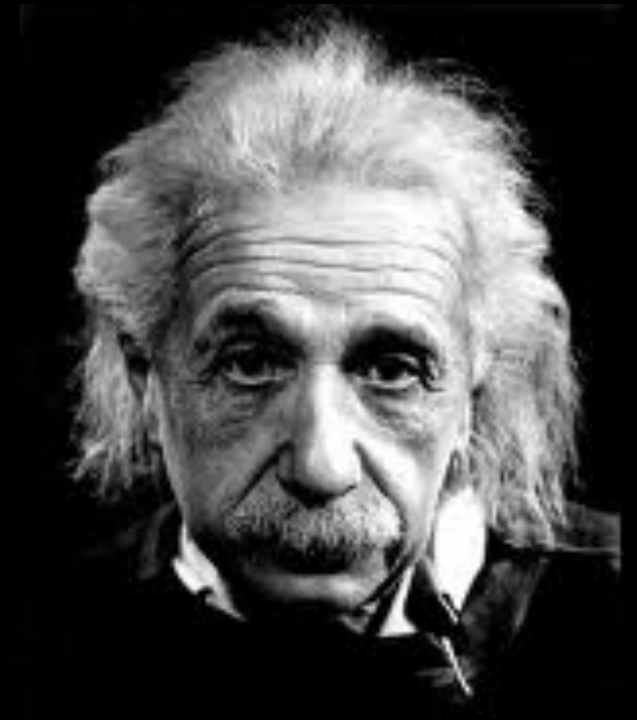


PLATFORM SCALE

**REINVENTING CLASSIFIEDS FOR A
SHARING ECONOMY**

@sanguit

*We cannot solve our problems
with the same thinking we used
when we created them.*



In 2015...

Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world's largest accommodation provider, owns no real estate. Something interesting is happening.

- Techcrunch, March 2015

craigslist

post to classifieds

my account

help, faq, abuse, legal

search craigslist

for sale

event calendar

S	M	T	W	T	F	S
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18

haiti earthquake relief

avoid scams & fraud

personal safety tips

craigslist blog

craigslist factsheet

best-of-craigslist

craigslist (tv)

craigslist movie & dvd

craigslist foundation

hartford

community

activities lost+found
artists musicians
childcare local news
general politics
groups rideshare
pets volunteers
events classes

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

discussion forums

1099 gifts pets
apple haiti philos
arts health politic
atheist help psych
autos history queer
beauty housing recover
bikes jobs religion
celebs jokes rofo

housing

apts / housing
rooms / shared
sublets / temporary
housing wanted
housing swap
vacation rentals
parking / storage
office / commercial
real estate for sale

for sale

appliances arts+crafts
antiques auto parts
barter baby+kids
bikes beauty+hith
boats cars+trucks
books cds/dvd/vhs
business cell phones
computer clothes+acc
free collectibles
furniture electronics
general farm+garden
jewelry garage sale
materials household
nrs motorcycles
sporting music instr
tickets photo+video
tools toys+games

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / dba
systems / network
technical support
transport

nearby cl

albany
boston
cape cod
catskills
central nj
eastern ct
glens falls
hartford
hudson valley
jersey shore
long island
new haven
new york
north jersey
northwest ct
oneonta
roose island
south coast
western mass
worcester

us cities

us states

canada

cl worldwide

The original non-inventory model...

WAIT...

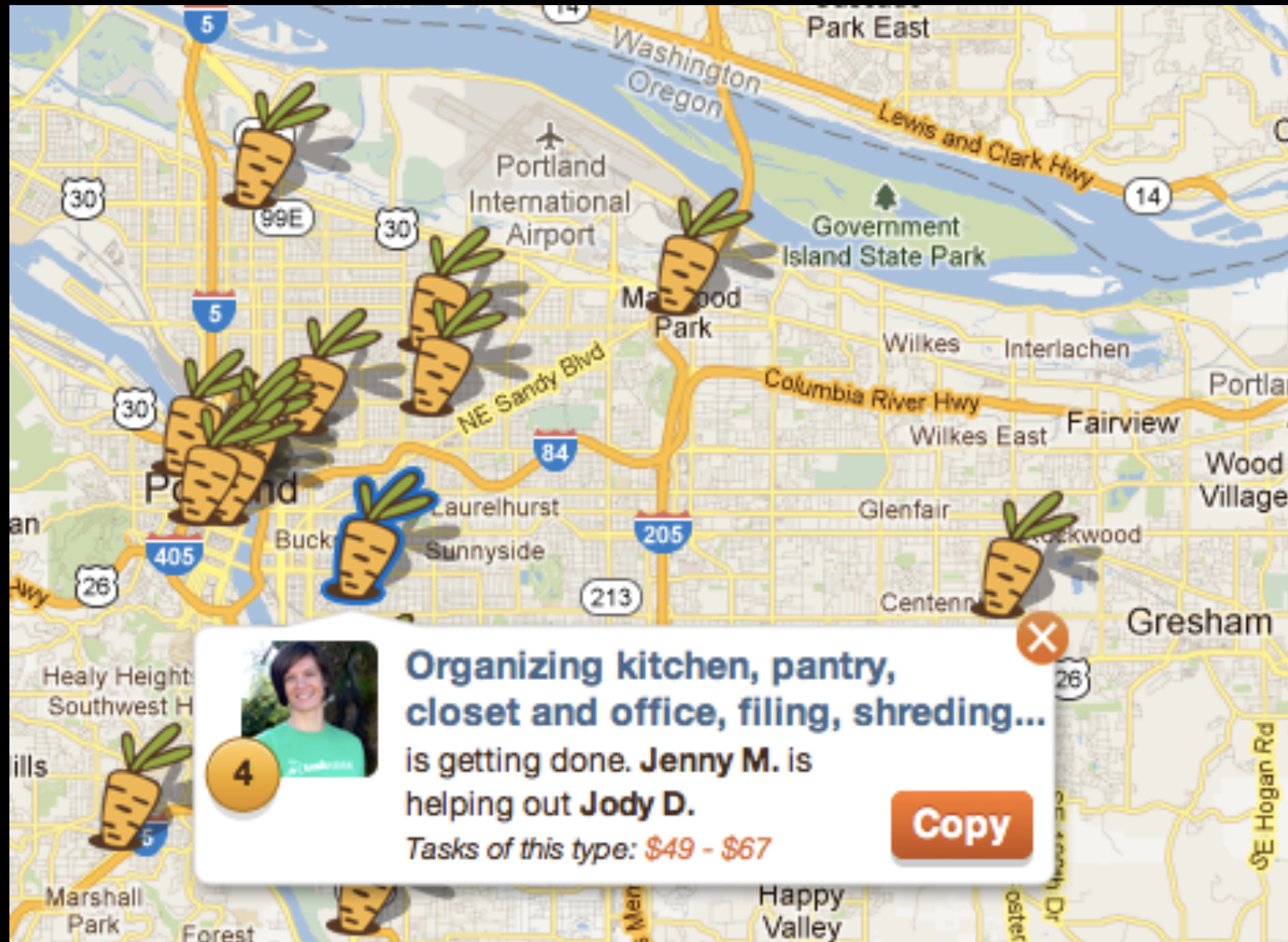
WHAT JUST HAPPENED?

