

# MARKETPLACES

How Silicon Valley Has Changed the Game



TRISTAN POLLOCK



TRISTAN



VIKINGS



# Storefront

**500**  
startups

STOREFRONT IS AN ONLINE  
MARKETPLACE TO CONNECT MAKERS TO  
SHORT-TERM RETAIL SPACE



MAKERS 4 LIFE



A blurred background image of a colorful outdoor market. The scene is filled with warm, out-of-focus colors of red, orange, and yellow, suggesting a vibrant and bustling environment. In the foreground, the dark silhouette of a person's head and shoulders is visible, looking towards the quote.

*“Marketplaces are people  
powered. That’s what is so  
beautiful about them.”*

—SIMON ROTHMAN

[ GREY SPACE ]

# 1 IN 10 STORES ARE EMPTY





3,000 STORES OPENED

# KANYE





# MARKET PLACES

NOTICING THE

**TRENDS**

# TRENDS



RETAIL =  
EXPERIENCE

THREE  
ECONOMIES

PERSONAL  
SELLING  
REVOLUTION



Storefront



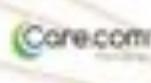
sidetour

new york city

nhh bkk que btx sdn jpy lpi wgn rtr



KICKSTARTER



community

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

housing

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

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



kitchensurfing



artsicle

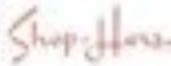
turningArt



Storenvy

VAUNTE

VESTIAIRE  
COLLECTIVE



StackExchange



Elance

oDesk

cherry

StyleSeat

Contently

edX



SKILLSHARE

GET YOUR GUIDE

Istdibs.

"dog about  
we..."



ASHLEY MADIS-N...



getable

Chegg

YOUPIORN

axialmarket

Quora

Zaarly

CustomMade

consumerUnited

gazelle.

SeatGeek

StubHub!

Blackjet

fiverr

LendingClub

LawPIVOT

legalzoom

covestor

tutorspree

liftopia

99 designs

uShip

eventup

CASTLIGHT

discussion forums

1000 gifts pets  
apple haiku philos  
arts health politic  
atheist help psych  
autos housing queer  
beauty housing religion  
bikes jobs robo  
celebs jokes science  
comp kink shop  
crafts ltr. spin  
distr legal spons  
divorce linux tvtv  
dying loc pol m4m  
eco money tasting  
educ motocy trans  
etiquet music travel  
feedback noo vegan  
film noo wine  
stress open wild  
fat outdoor wine  
food over 50 women  
frugal parent words  
gaming pet writers  
garden peto

for sale

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

services

beauty automotive  
creative farm+garden  
computer household  
cycle labor/move  
event skill/trade  
financial real estate  
legal sm biz ads  
lessons therapeutic  
marine travel/vac  
pet write/edit/trb

gigs

crew computer  
event creative  
labor domestic  
talent writing

resumes

workmarket

Farmigo

Codecademy

coursera

YourMechanic

Collaborative Economy Honeycomb Version 3.0

The Collaborative Economy enables people to get what they need from each other. Similarly, in nature, barter systems are natural structures that enable sharing and growth of resources among a common group.

In the original Honeycomb 1.0, six distinct categories of materials were represented by the inner track of hexes. After a short period of time, Honeycomb 2.0 expanded to include six additional categories, placed on the outer perimeter.

In the new Honeycomb 3.0, four hexes are added on the corners of the grid for a total of sixteen. **Beauty Analytics & Population, Worker Support, and the large Transportation hex** is split into two distinct hexes.

