# The design of a Platform Business Model

## Consumer

Name, Segment & Value proposition

**Guests** - Business travellers and tourists  
> Book unique homes and experiences all over the world

Platform services for consumers

- Business travel reporting and priority support
- City guides and unique local experiences search
- Find a place that fits all your requirements and experience the city as a local

## Platform owner

Key capabilities, assets and control point

- **Network of guests and hosts**
- **Brand and UX**
- **Control point - reputation**

## Platform Interactions between consumer and producer

Interaction, value exchanged, channels and monetization

- **Hosts/Experience hosts → Guests:**
  - Make a listing → Website → Information

- **Guests → Hosts/Experience hosts:**
  - Book a listing & Pay → Website/App → Information & fee → Monetization: fee %

- **Guests ↔ Hosts/Experience hosts:**
  - Review & feedback → Reputation → Web/App

## Producer

Name, Segment & Value proposition

**Hosts** - Space owners with a free space to rent  
> Earn money by renting free space

Platform services for producers

- Professional photographers for listings
- Smart pricing tool
- Host guarantee and insurance
- Hosts forum and meetups
- Connecting with other hosts willing to take over organizational aspects for a fee

## Platform Partners

Key platform partners and their services

- **Location:** Google Maps
- **Outreach partners affiliate program:** GoEuro, Hipmunk, KLM, etc
- **Payments:** Visa, Mastercard, Discover, PayPal, etc
- **API partnerships with additional host service providers:** Guesty, Beyond, etc

## Infrastructure and Core components

- Website
- Mobile App
- Algorithm for matching
- Open API
- Widgets
The design of a Platform Business Model

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| Platform Partners | |
|-------------------| Key platform partners and their services |

| Infrastructure and Core components |
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EXTERNAL STAKEHOLDERS

Entities that own the vision behind the market opportunity, responsible to ensure that the platform exists and evolves.

Entities interested in providing value on the supply side of the ecosystem/marketplace, seeking for opportunities to improve their professionalism and honing their capabilities towards better performance.

Entities interested in consuming utilizing accessing the value that the is created through and on the platform.

Entities that create additional value and collaborate with platform owners with a deeper relation. Professional value creators that tend to specialize in a niche product/service and become better and better within time. Partners can also facilitate, cater, enhance the value production by acting as broker, facilitators, connectors.

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**EXTERNAL STAKEHOLDERS**

Entities that have a specific interest in the platform success or failure, in controlling platform externalities and outcomes, in regulating it or in exercising rights in the platform governance: public actors or bodies dealing with regulation and control of platforms on a local basis, representatives of communities of peers and partners involved in the value creation, pre-existing institutions.

- **city counsels**
- **companies (biz travel)**
- **guests**

**PEER CONSUMERS**

Entities interested in consuming, utilizing, accessing the value that is created through and on the platform.

**PEER PRODUCERS**

Entities interested in providing value on the supply side of the ecosystem/marketplace, seeking for opportunities to improve their professionalism and honing their capabilities towards better performance.

**PARTNERS**

Entities that create additional value and collaborate with platform owners with a deeper relation. Professional value creators that tend to specialize in a niche product/service and become better and better within time. Partners can also facilitate, cater, enhance the value production by acting as broker, facilitators, connectors.

**PLATFORM OWNERS**

Entities that own the vision behind the market opportunity, responsible to ensure that the platform exists and evolves.