



*Your Neighbourhood, Your University.*

ICMA Amsterdam

by

Michel Visser – Founder & CEO Konnektid

@Konnektid

@vissermichel

# Konnektid.com

## Enables people to transform their Neighbourhood into their University



@Konnektid

KONNEKT*id* 



@Konnektid

KONNEKT*id* 



From a closed and  
centralized education  
system....

To a access driven,  
decentralized community for  
education.



@Konnektid

KONNEKT*id* 

# How does that work?

## ① Everyone has a skill worth Sharing

*Matching local demand and supply of skills*

## ② Professional Teacher On Demand

*Freelance and professional teachers can be found and assessed.*

# ① Everyone has a skill worth Sharing

*Matching local demand and supply of skills*

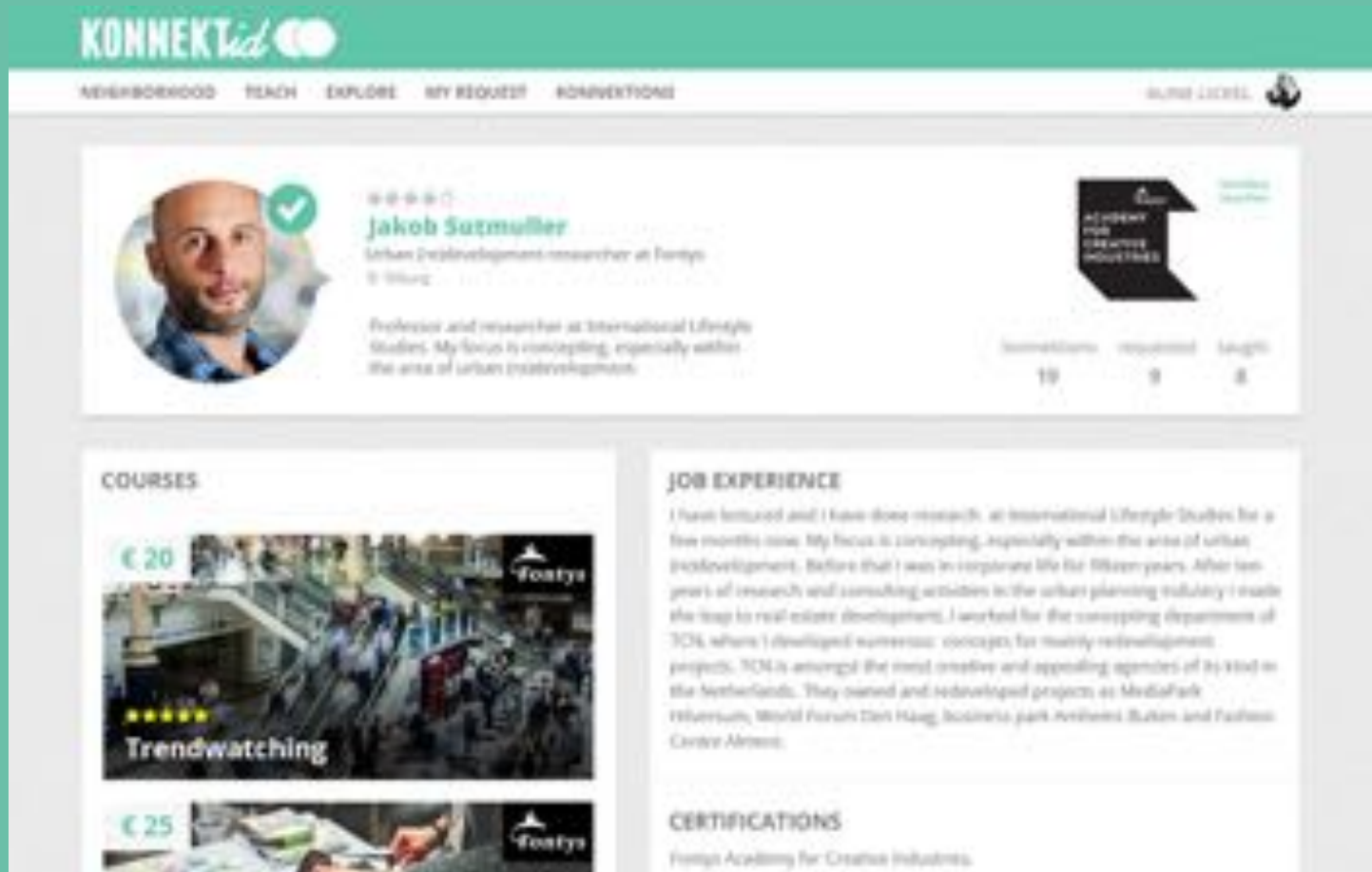


@Konnektid

KONNEKTid 

## ② Professional Teacher On Demand

*Freelance and professional teachers can be found and assessed.*



The screenshot shows a user profile for Jakob Suttmüller on the KONNEKTid platform. The profile includes a circular profile picture with a green checkmark, a 5-star rating, and a bio identifying him as an Urban Development researcher at Fontys. Below the bio, it states he is a Professor and researcher at International Lifestyle Studies, focusing on conceptualizing within the area of urban redevelopment. To the right, there is a logo for 'adjacent creative industries' and statistics showing 19 recommendations, 9 requests, and 8 taught sessions. The 'COURSES' section