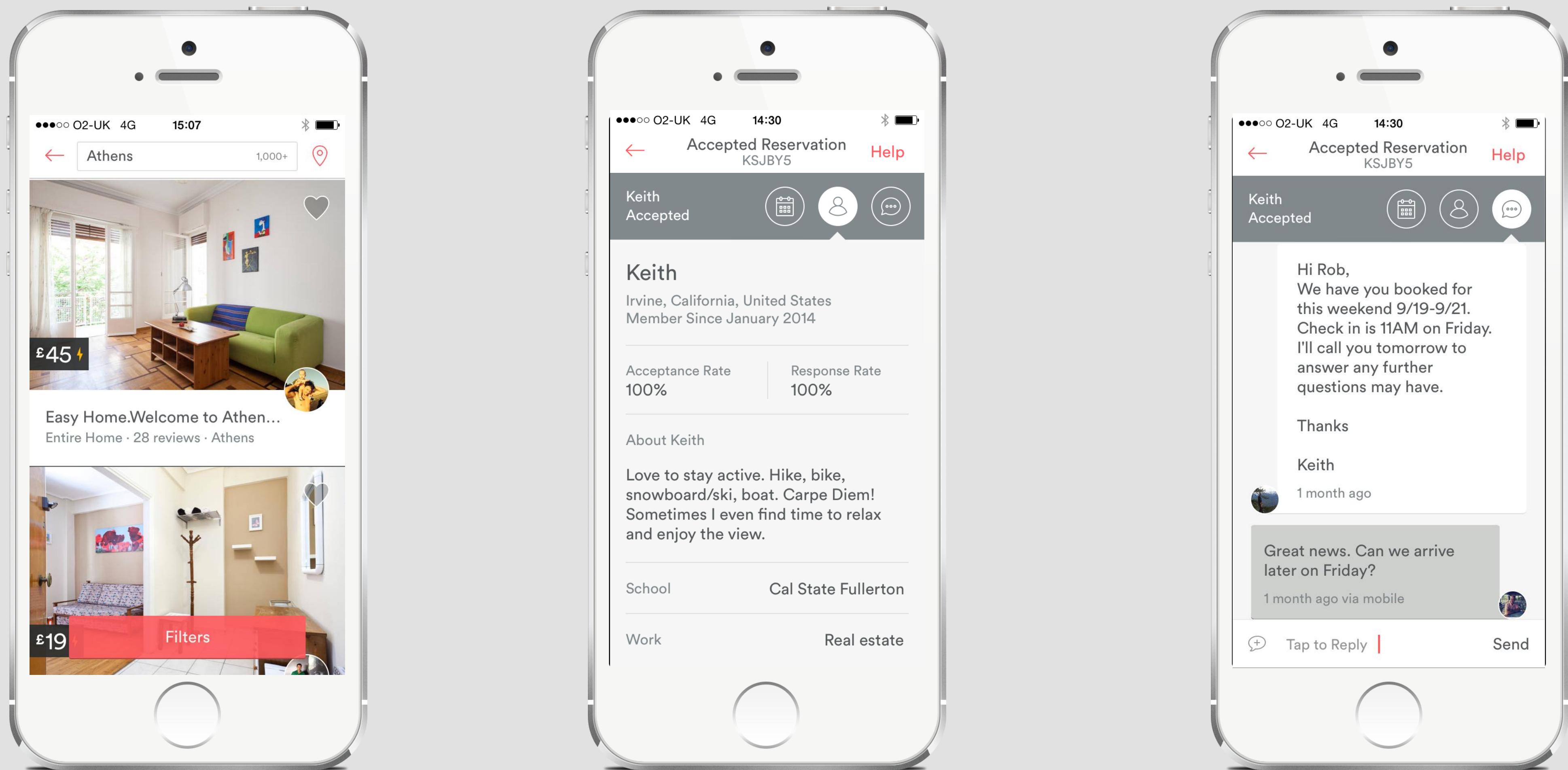
Growth or Disruption?