By Jeremiah Downing

www.ijerph.org

Qingyang March 2018



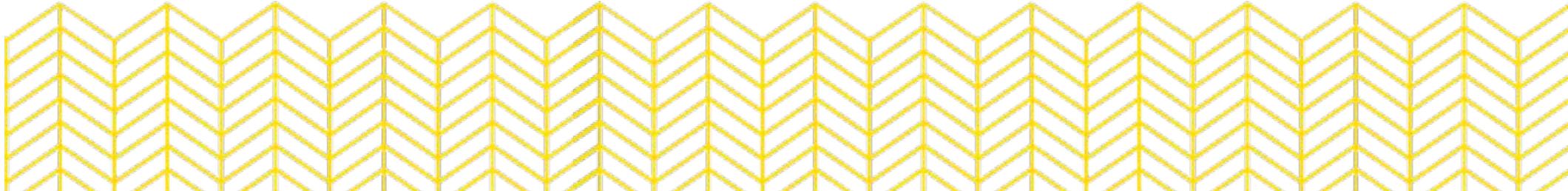
With equal love  
[Contributors: Jim Fass, Mark Gandy, Michael Gandy, Shirley Gandy, Vicki Hartshorn, Alan Thompson, Brad Klemm, Brad Klemm, Karen Klemm, Jim Klemm, Jim Lutzen, Shirley Lutzen, Roger Newell, Andrew Pagan, Shirley Pagan, Roger Ray, John Rizzo, Ted Sturman, Michael T. Tamm, Bruce Spaulding, John Strobel, Peter Klemm, Bruce Tamm, and Vicki Tamm. Special thanks and appreciation to: Jim Klemm, Shirley Klemm, and Vicki Klemm.]  
Photo credits: Jim Klemm, Shirley Klemm, Vicki Klemm, and Vicki Tamm.



WHAT WORKED—

TRIALS





A large school of fish, likely sardines, swimming in a dark blue ocean. The fish are densely packed, creating a sense of movement and depth. The lighting is natural, coming from the surface, which creates a bright glow on the fish and a darker blue in the background.