lists two courses: 'Trendwatching' for €20 and another for €25, both with 5-star ratings and Fontys logos. The 'JOB EXPERIENCE' section describes his role at Fontys and his previous work at TON, an agency for creative redevelopment projects. The 'CERTIFICATIONS' section mentions 'Fontys Academy for Creative Industries'.

**KONNEKTid**

NEIGHBORHOOD TEACH EXPLORE MY REQUESTS KONVENTIONS

ALUMNI LOGIN

**jakob Suttmüller**  
Urban Development researcher at Fontys  
5 rating

Professor and researcher at International Lifestyle Studies. My focus is conceptualizing, especially within the area of urban redevelopment.

adjacent creative industries

Recommendations: 19 Requests: 9 Taught: 8

**COURSES**

€ 20  
★★★★★  
Trendwatching

Fontys

€ 25

Fontys

**JOB EXPERIENCE**

I have lectured and I have done research at International Lifestyle Studies for a few months now. My focus is conceptualizing, especially within the area of urban redevelopment. Before that I was in corporate life for fifteen years. After ten years of research and consulting activities in the urban planning industry I made the leap to real estate development. I worked for the conceptual department of TON, where I developed numerous concepts for master redevelopment projects. TON is amongst the most creative and appealing agencies of its kind in the Netherlands. They owned and redeveloped projects as MediaPark Willemstad, World Forum Den Haag, business park Amstel Business Center Almere.

