

The image shows a perspective view down a long, narrow market aisle. The ceiling is a series of overlapping arches, each decorated with intricate, colorful patterns in shades of blue, yellow, and red. The walls and stalls on both sides are densely packed with various goods. On the left, there are many circular ceramic plates or tiles with different designs. On the right, numerous colorful, patterned lanterns are hanging from the ceiling. The floor is crowded with people, mostly seen from the back or side, as they walk through the market. The overall atmosphere is one of a busy, traditional marketplace.

Building Marketplaces

Fabrice Grinda

1998

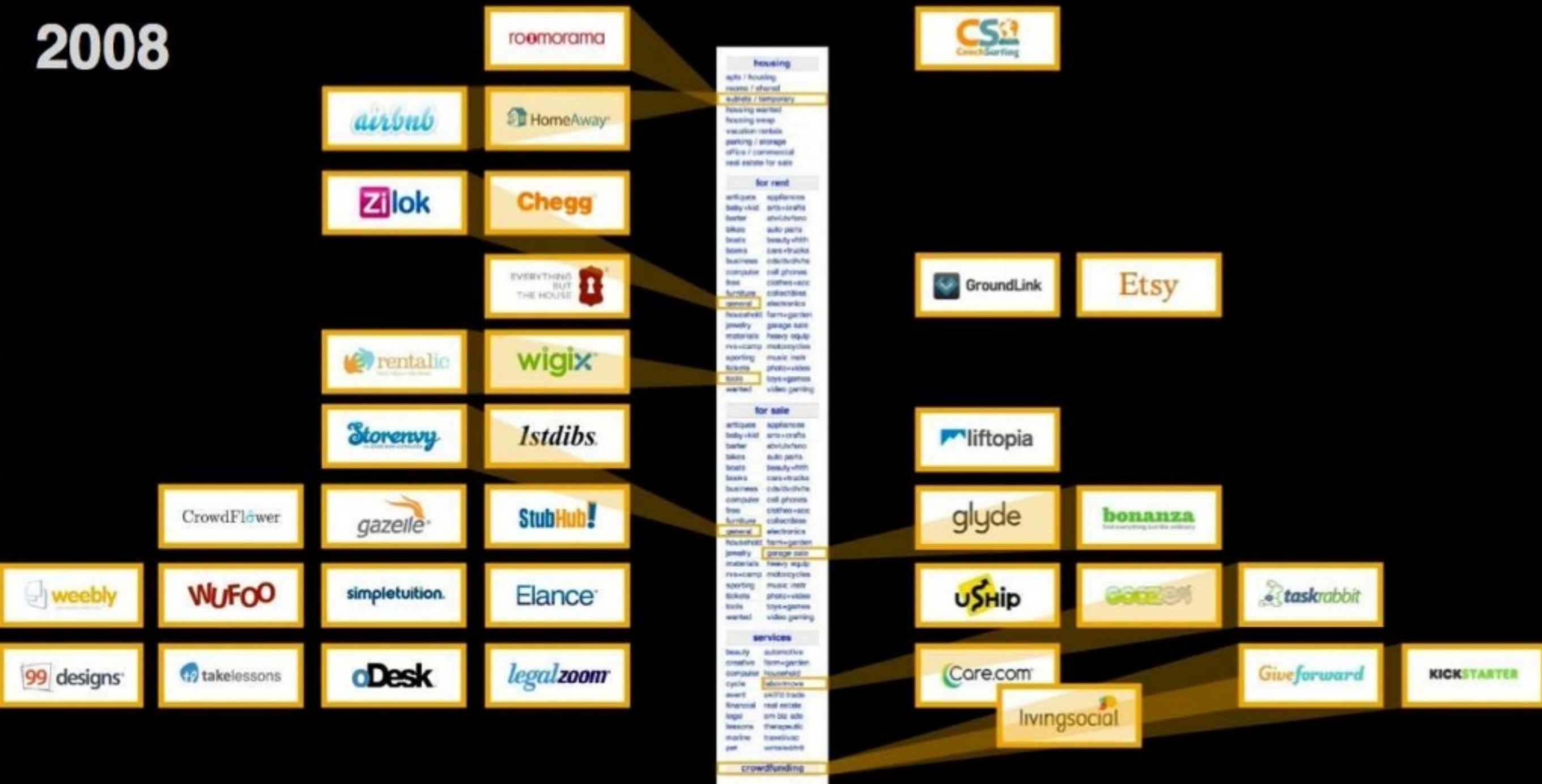
Elance®

housing	
apts / housing	
rooms / shared	
sublets / temporary	
housing wanted	
housing swap	
vacation rentals	
parking / storage	
office / commercial	
real estate for sale	
for rent	
antiques	appliances
baby-kid	arts-crafts
barter	atv/utv/bo
bikes	auto parts
boats	beauty-ethn
books	cars-trucks
business	cds/dvd/vhs
compute	cell phones
free	clothes+acc
furniture	collectibles
general	electronics
household	farm-garden
jewelry	garage sale
materials	heavy equip
rvs-camp	motorcycles
sporting	music instr
tickets	photo+video
tools	toys+games
wanted	video gaming
for sale	
antiques	appliances
baby-kid	arts-crafts
barter	atv/utv/bo
bikes	auto parts
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materials	heavy equip
rvs-camp	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	skills trade
financial	real estate
legal	sm biz ads
lessons	therapeutic
marine	travel/taxi
pet	writing/edit
crowdfunding	