*“Great marketplaces are  
built from the niche to the  
masses.”*

—BORIS WERTZ

# AN EPIPHANY ABOUT NETWORK EFFECTS



# CAP'N MCCAIN'S

VOTE!  
McCainForPresident.com



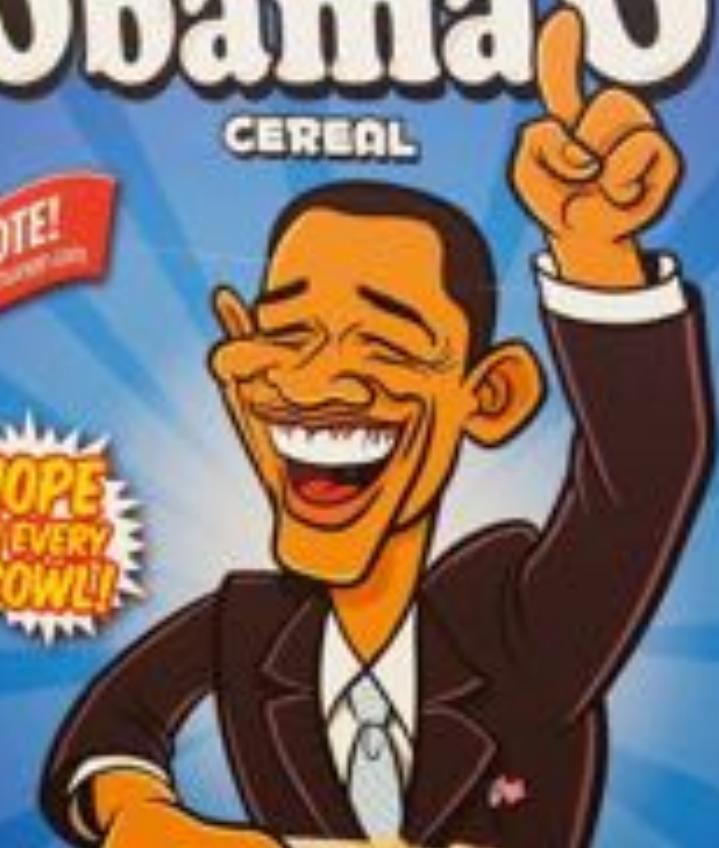
A MAVERICK  
IN EVERY BITE

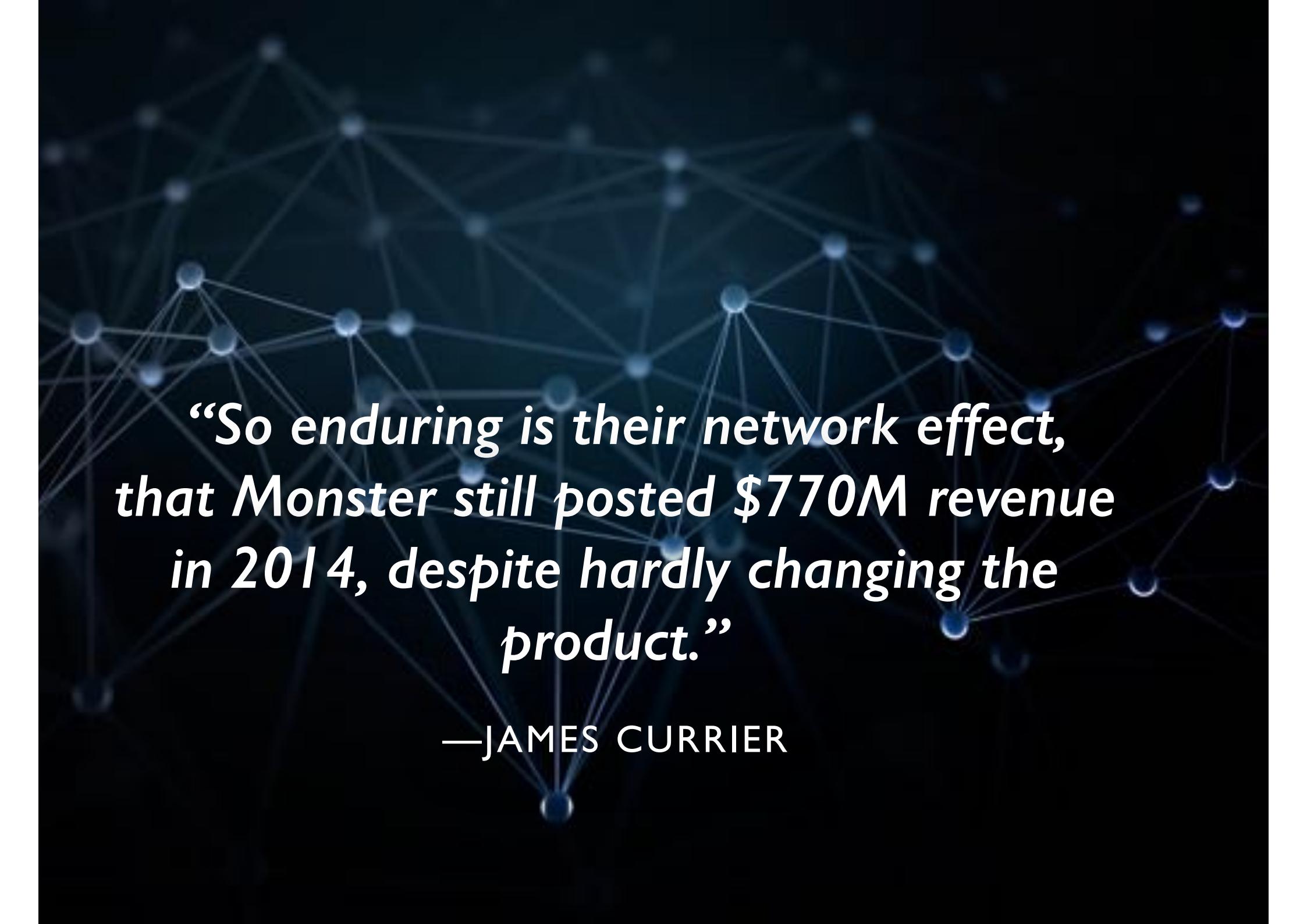
# Obama O's

CEREAL

VOTE!  
McCainForPresident.com

HOPE  
IN EVERY  
BOWL!