KEY SHIFTS

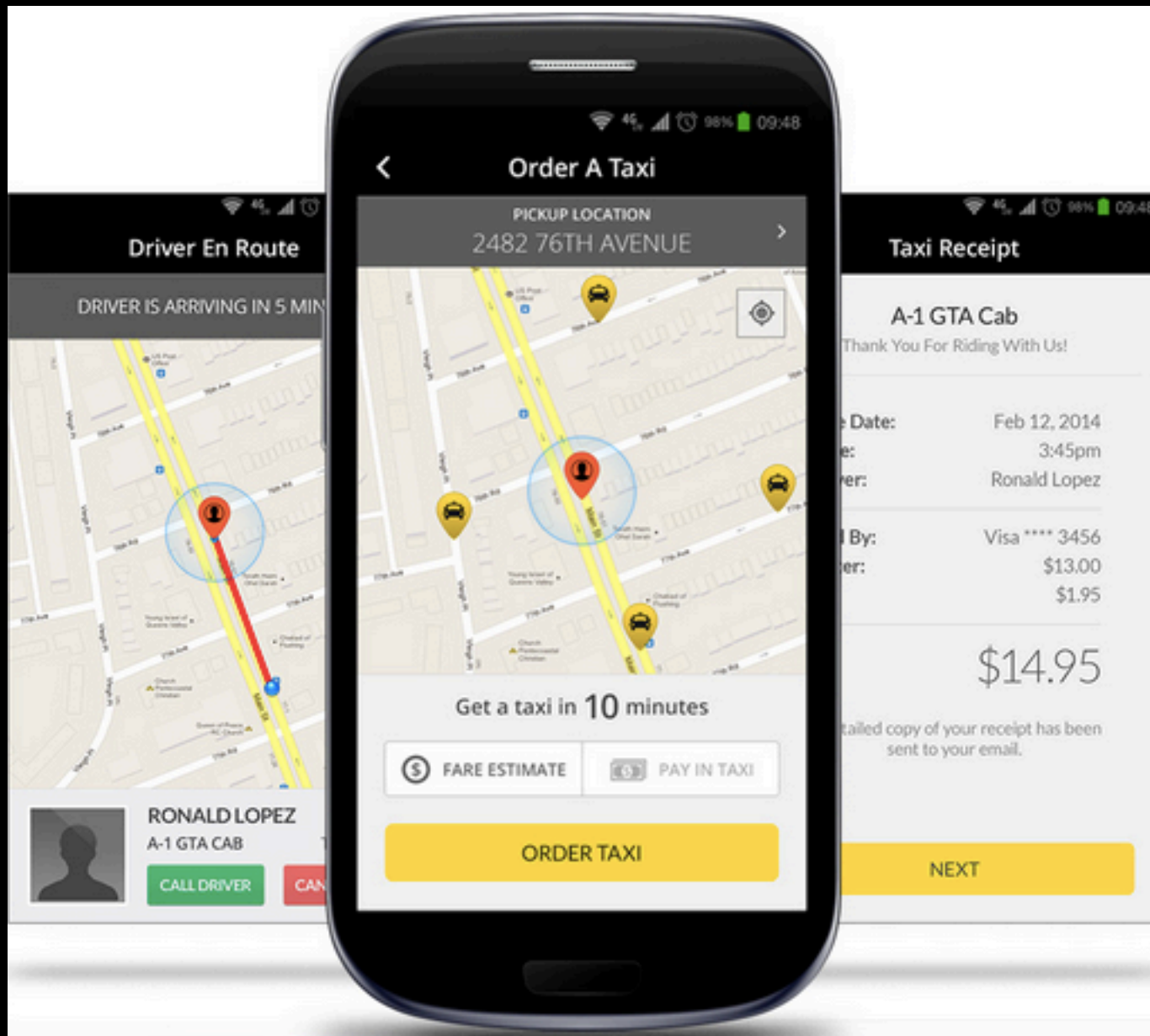
MOBILE BIG
DATA
SOCIAL

MERE BUZZWORDS?

LET'S UNPACK THIS FURTHER



MOBILE - Interaction Tracking



MOBILE - End-to-End Enablement



MOBILE - Falling Multi-Homing Costs

f Login with Facebook

SINGLE SIGN ON - Falling Multi-Homing Costs

facebook

Search for people, places and things

Jamie Igniso

Find Friends

Home

Jamie Igniso

Edit Profile

FAVOURITES

Welcome

News Feed

Messages

Events

Photos

Find Friends

ADVERTS

Adverts Manager

PAGES

Wavestreaming

cdnify.com

Work Testing

Wavestreaming Fl...

Example Radio Page

Pages feed

Like Pages

APPS

App Centre

Dexter's Disciples

Games Feed

Links

MORE

Friends on Chat

Update status

Add Photos/Video

What's on your mind?