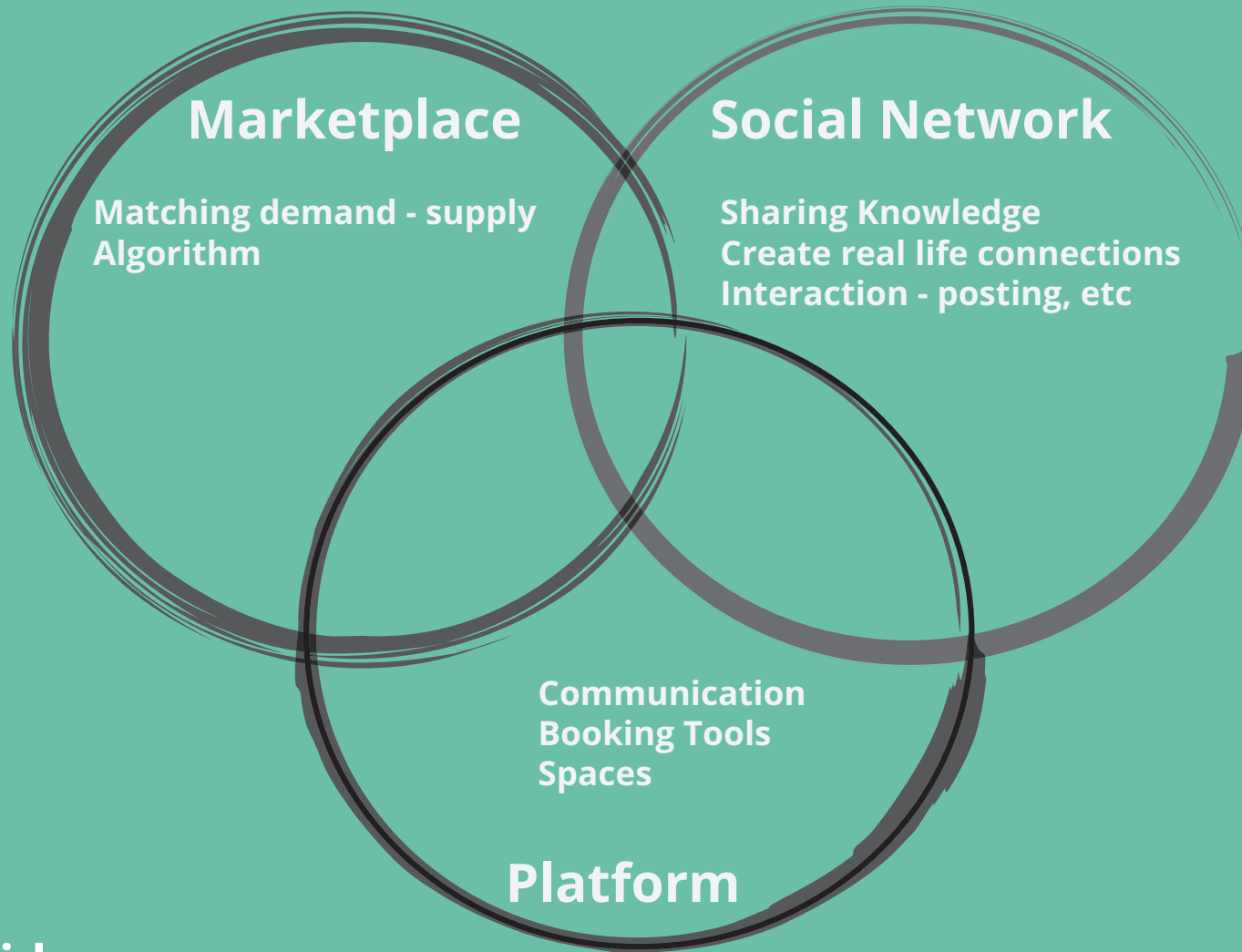
**CERTIFICATIONS**

Fontys Academy for Creative Industries

@Konnektid

**KONNEKTid**

# Konnektid Market Network

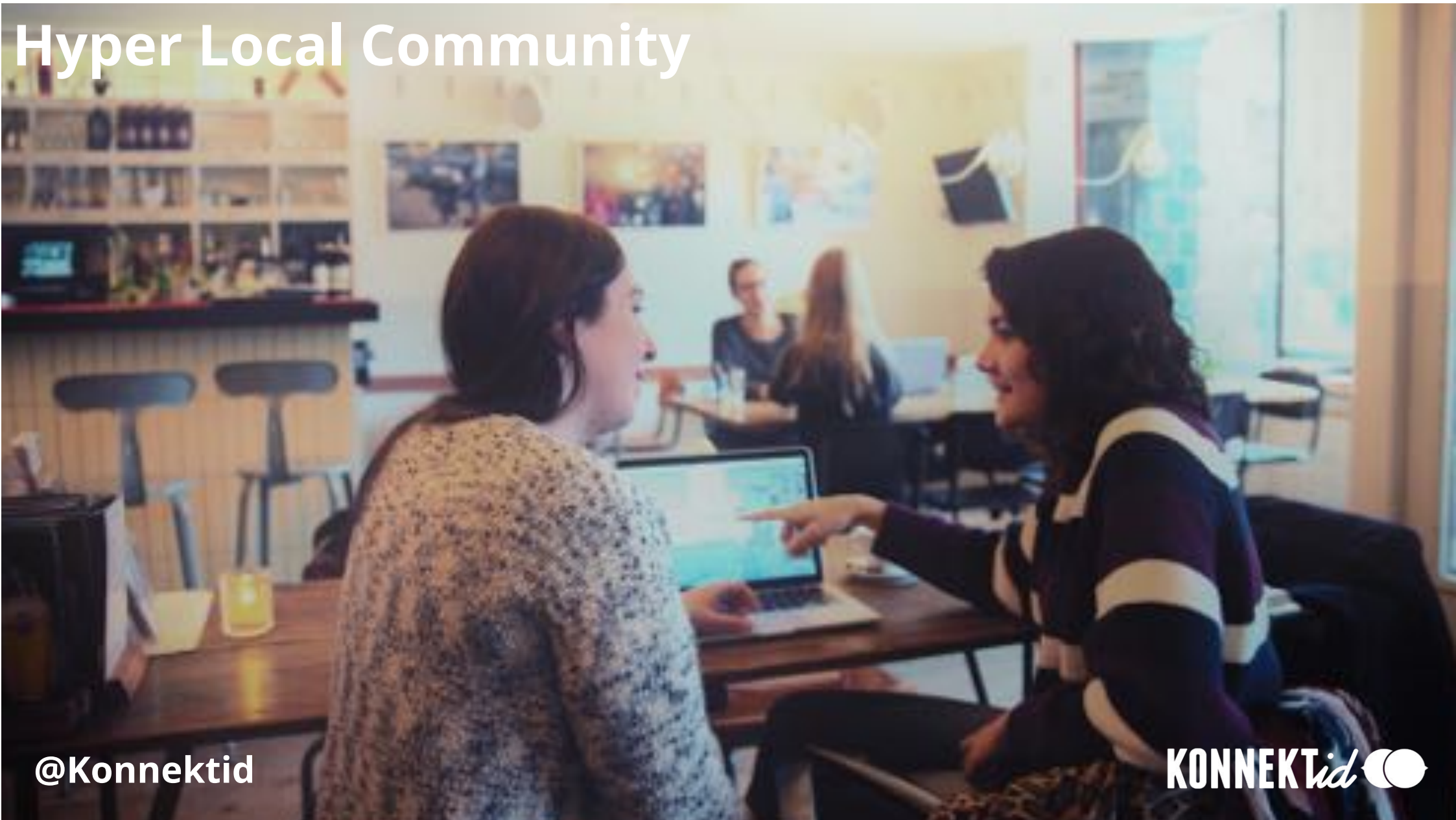


@Konnektid

KONNEKT*id* 



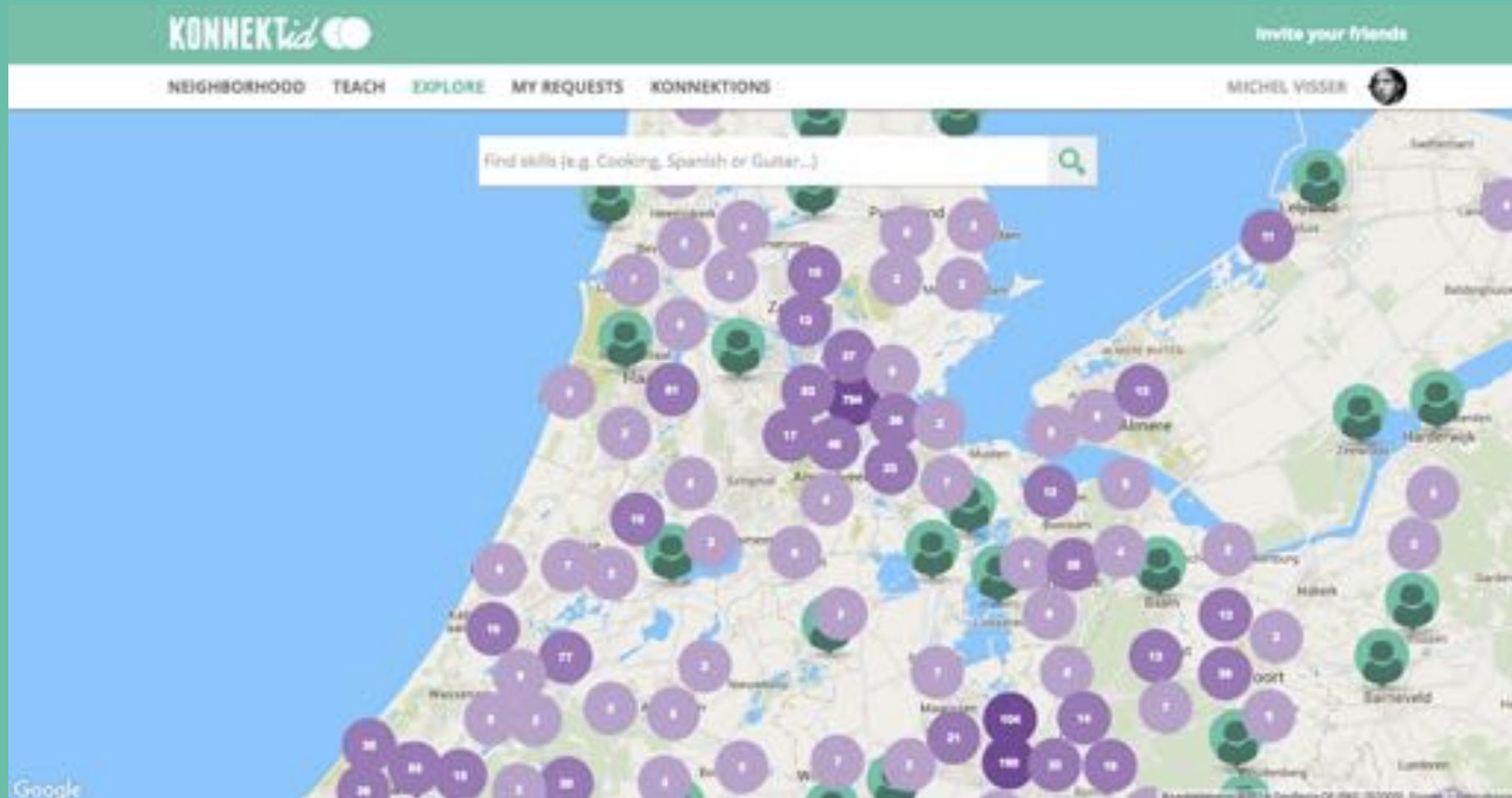
# Hyper Local Community



@Konnektid

KONNEKT*id* 

# Supply & Demand



@Konnektid

KONNEKTid