*“So enduring is their network effect, that Monster still posted \$770M revenue in 2014, despite hardly changing the product.”*

—JAMES CURRIER

WHAT DIDN'T WORK—

TRIBU.  
LATIONS

On Our Blog

# 14 Marketplace Mistakes That Are Killing Your Startup

*Marketplaces are f\*cking hard. How to build a marketplace and not screw up.*

PUBLISHED FEBRUARY 14, 2015

by Tristan Pollock



One week ago, I hosted my fifth Marketplace Dinner. This particular one took place at the DogVacay headquarters in Santa Monica.





*“I am a huge fan of the concept of economically empowering a community of users. eBay has done this for 15 years.”*

—JEFF JORDAN

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Microsoft Word iPhone keyboard app for iOS  
2 hours ago



This guy built a working hoverboard and somehow managed to not drop his legs off  
1 hour ago



Why Apple's stock fell off a cliff today  
2 hours ago

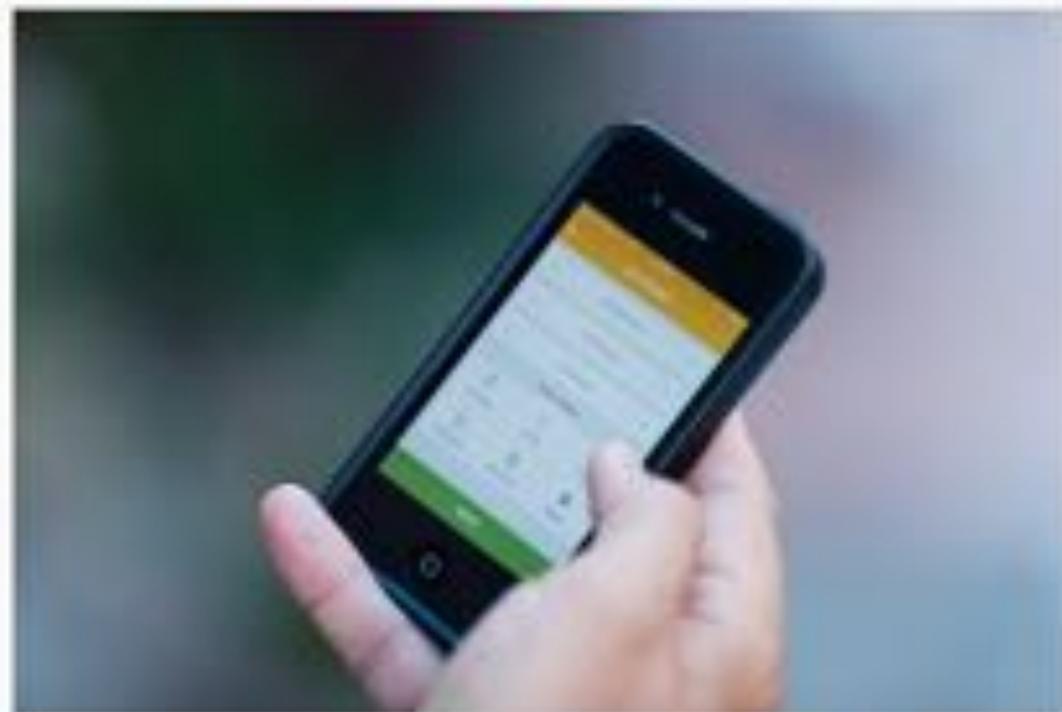


Open Tinder's new friend-swapping feature, Tinder Social, is asking which of your friends use the app  
2 hours ago

**CRUNCH NETWORK**

# Why Homejoy Failed ... And The Future Of The On-Demand Economy

Written just for us by [Sam Madden](#) | [@SamMadden](#)

[AJEES](#)

On the heels of Homejoy's failure, the fundamental "on-demand marketplace" model

**Sam Madden**

The right people to get the extraordinary done.