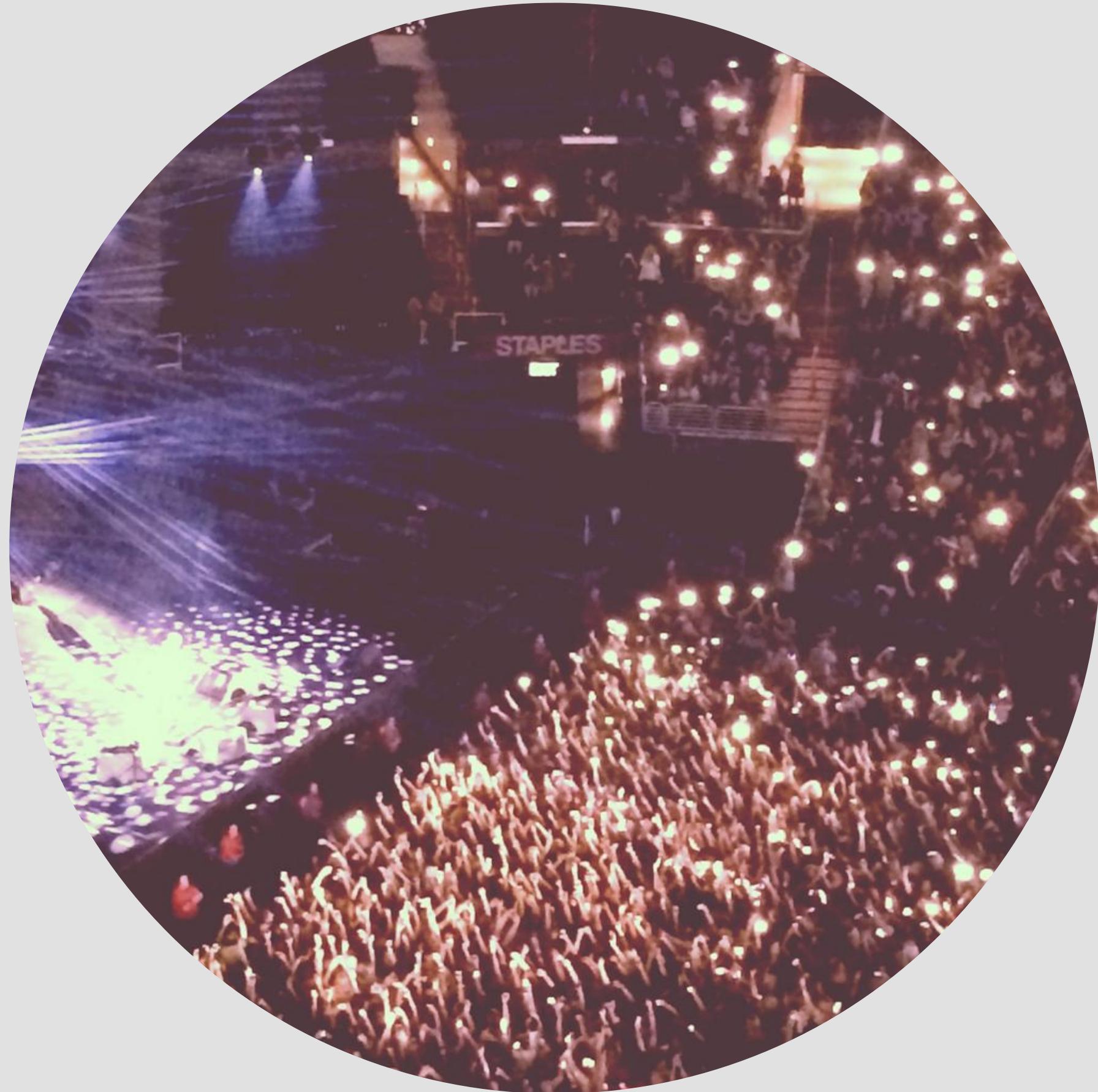
Growth or Disruption?



Growth or Disruption?



Growth or Disruption?



Mobile moments.

“

A mobile moment is a point in time and physical space when someone pulls out a mobile device to get what he or she wants, immediately, in context.

”

Growth or Disruption?

A few more mobile thoughts.....

Online marketplaces
will have offline
component

Airbnb's real success started with photography
and was transformed with renter insurance

Money is not the only
motivator for sellers
/service providers.

Multiple currencies are at work nowadays –
reputation, goodwill, karma in expert networks
the non-monetary motivator can be even more
important.