Post

cdnify.com

After employing a CDN to speed up your website...try using these simple tips to improve your user experience...<http://www.rubyrobot.org/article/5-tips-for-faster-loading-web-sites>

Like · Comment · Share · 4 hours ago ·

LUMI · Suggested Page

Like Page

LUMI Pioneering dance act

Moody electronic beats wrapped around velvety vocals. Live light show. Respect the drop

1,462 people like this. · Sponsored

cdnify.com

The top 10 most happiest US states were published last week. They are all locations served by CDNify. Coincidence?

<http://ow.ly/iKqg5>

The 10 Happiest States In The U.S.

ow.ly

Editor's NoteFor a more global view, see the 10 happiest cities in the world.Live in Hawaii, Colorado, or Minnesota? Chances are, you're happier...

Like · Comment · Share · Yesterday at 13:02 ·

Sponsored

Create an advert

Sprout Social Challenge

sproutsocial.com

Sign up for a free 30 day trial anytime. All it takes is 3 steps. Start your trial today!

Aged 16-21?

nationalcareersservice.direct.gov.uk

On the hunt for your dream career? Sign up today & we'll help you on your way!

£600 Referral Fee

ASK Solicitors will pay £600 in commission for every injury claim that you refer to us

64 people like ASK Solicitors.

UK Based Web Hosting

denhosting.co.uk

£5 / month. 1GB storage, 5GB traffic, 1 DB (e.g. Wordpress). inc daily backups. SORTED.

Waste

wirralmetals.com

Need Waste Management specialist? Try WIRRAL METALS LTD!

Flying to Asia?

finnair.com

SOCIAL FEEDS - More Usage Triggers



SOCIAL PLATFORMS - Rapid Viral Acquisition



SOCIAL + MOBILE - Better trust mechanisms

I want to get a loan for £

-  +

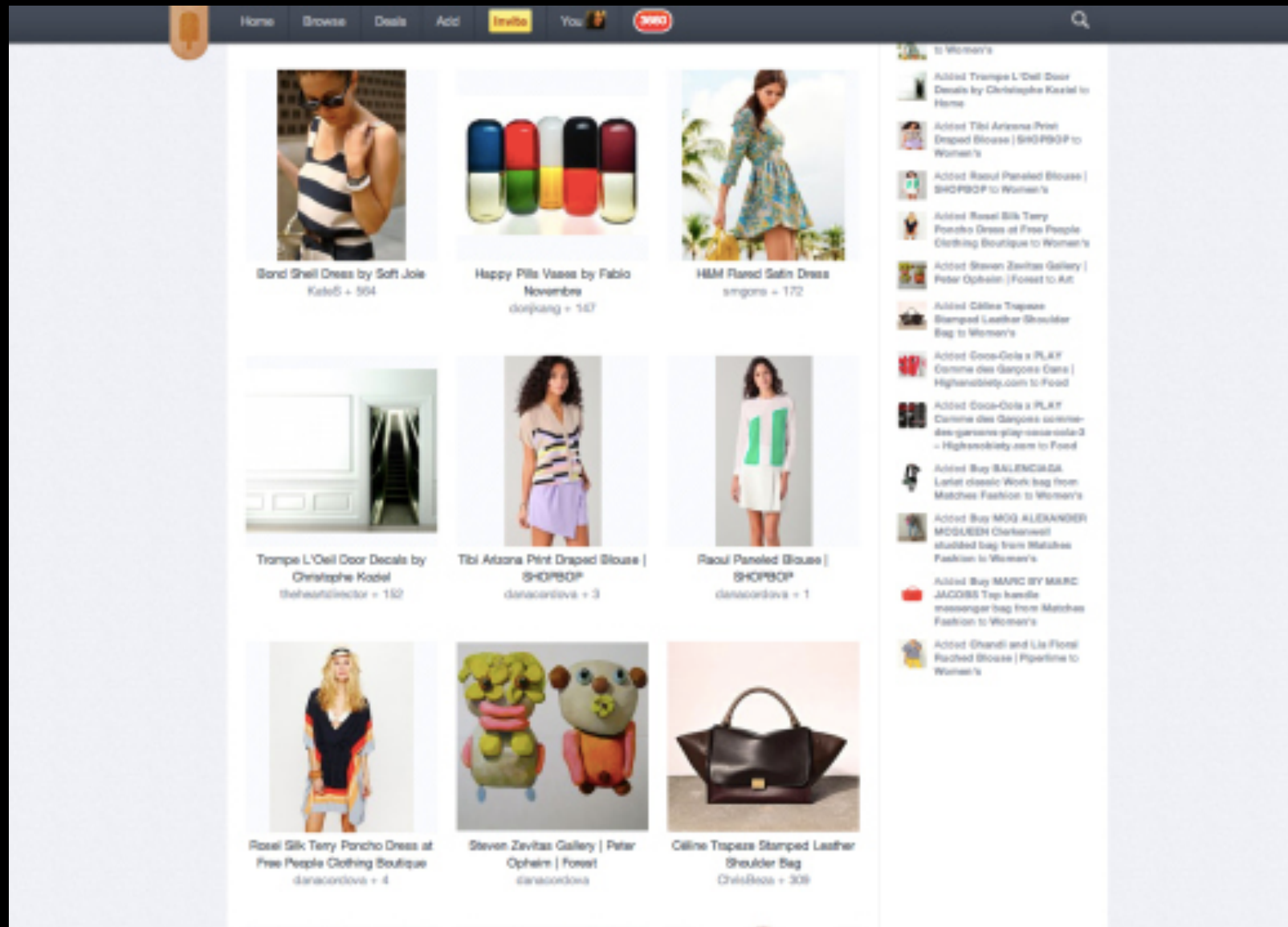
Term	APR	Monthly cost
<input type="radio"/> 2 years	5.7%	£278.09
<input checked="" type="radio"/> 3 years	5.8%	£190.58
<input type="radio"/> 4 years	6.4%	£148.68
<input type="radio"/> 5 years	6.7%	£123.34

[Get a quote today](#)

A loan of **£6,300** over **3 years** will cost you **£190.58** per month. The APR is **5.8%**.
The total cost after **3 years** is **£6,860.84**, which includes **£450.84** interest at **4.6%** fixed and a **£110.00** fee. The total amount of credit is **£6,410.00**. This is a representative example.

