

A PLATFORM CO-OP

primer

WHAT IT IS

A business that is owned and governed by those who depend on your platform the most – your employees and users.

A way to embed social purpose and values from the beginning of your business journey.

A way to invite your employees and users to become co-owners of your existing business.

A way to empower your employees and remain transparent and accountable to your users.

A member-centred approach that allows you to build better products and services, faster.

A broad range of flexible membership models that can work for any platform business.

As with other business models, suitable for all sectors and industries.

A new option for scaling your business.

A way to raise investment from your community through equity crowdfunding.

An opportunity to be part of a global movement of ethical entrepreneurs transforming the digital economy.

WHAT IT ISN'T

A startup pipeline to sell your venture to a bigger company or external investors.

The loss of your purpose and creative control to the demands of investors.

An option that is only suitable for brand new start-ups.

Unnecessary bureaucracy that slows down decisions and makes it less agile than investor-owned businesses.

An inexpensive way of crowdsourcing ideas and acquiring customers.

An undynamic legal model that is inflexible and unwieldy for contemporary digital culture.

Just for developers or technology-first businesses.

A business model that can only scale through offering large financial returns to its investors.

A charitable initiative that relies only on donations and grant funding.

A disruptive sector that is built on and dependent on undermining regulation, suppresses wages, and creates poor working conditions.

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