**Helping an airline**

# Autopsy

Lessons from Failed Startups 

by @niral89, @mmazco & milc.co



A	B	C	D	E	F	
1	Date	Startup	Idea	Reason for Failure	Full Story	Founder
2	Nov 2015	HouseThis	India's first NRI-focused Real Estate portal	<i>Lost focus on the product</i>	<a href="#">Lessons I learnt from failing at my first startup</a>	
3	Oct 2015	HomeJoy	Home cleaning service.	<i>High cost of customer acquisition</i>	<a href="#">HomeJoy at the Unicorn Glue Factory</a>	<a href="#">@niral89</a>
4	Oct 2015	EverythingMe	Adds Contextual capabilities to mobile phones	<i>No business model</i>	<a href="#">Popular travel app launcher EverythingMe closes down, most of staff to go</a>	
5	Aug 2015	Zirtual	Unlimited virtual assistant tasks for a monthly price	<i>Burn rate</i>	<a href="#">Zirtual: What Happened and What's Next</a>	<a href="#">@mazco</a>
6	Aug 2015	PollMobile	Mobile marketing for political campaigns	<i>Ahead of it's time</i>	<a href="#">Timing is everything—especially in startups</a>	<a href="#">@mazco</a>
7	Aug 2015	Last.Guide.Co.	App that encouraged real world interactions	<i>Failure to adhere to the original vision</i>	<a href="#">Gowalla founder Josh Wilcox shutdowns Last, a company that made apps to help you go outside</a>	<a href="#">@mazco</a>
8	Jun 2015	alikolo	e-Commerce Marketplace	<i>Internal problem &amp; wrong positioning in market</i>	<a href="#">This guy's story of failing in Indonesia is refreshingly honest. Now he's getting up and trying again</a>	<a href="#">@demystifying</a>
9	Jun 2015	Circa News	mobile news app	<i>Lack of funding, no buyers</i>	<a href="#">Farewell to Circa News</a>	<a href="#">@mazco</a>
10	Jun 2015	Tale of Tales	Create narrative based video games.	<i>Costs were higher than income</i>	<a href="#">And the sun sets...</a>	

WHAT'S

NEXT

# INNOVATION IS COMING



# Collaborative Economy Honeycomb Version 3.0

The Collaborative Economy enables people to get what they need from each other. Similarly, in nature, Honeycombs are resilient structures that enable access, sharing, and growth of resources among a common group.

In the original Honeycomb 1.0, six distinct categories of startups were represented by the inner stack of hexes. After a short period of time, Honeycomb 2.0 expanded to include six additional categories, placed on the outer perimeter.