The rate you are offered will depend on your individual circumstances

BIG DATA - New mechanisms for interaction success



BIG DATA - Creating new interaction opportunities



Reid Hoffman

Entrepreneur. Product Strategist. Investor.

San Francisco Bay Area | Internet

Current	Greylock, LinkedIn, Airbnb
Previous	College Eight, UCSC, Six Apart, Tagged
Education	Oxford University

Follow



Know Reid?
[Connect](#)



BIG DATA - Move from Channel to Infrastructure

**REINVENTING
CLASSIFIEDS FOR
A SHARING
ECONOMY**

TWO KEY PRIORITIES:

Own end-to-end interactions

**Move focus from listing-centric to
user-centric**

**UNDERSTANDING
INTERACTIONS BETTER**

**3 items exchanged in all
interactions**

INFORMATION

GOOD/SERVICE

CURRENCY

**Ownership of flows determines
business model and
competitiveness**

DISCOVERY
VS.
EXCHANGE

craigslist

san francisco bay area = stc sbj eby pen nbj

post to classifieds

my account

help, faq, abuse, legal

search craigslist

for sale

event calendar

avoid scams & fraud

craigslist factsheet

best-of-craigslist

job boards compared

community

activities

artists

childcare

general

groups

pets

events

lost+found

musicians

local news

politics

ndeshare

volunteers

classes

personals

strictly platonic

women seek women

women seeking men

men seeking women

men seeking men

misc romance

casual encounters

missed connections

rants and raves

discussion forums

1099

gifts

hairs

philos

apple

health

polisc

arts

help

psych

atheist

autos

history

queer

housing

apts / housing

rooms / shared

sublets / temporary

housing wanted

housing swap

vacation rentals

parking / storage

office / commercial

real estate for sale

for sale

barter

arts+crafts

bikes

auto parts

boats

baby+kids

books

cars+trucks

business

cds/dvd/vhs

computer

clothes+acc

free

collectibles

furniture

electronics

general

farm+garden

jewelry

games+toys

material

garage sale

nvs

household

sporting

motorcycles

tickets

music instr

jobs

accounting+finance

admin / office

arch / engineering

art / media / design

biotech / science

business / mgmt

customer service

education

food / bev / hosp

general labor

government

human resources

internet engineers

legal / paralegal

manufacturing

marketing / pr / ad

medical / health

nonprofit sector

real estate

retail / wholesale

sales / biz dev

salon / spa / fitness

security

skilled trade / craft

software / qa / dba

usa

alabama

alaska

arizona

arkansas

california

colorado

connecticut

delaware

dc

florida

canada

alberta

brit columbia

manitoba

n brunswick

newf & lab

nova scotia

ontario / pei

quebec

saskatchewan

chile

china

countries

argentina

australia

austria

bangladesh

belgium

brazil

canada

caribbean

chile

china

okcupid

Browse Matches

Messages

Visitors

Quickmatch

Events

You might like

You recently visited

About

Photos

Questions

My self-summary

Long story short, I moved to New York with two suitcases, mistakenly thought I was moving to Iowa (nope, but I was close), opened an office and never looked back.

Now I'm a tech editor, and new media columnist. I get to write about my view of new technologies as they influence digital commerce... So yes it's kind of geeky but much like this site it's the way things are headed!

On to the laundry list ...

I'm from the Midwest officially but absolutely love New York.

I write for a living (and actually get paid for it).

I love to venture out and try new places in the city... Have any suggestions?

I've been told I have a 'Midwest' accent, but still not sure what that is exactly.

I'm American and Ukrainian.

My Details

Last Online

Online now!

Ethnicity

White

Height

5' 7" (1.70m)

Body Type

Athletic

Diet

Mostly anything

Smokes

—

Drinks

Socially

Drugs

—

Religion

Christianity but not too serious about it

Sign

Sagittarius and it's fun to think about

Education

Graduated from college/university

Job

Artistic / Musical / Writer

Shown in 214 search results in the last 24 hours

Promote me

Discovery-dominant

KICKSTARTER

Discover great projects

Start your project

BLOG

HELP

the

Elevation Dock: The Best Dock For iPhone

A Product Design project in Portland, OR by Casey Hopkins · [send message](#)

PROJECT HOME

UPDATES 7

BACKERS 6518

COMMENTS 254

REMIND ME



Like

3,043 people like this. Be the first of your friends.

EMBED

<http://kick.st/uv47y6>

ABOUT THIS PROJECT

Thanks for checking out the project! Its officially the fastest Kickstarter start ever. The support we have had since we launched has been unimaginable and humbling. We are putting the gears in motion on production earlier than planned to get you these as fast as possible. - Casey

Wired: "The Dock Apple should have made in the first place."

6,518 BACKERS

\$646,675

PLEDGED OF \$75,000 GOAL

25 DAYS TO GO

THIS PROJECT WILL BE FUNDED ON SATURDAY FEB 11, 3:01PM EST.

BACK THIS PROJECT

\$1 MINIMUM PLEDGE

PLEDGE \$59 OR MORE

2265 BACKERS

Get your own Elevation Dock in glass bead blasted finish (like on Apple unibody Macs). These will later retail for \$90 if the project gets funded. CNC'd from solid aircraft aluminum, low friction connection, USB out. [US shipping included, add \$20 for international]

