



*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



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From a closed and  
centralized education  
system....

To a access driven,  
decentralized community for  
education.



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**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.*

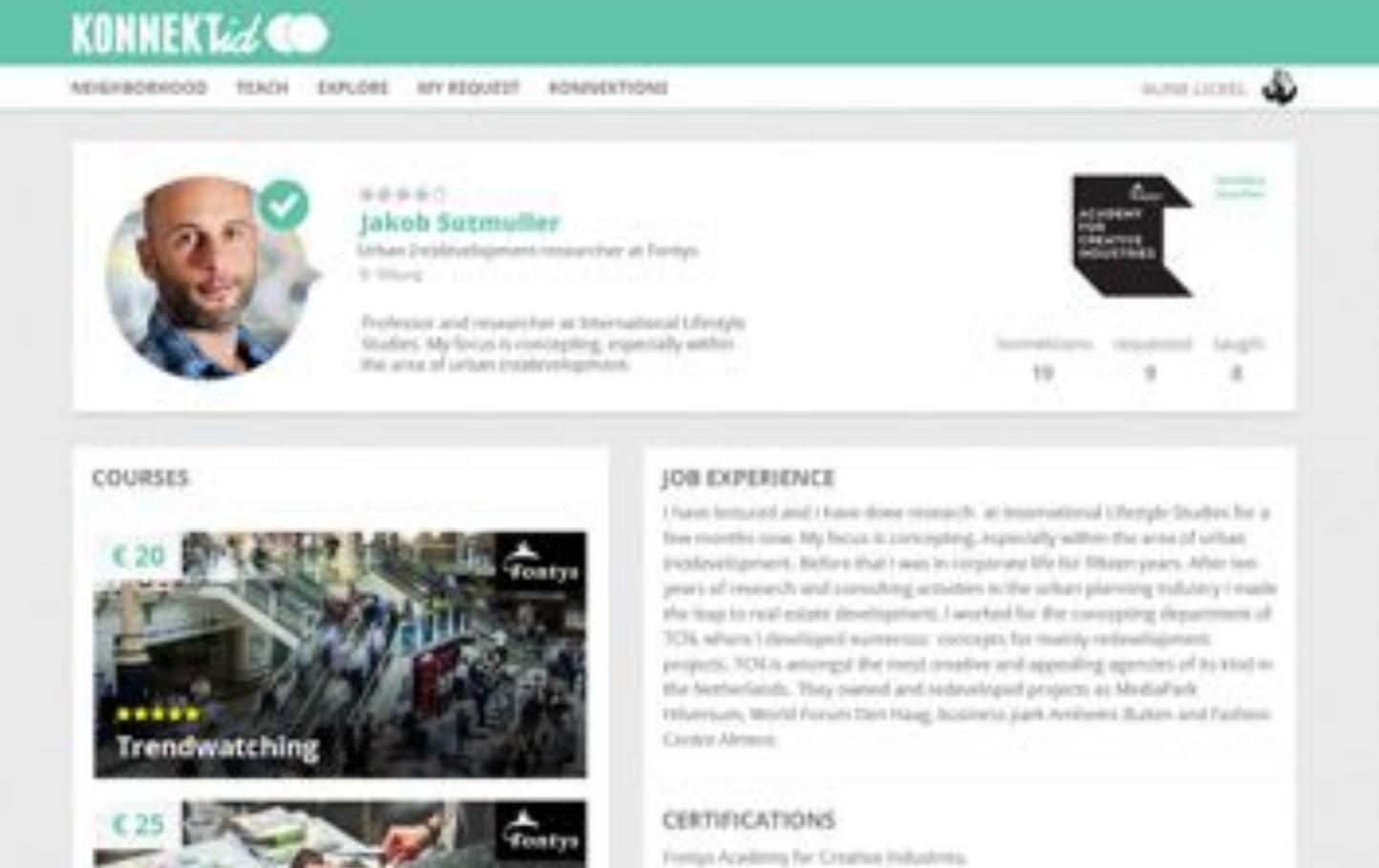
# ① Everyone has a skill worth Sharing

*Matching local demand and supply of skills*



## ② Professional Teacher On Demand

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



The screenshot shows a user profile on the Konnektid platform. The profile belongs to Jakob Sutmuller, an Urban Development researcher at Fontys. Jakob has a verified account (indicated by a green checkmark) and a profile picture. The bio states: "Professor and researcher for at International Lifestyle Studies. My focus is conceiving, especially within the area of urban (re)development." Below the bio, there is a badge for "Fontys Academy for Creative Industries". The profile includes metrics for "Inquiries", "Accepted", and "Taught".