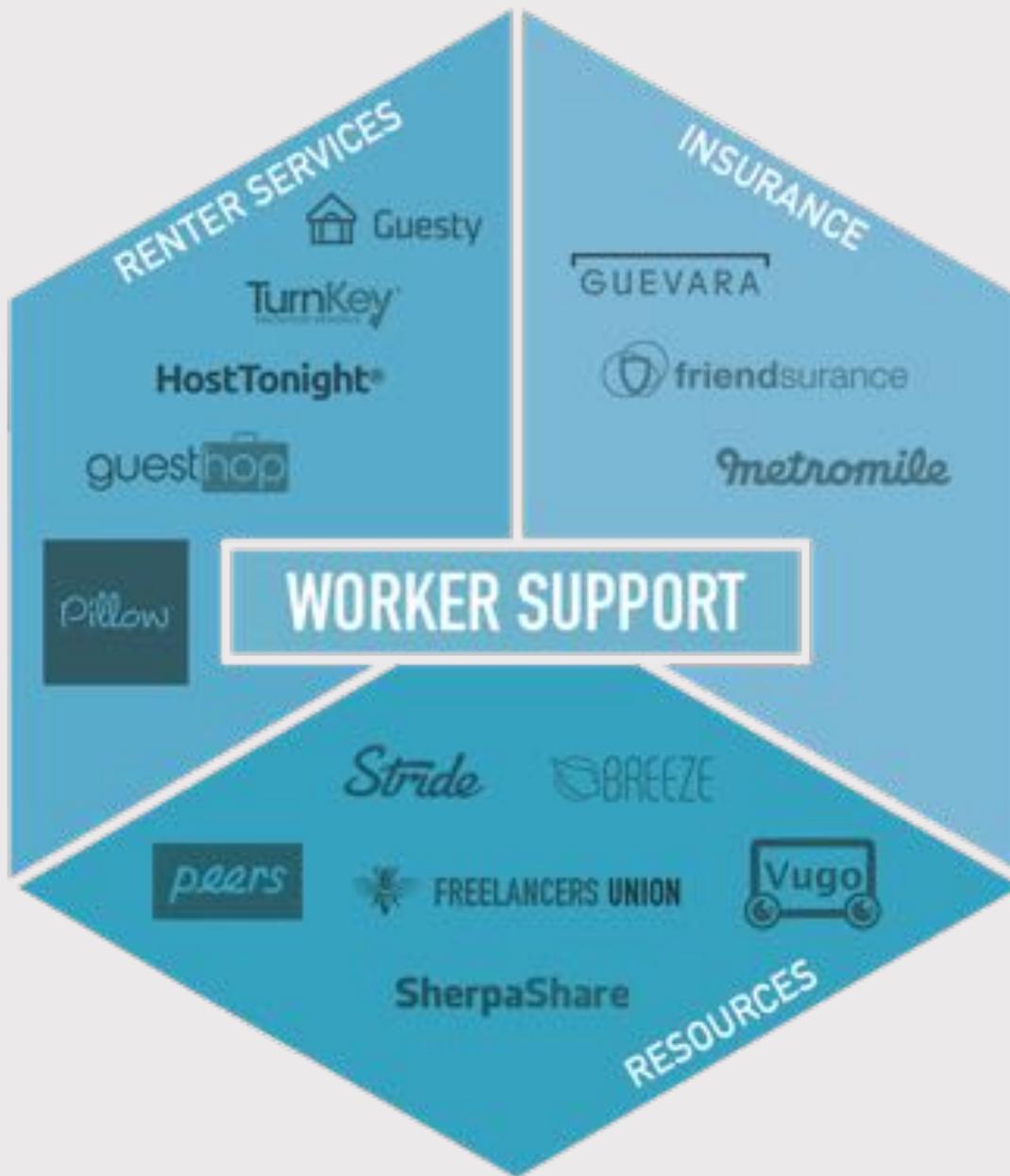
In the new Honeycomb 3.0, four hexes are added on the corners of the graphic for a total of sixteen: Beauty, Analytics & Reputation, Market Support, and the large Transportation hex at the bottom right.