Estimated Delivery: Apr 2012

Exchange-dominant



One-time discovery



Repeated discovery

MARKETPLACE VIABILITY

Ownership of Interaction Flows + Discovery vs. Exchange

Ownership of Interaction Flows

HIGH

LOW

 TaskRabbit

craigslist



shutterstock

Etsy
ebay



elance.com | odesk.com

One-time
Discovery

Repeated
Discovery

Repeated
Exchange

END-TO-END INTERACTIONS



PRE-PURCHASE

PURCHASE

POST-PURCHASE



Traditional focus of
marketplaces



Focus of emerging
competitors

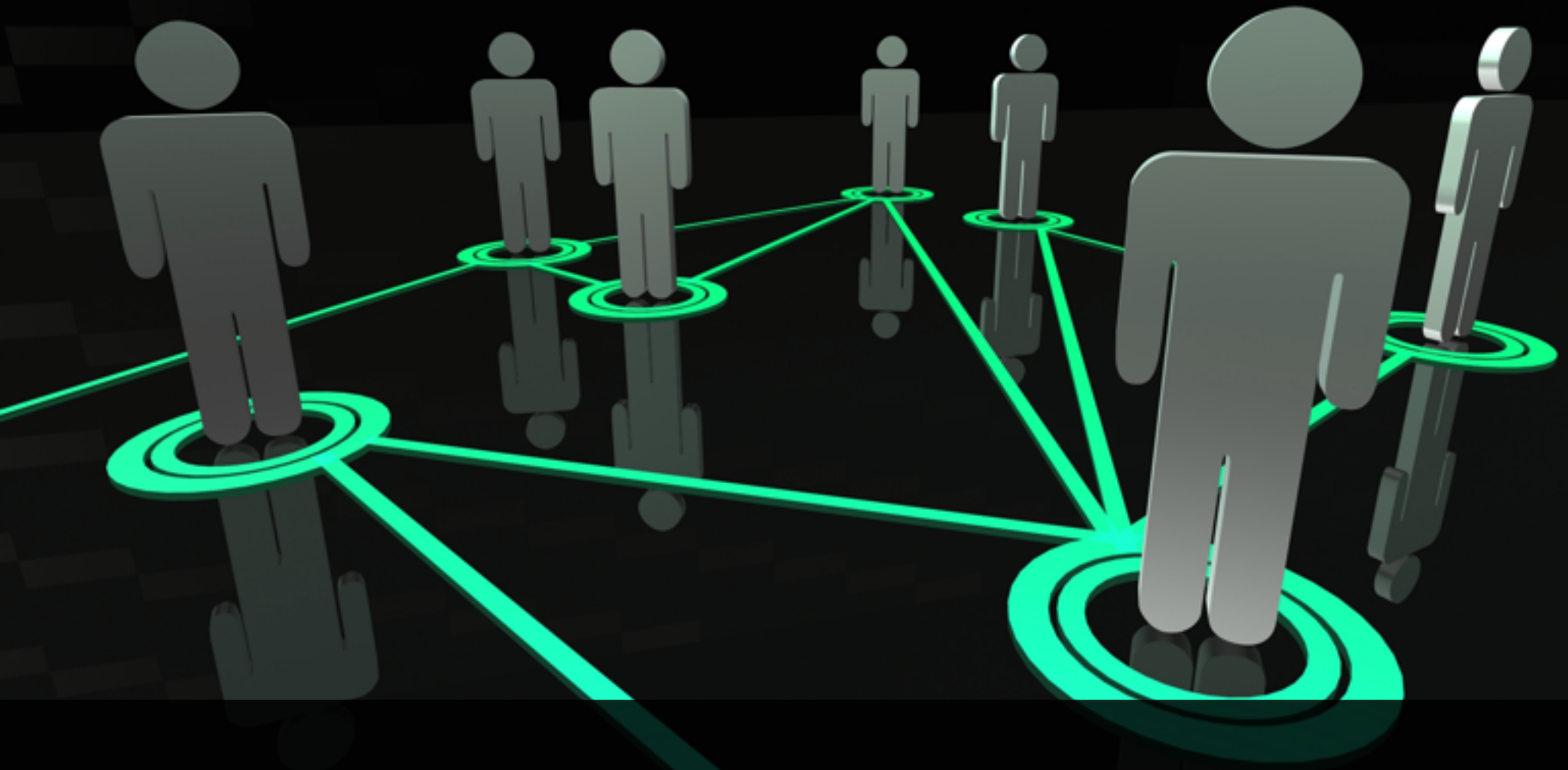


Gather upstream data to
identify buying opportunities



Gather downstream data to
improve relevance of
subsequent recommendations

MANAGING END-TO-END INTERACTIONS



**Shift focus from
listing-centric to user-centric**

Usage Triggers

Destination vs. Distribution

Intent vs. Context

Data Acquisition

Usage Triggers

Destination vs. Distribution

Intent vs. Context

Data Acquisition

**Social
Networking
1.0**

vs.