2003



2008



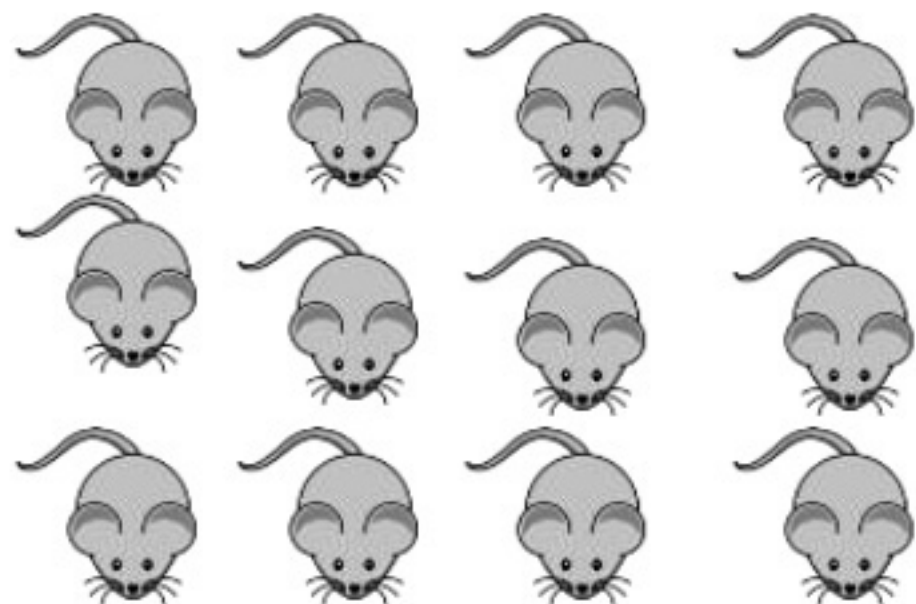
2013



The Evolution of Marketplaces: Delivering more Value



Two Different and Effective Strategies



High Frequency



High Average Order Value

Two Different and Effective Strategies



AOV: \$10

Frequency: up to 1,000+



beepi

AOV: \$25,000

Frequency: 1-2

Vertical Marketplaces Should Offer Features Horizontals can't Match

Where do you want to sit? Play around with the map to see what is available



NO SURPRISE FEES ONLY GOOD SURPRISES			StubHub!
1,283 tickets available			24 prices in 1/2011 and set by StubHub
Compare	Sort	Price: Low to High	
☐	400 Level End 429 Row 5: Qty2 Electronic	\$36.99	
☐	400 Level End 417 Row 5: Qty1 Instant Download	\$36.15	
☐	400 Level End 419 Row 5: Qty1 Instant Download	\$36.58	
☐	400 Level End 418 Row 2: Qty2 Electronic	\$36.36	
☐	200 Level Lower Corner 213 Row 14: Qty2 Electronic	\$36.41	
☐	200 Level Upper Corner 222 Row 23: Qty1 Instant Download	\$39.98	
☐	200 Level Lower Corner 208 Row 13: Qty2 Electronic	\$40.67	
☐	200 Level Upper Center 223 Row 16: Qty2 Instant Download	\$41.76	
☐	200 Level Upper Corner 209 Row 18: Qty2 Instant Download	\$41.80	
☐	200 Level Upper Center 225 Row 20: Qty2 Electronic	\$41.80	

Vertical Marketplaces Should Offer Features Horizontals can't Match



\$104 Per Night

Check In: 01/05/2015 Check Out: 01/22/2015 Guests: 1

\$104 x 17 nights	\$1770
Service fee ⓘ	\$132
Total	\$1901

[Request to Book](#)

[Cancel to Refund 100%](#)

Appartement adorable à Bastille !
Paris, Île-de-France, France

Claire&Ludo

Entire home/apt 2 Guests 1 Bedroom 1 Bed

About This Listing

With Airbnb, you can find unique accommodations in people's homes—from houses and apartments, to tree houses and igloos. The listing details below explain what you'll find in this space. If you have any questions, you can contact the host directly.

Types of Marketplaces:

Double Commit



Buyer-picks



Seller-picks



Marketplace Dynamics by Marketplace Category

	Fill Ratio	Buyer Effort	Supplier Effort	Standardization Required	Quality Control
Double Commit	Low	High	High	Low	By Users
Buyer Picks	Med	Med	Low	Med	On Buyers
Supplier Picks	High	Low	Low	High	On Suppliers

Source: acrowdedspace.com

How to Hack Liquidity: Provide Value to the Supply Side!



Or Just List them Without Permission!



Educating your Suppliers is Important!



 **craigslist**



AptDeco



THANK YOU!

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