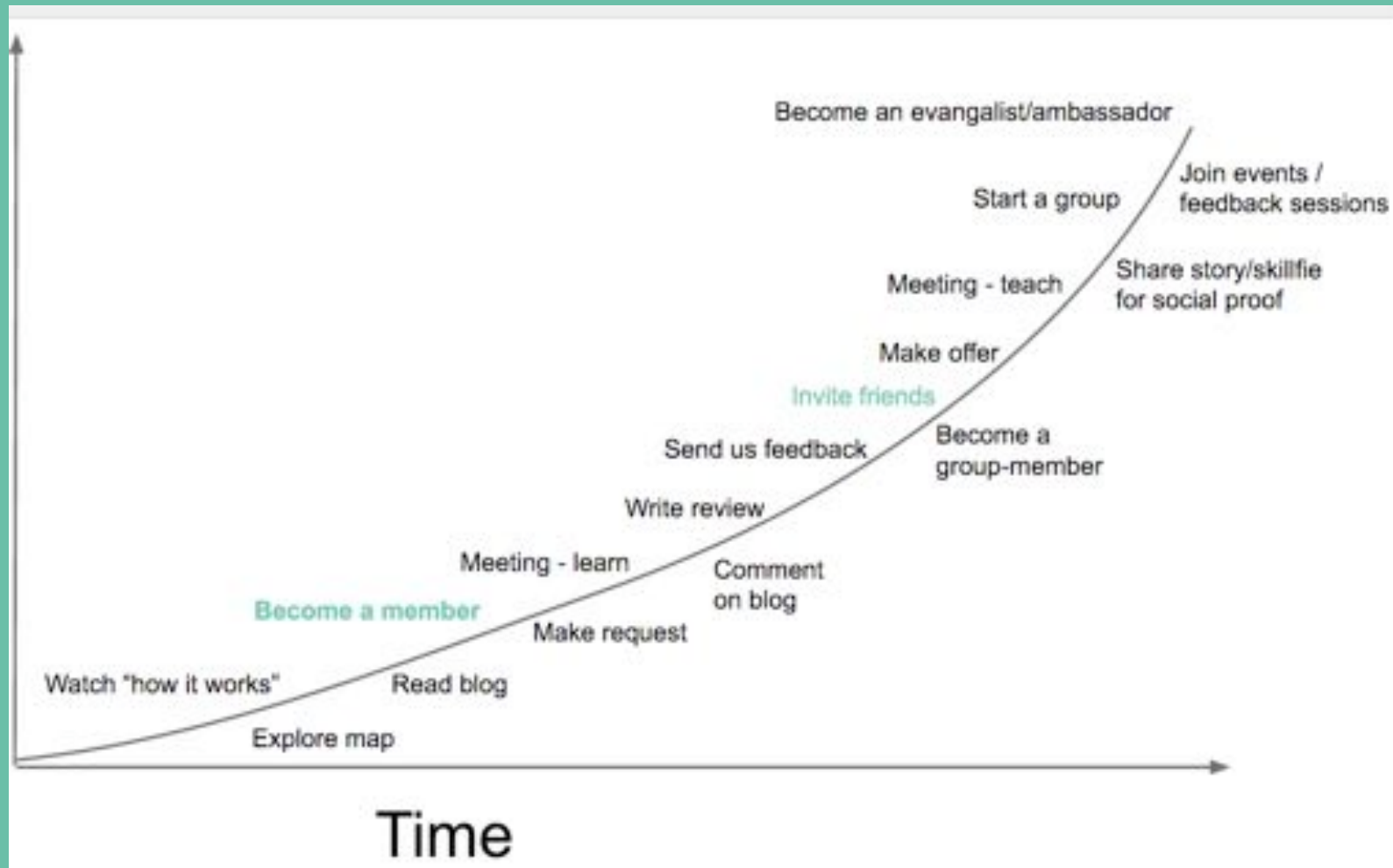
# Grassroots & Local Advertising



@Konnektid

KONNEKT*id* 

# The Commitment Curve



# Marketing vs Community Building

## Differences:

### Marketing

- Reach
- Traffic
- Signups
- Followers
- Awareness

### Community

- Happiness (word of mouth)
- Retention (Traffic)
- Active Users (Traffic/Action)
- Referrals (Signups)
- Product Feedback



# Community Building

1. Community Builders (Field Operation)

2. Clear Metrics

3. CRM

4. Self Sustaining Infrastructure of Teachers & Ambassadors

# Community Building

## Benefits:

### 1. Lesser costs than traditional Marketing

Focus on needs of members and have them tell the story. Close by feedback.

### 2. Bottom up innovation through community ownership.

Customers & Employees solve collective challenges.

### 3. Owning Customer data.

Community activity = more data creation.

A wooden desk with a red chair, a ruler, a notebook, and a pen. The text "Education for Everyone by Everyone" is overlaid in white.

# Education for Everyone by Everyone

@Konnektid @vissermichel michel@konnektid.com

KONNEKT*id* 