Context Shift:
Social



Context Shift:
Social

Context Shift:
Mobile

Usage Triggers

Destination vs. Distribution

Intent vs. Context

Data Acquisition



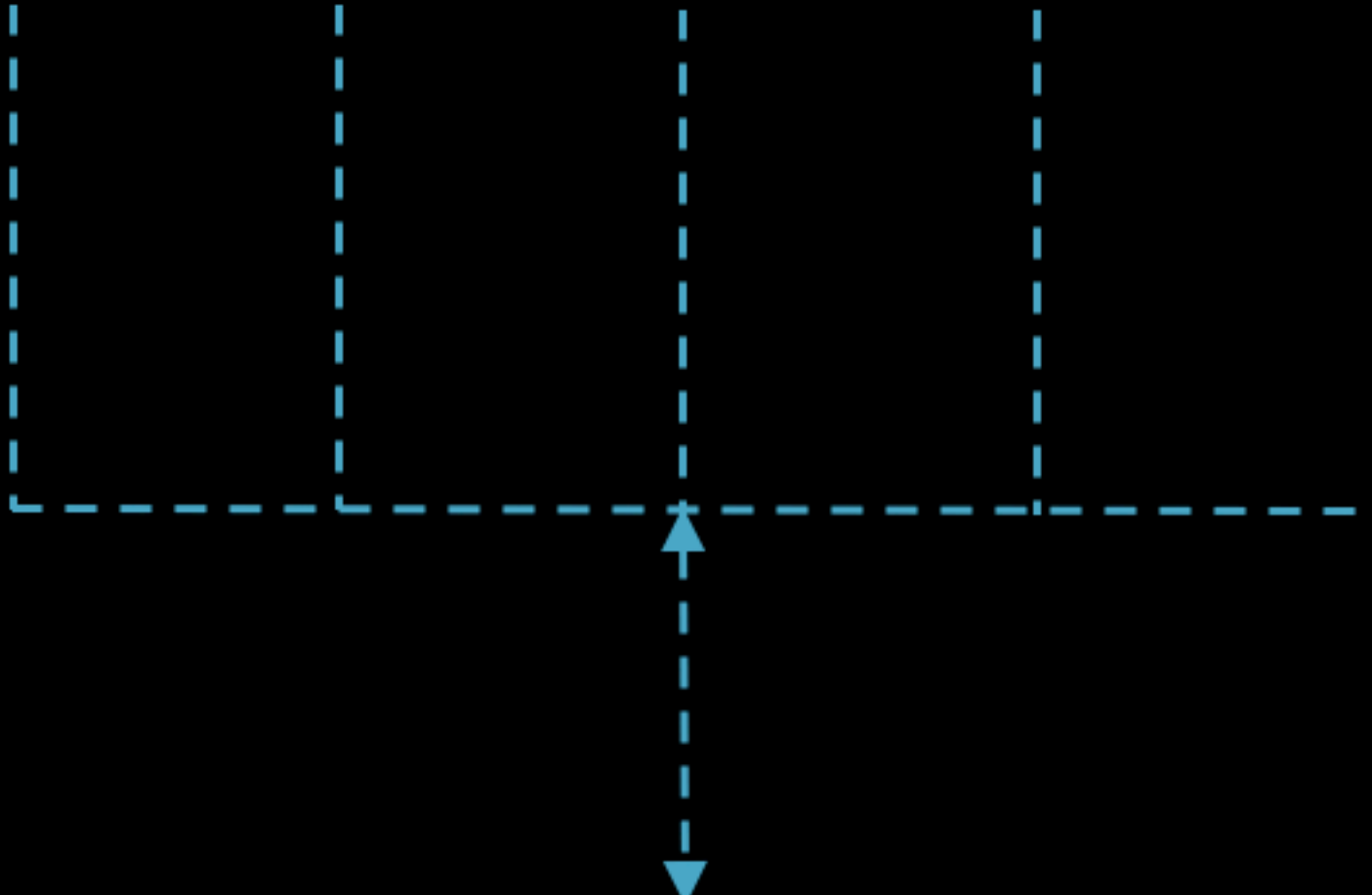
Website

Share buttons

Messenger

Instagram

Paper



DATA





vs.



Distribution

Destination

STOP THINKING ABOUT
~~**APPS AND WEBSITES**~~

STOP THINKING ABOUT
~~**APPS AND WEBSITES**~~

THINK ABOUT
DISTRIBUTION

BROWSE

BUY

CONSUME

DATA

Usage Triggers

Destination vs. Distribution

Intent vs. Context

Data Acquisition



vs.



Usage Triggers

Destination vs. Distribution

Intent vs. Context

Data Acquisition

Would it bother you to discover a partner likes to cross-dress?

- ☐ Yes.
- ☐ No.

How would your Ideal Match answer this question?

- ☐ Yes.
- ☐ No.

How important is their answer to you?

- ☐ Irrelevant
- ☐ A little important
- ☐ Somewhat important
- ☐ Very important
- ☐ Mandatory

SUBMIT ANSWER


[skip this one](#)

[Discuss it](#)


Ask them for their data

 95% profile completeness

Complete your profile quickly

 **Import your résumé** to build a complete profile in minutes.

Profile Completion Tips [\(Why do this?\)](#)

 **Add another position** (+5%)

**Gradual progression on a
large goal**

IN SUMMARY...

Usage Triggers

Destination vs. Distribution

Intent vs. Context

Data Acquisition

STARTING AND SCALING NETWORK EFFECTS

User Activation

Feedback Loops

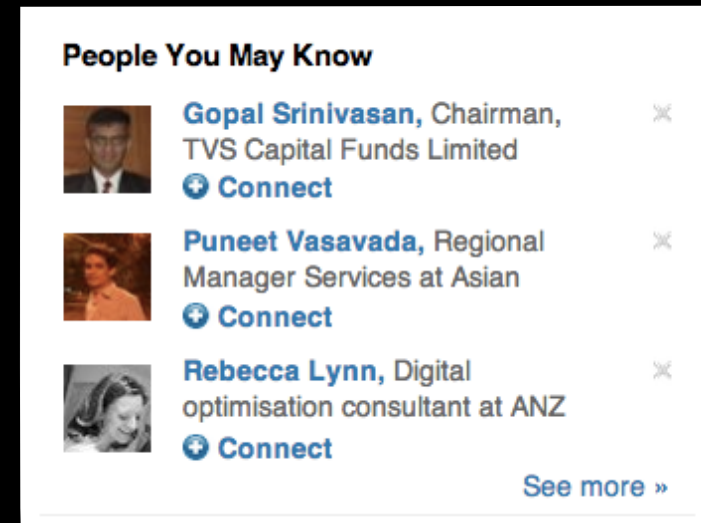
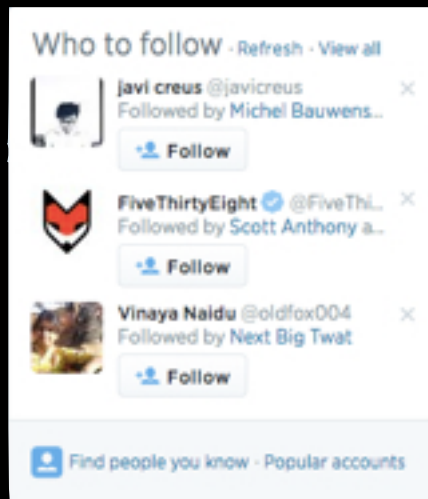
Cumulative Value

User Activation

Feedback Loops

Cumulative Value

ACTIVATING USERS



User Activation

Feedback Loops

Cumulative Value



Trouble viewing? [View this email online](#)

Last week people using **Buffer** posted 3,805,917 updates to their social networks. Looks like you didn't share anything this past week, oh no!

System Feedback



[My Dashboard](#)

Oh no, it looks like your **Buffer** is empty!