**COURSES**

€ 20   
Trendwatching

€ 25 

**JOB EXPERIENCE**

I have lectured and I have done research at International Lifestyle Studies for a few months now. My focus is conceiving, especially within the area of urban (re)development. 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 conceiving department of TON, where I developed numerous concepts for master (re)developments. TON is among the most creative and appealing agencies of its kind in the Netherlands. They owned and developed projects as MediaPark Hilversum, World Forum Den Haag, business park Aviament, Raken and Festus Center Almere.

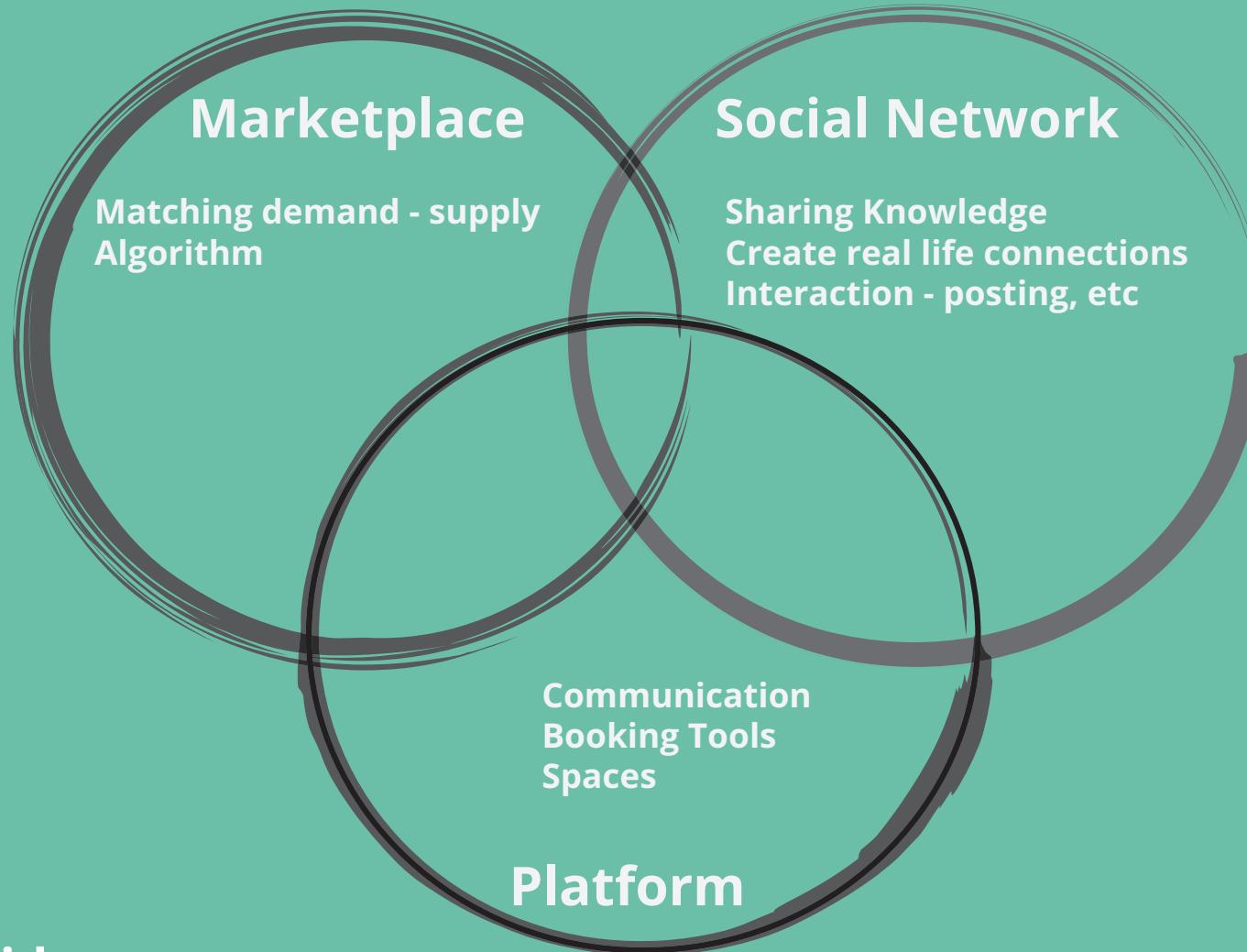
**CERTIFICATIONS**

Fontys Academy for Creative Industries.

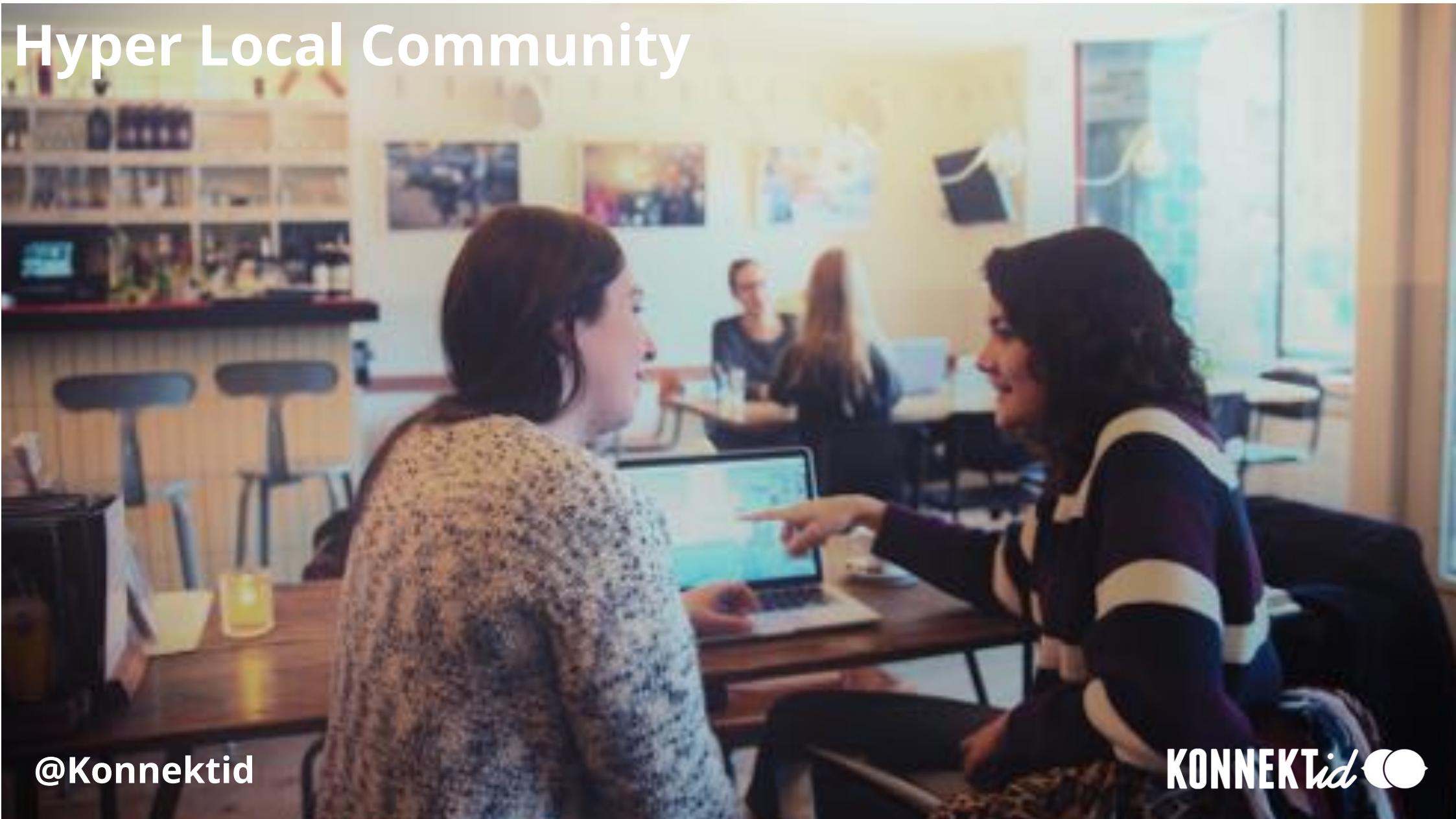
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# Konnektid Market Network