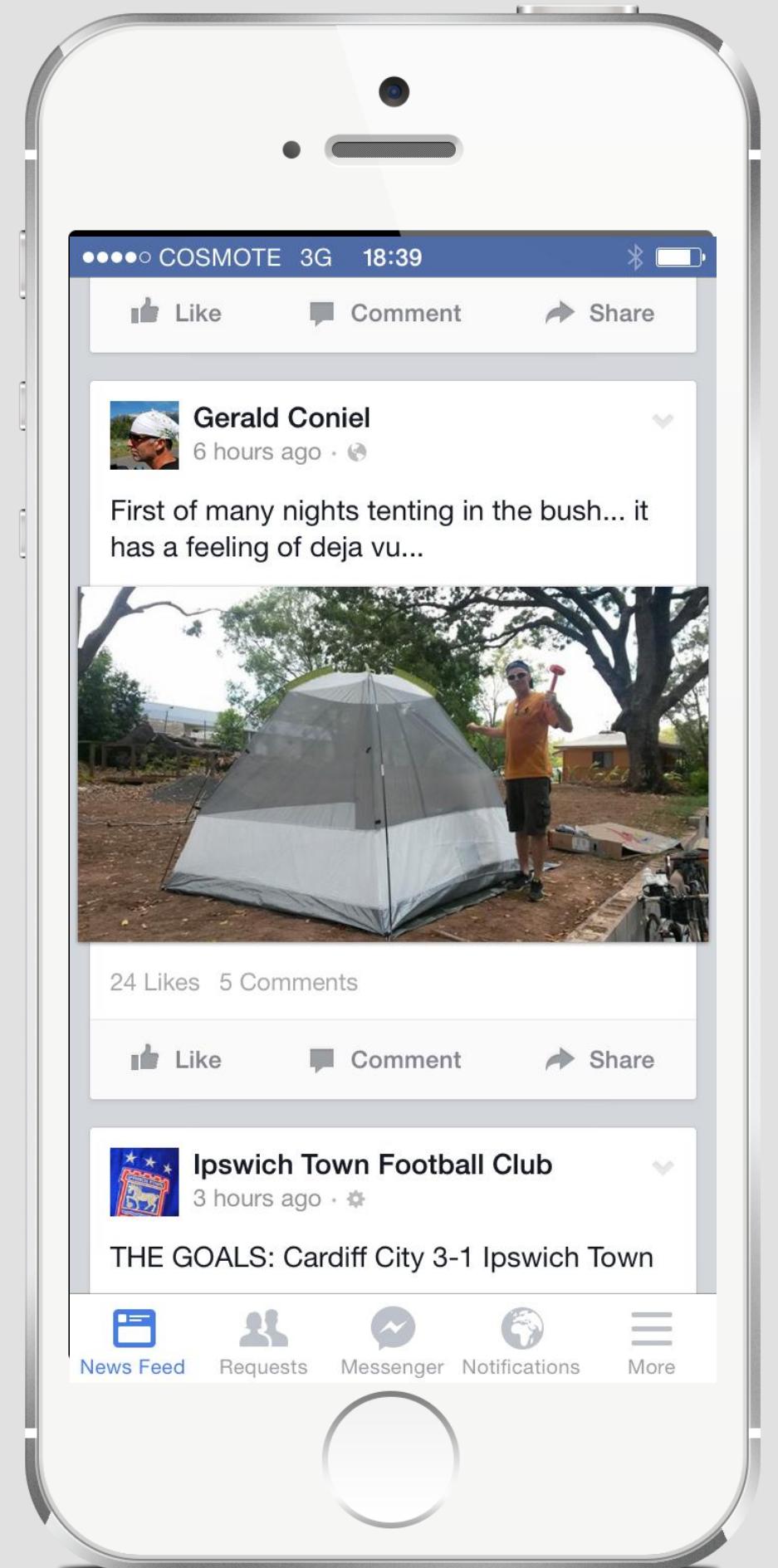
You cannot bolt on
community

Community should come before commerce
without the network and liquidity of the
community you have nothing – it cannot be an
afterthought

It is not all about technology

Uber would not have succeeded if all they
had was mobile dispatch technology they
needed reliable drivers just as much

Growth or Disruption?



Is there value in the stream?

“

Web pages and web search are no longer the centre of online activity and attention. Instead, the new centre of attention is messaging and streams.

”

Now for some input from you

Market Entrant – what would you do to disrupt existing marketplace?

Market Leader – what do you do to protect your position?

Number 2 in the market – How can you use mobile / social to become number 1?

Questions to answer:

- Identify one mobile moment to satisfy
- What one thing do you do to gain users?
- Who will you partner with?
- How will you make money?