It seems there are no tweets queued for **@veroapp** at the moment. This is just a friendly reminder to top up!

Check out our [Apps & Extras](#) page for loads of different ways to easily add to your **Buffer**.

Have a great day!

*Need a hand
filling up?*

Try one of these awesome
apps with Buffer built in



The **Buffer** Team

Network Feedback

Hi sanguit,

Congrats! Your documents on SlideShare have had 10,000 views. Wow! You must be doing something great. Only a very few SlideShare users achieve this milestone.

Hello again, sanguit,

The content you uploaded on SlideShare is **becoming popular on twitter**. Congratulations! Here is the link to the latest tweet:

<http://twitter.com/slideshare/status/288329416982011904>

Most viewed this week



Startup Growth and Traction: How to get users to contribute on your platform

Views

26K **▲89**

Favorites

41

Downloads

0

M

Ned Nadima recommended **Why Online Business Models Fail**
and left the following comment:



Ned Nadima

Every entrepreneur should read this

Network Feedback

Otar Chekurishvili recommended "[Building the next Instagram or WhatsApp: The Network Effect Playbook](#)".



View Story

It looks like "Building the next Instagram or WhatsApp: The Network Effect Playbook" is getting popular! Medium respects your inbox. We won't email you every time your story gets recommended, but you can check your stats page to view your activity.

M

James Sugrue recommended **Stealing Traction: How Youtube, Paypal, StumbleUpon and AirBnB Grew Through Piggybacking** and said the following



James Sugrue

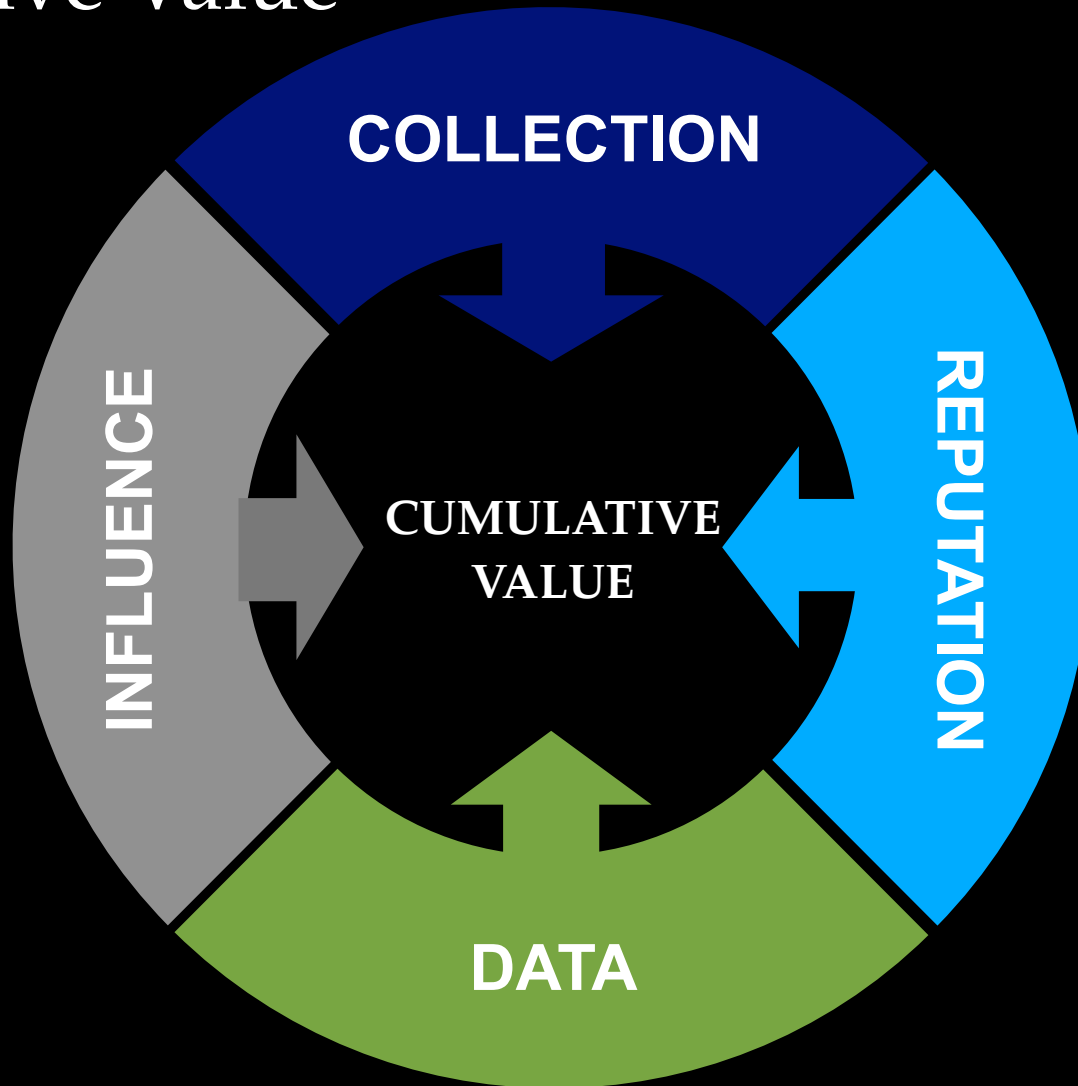
Growth hacking gold.