By Jeremiah Owyang  
jeremiah@CrowdCorporation.com  
@jeremiah, 30 Jan 2015

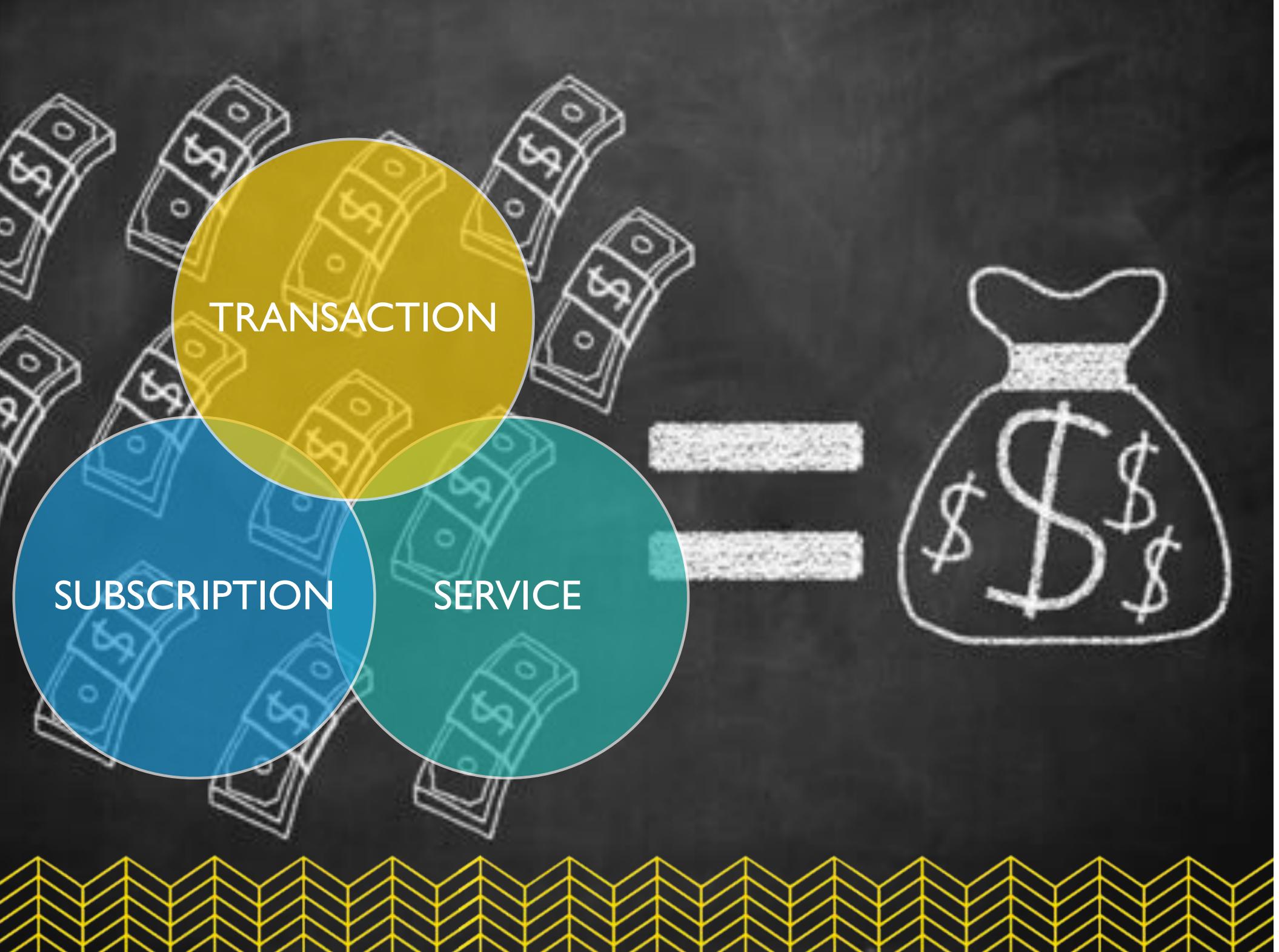


With special thanks to: John Foss, Frost Global, Health Project, Leo Burnett, Lisa Hirsch, Lisa Heuer, Matt Krasnow, Max Krasnow, Bill Linton, Karen McElroy, David M. O'Leary, Gregory Sifford, Angie Polley, Andrew Puglisi, Michael Pusack, Jeff Reiter, Alexander Roman, Jason Sander, John Smedley, Andrew Sturz, Brian Sutcliffe, John Tello, Mike Wall, Jonathan Wittenberg, and Matt Wilson.

Design by Austin Wilson [austinwilsondesign.com](http://austinwilsondesign.com)







# LEAD

BY EXAMPLE



Filters



Downtown Living/Pool/Strip

Entire home/apt • ★★★★☆ • 40 reviews



Amazing Luxury High Rise Condo

Entire home/apt • ★★★★☆ • 49 reviews



PALMS PLACE RESORT WITH BALC...