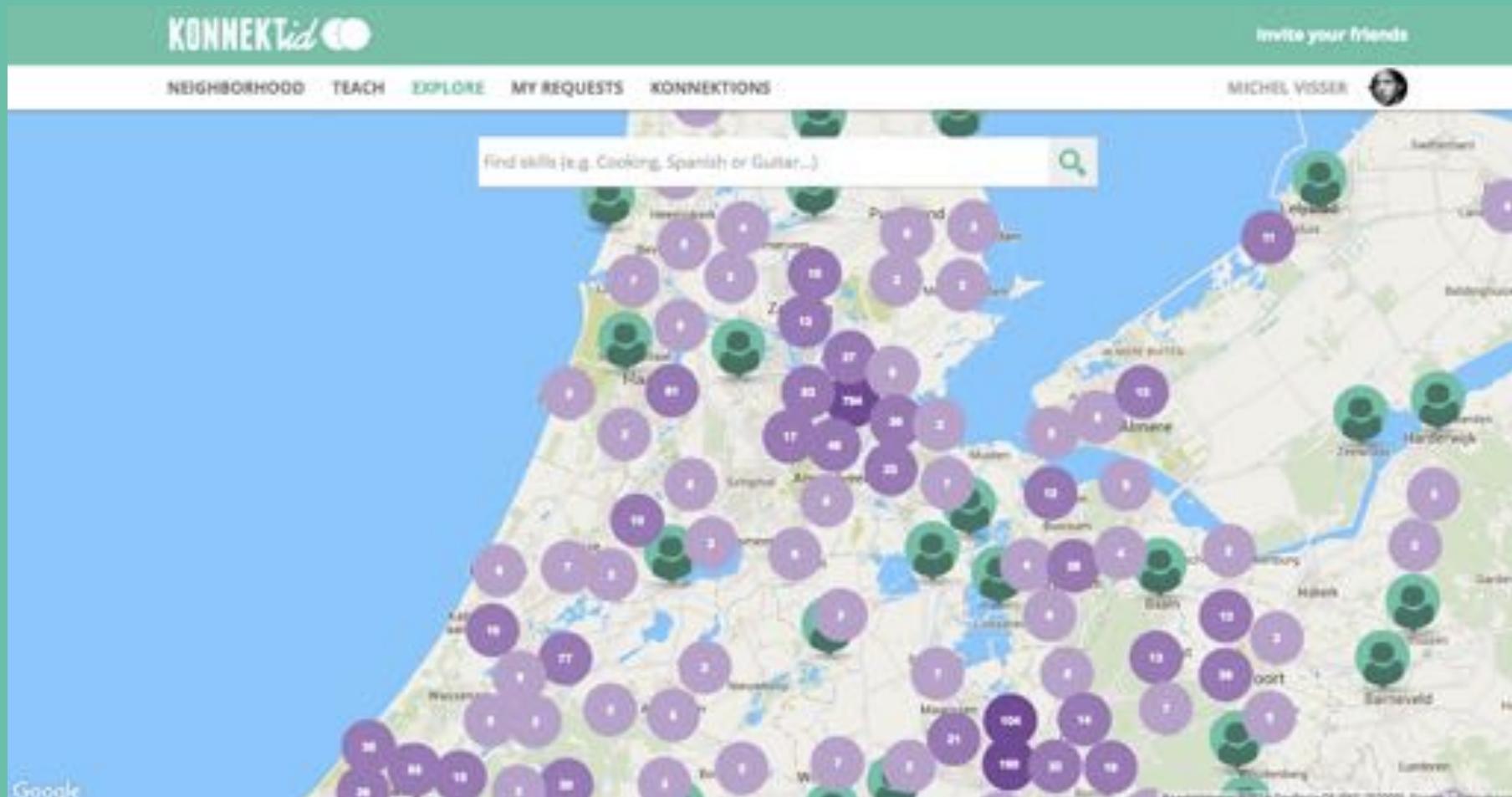
# Hyper Local Community



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# Supply & Demand



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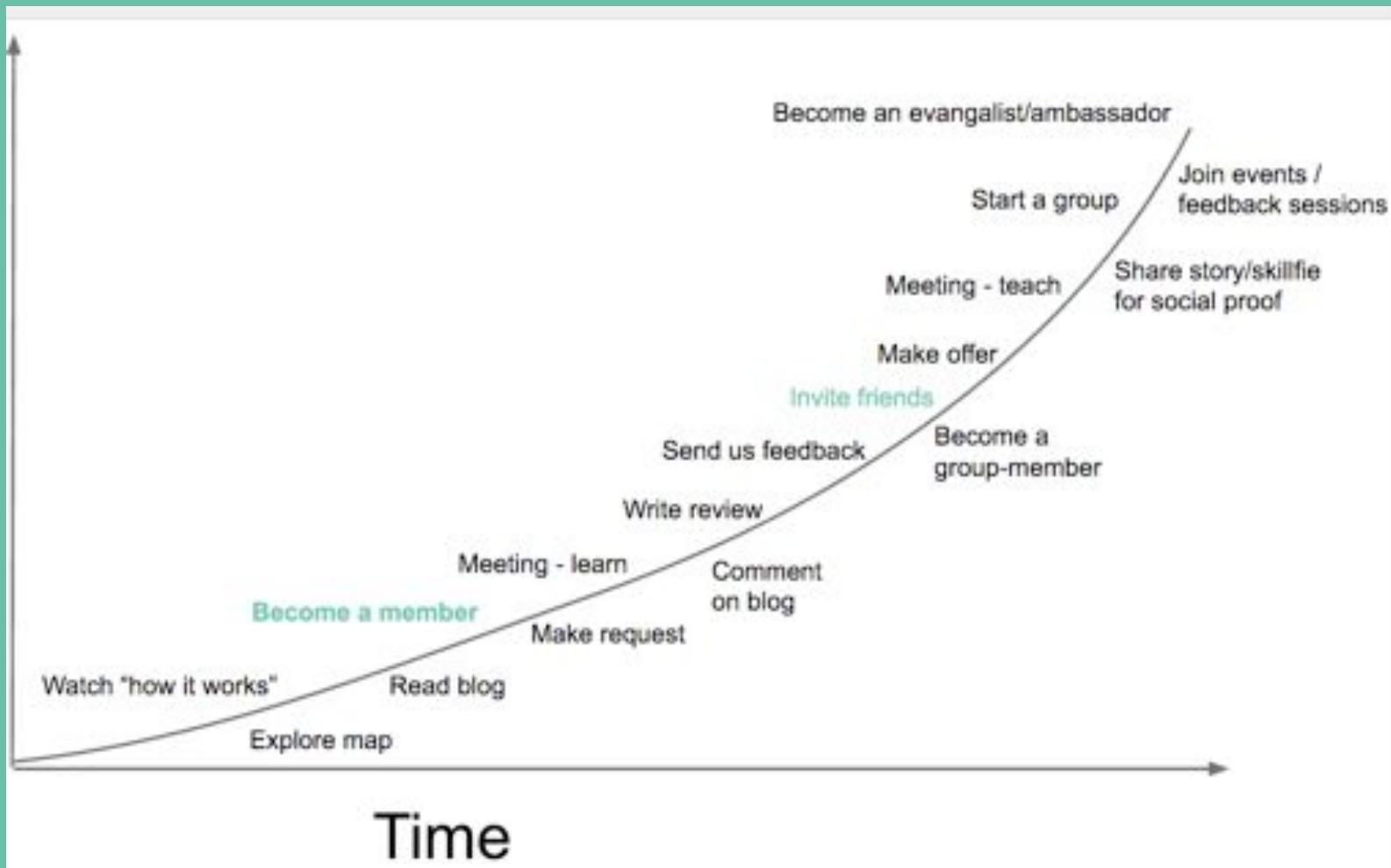
# Grassroots & Local Advertising



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# 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.



# Education for Everyone by Everyone

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