User Activation

Feedback Loops

Cumulative Value

Four routes to Cumulative Value



2 Boards · 236 Pins · 1 Like

Foodage



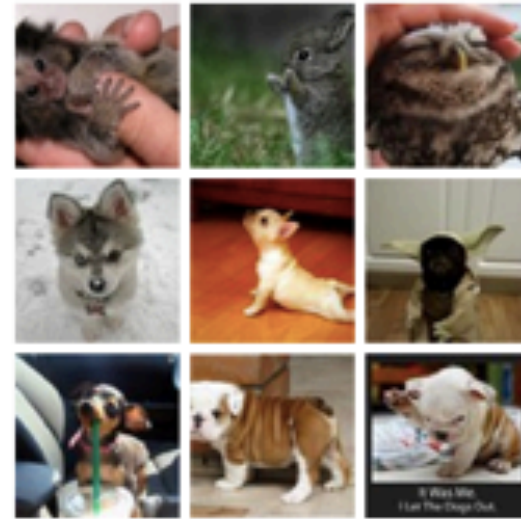
Edit

Crafty



Edit

Just plain cute

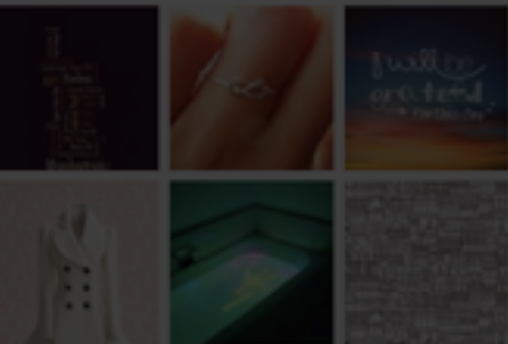


Edit

Funnies



My Style



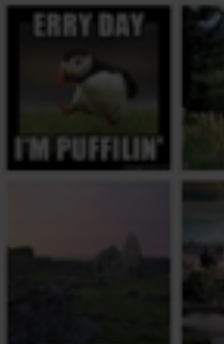
Entertaining



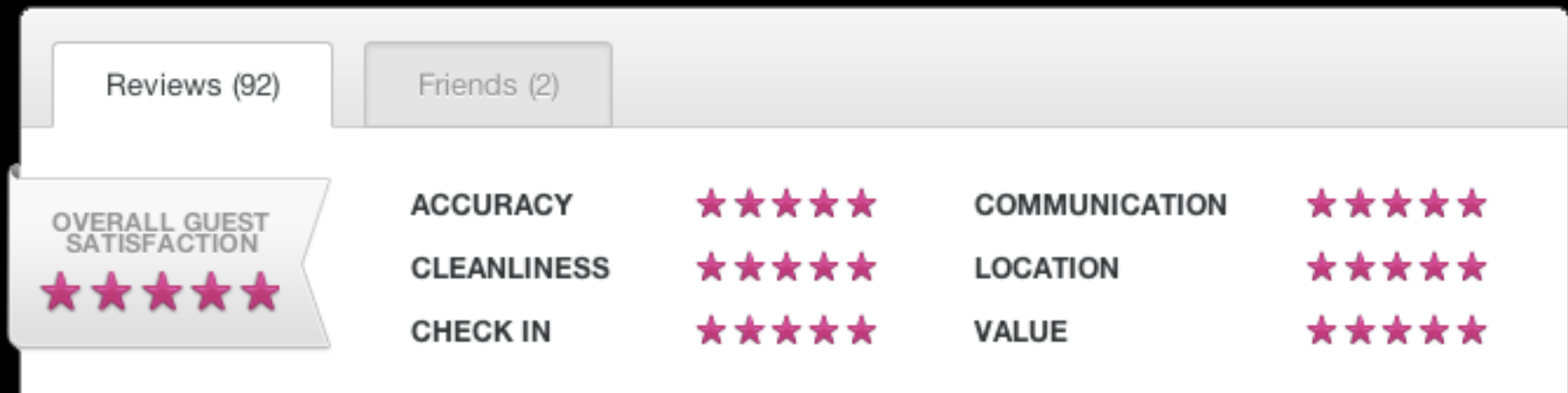
Want




All-time favs




COLLECTION



REPUTATION

 **Reviews** 5

🏠 **Reviews From Hosts**



Lukas

Lizzie was the awesomest guest, we were lucky to have hosted her. We cooked tasty vegetarian meals together, and enjoyed a Czech film with her. Lizzie was curious about the Czech culture, so we were glad we could tell her one or two things. We would be glad to have her back anytime!

April 2012



A Twitter profile card for Mark Frauenfelder. The card features a profile picture of a man with glasses and a black t-shirt, smiling. To the right of the profile picture, the statistics are listed: TWEETS 6,674, FOLLOWING 638, and FOLLOWERS 26.9K. Below the statistics, the name 'Mark Frauenfelder' is displayed in bold, followed by the handle '@Frauenfelder'.

TWEETS	FOLLOWING	FOLLOWERS
6,674	638	26.9K

Mark Frauenfelder
@Frauenfelder

INFLUENCE

What's on your mind?

Post

SORT ▾



cdnify.com

After employing a CDN to speed up your website...try using these simple tips to improve your user experience...<http://www.rubyrobot.org/article/5-tips-for-faster-loading-web-sites>

Like · Comment · Share · 4 hours ago · 🌐



LUMI · Suggested Page

👍 Like Page



LUMI Pioneering dance act

Moody electronic beats wrapped around velvety vocals. Live light show. Respect the drop

1,462 people like this. · Sponsored



cdnify.com

The top 10 most happiest US states were published last week. They are all locations served by CDNify. Coincidence? <http://ow.ly/iKqg5>



The 10 Happiest States In The U.S.
ow.ly

Editor's NoteFor a more global view, see the 10 happiest cities in the world.Live in Hawaii, Colorado, or Minnesota? Chances are, you're happier...

DATA

Sprout Social Challenge
sproutsocial.com



Sign up for a 30-day trial and it takes is 30 minutes to get your trial

Aged 16-21?

nationalcareersservice.direct.gov.uk



On the hunt for your dream career? Start today & we'll help you on your way

£600 Referral Fee



ASK Solicitors £600 in commission for every referral that you make

64 people like ASK Solicitors.

UK Based Web Hosting

denhosting.co.uk



£5 / month for 1GB storage, 1GB DB (e.g. VPS) inc daily backup. SORTED.

Waste
wirralmetals.com



Need Waste Management specialist? METALS L

Flying to Asia?

IN SUMMARY...

User Activation

Feedback Loops

Cumulative Value

SHIFT FROM...

We are in the business of

BRINGING BUYERS AND SELLERS
TOGETHER

TO...

We are in the business of

ENABLING EFFICIENT END-TO-END
INTERACTIONS

THANK YOU!