Entire home/apt • ★★★★☆ • 6 reviews

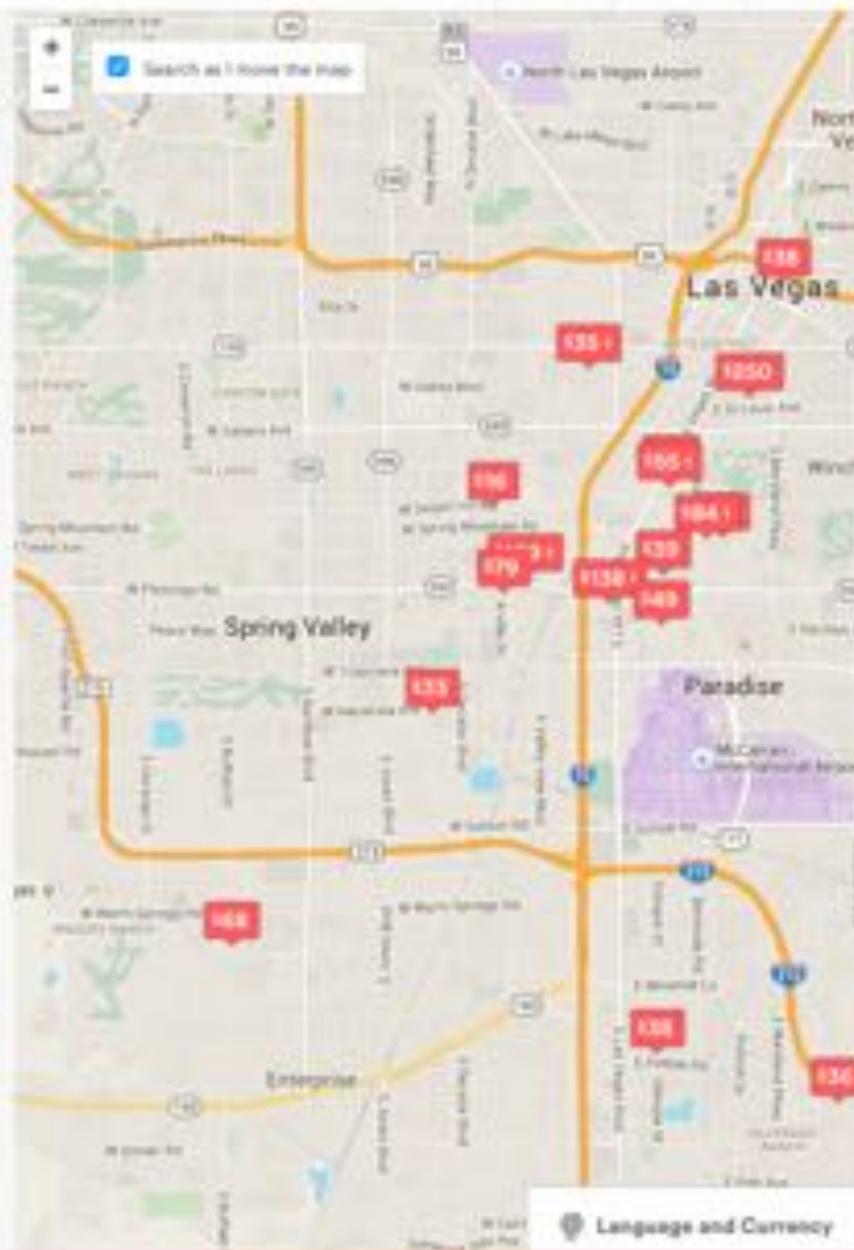


Vegas Abode for 1 or 2!

Private room • ★★★★☆ • 51 reviews



300+ Rentals - Las Vegas



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A Guide to  
**MARKETPLACES**



by / Boris Wertz  
Angela Tran Kingyens

versionone

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