



SKILLITY -
Development of a skill-sharing platform with
cooperative ownership model

By

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Abstract

The idea of social justice, brought up by Karl Marx, is as relevant as never before. Issues and problems in the digital space, freelance market and modern society demonstrate it. Nevertheless, this paper proposes a revolutionary business model of a cooperative platform, that aims to solve these issues by fully integrating the users and providing safety and social security for the freelancing market. For this purpose, it applies break-through technologies such as Blockchain and the digital platform model in combination with the well-tried theoretical concept of worker and consumer cooperatives and targets the local freelance market by match-making supply and demand of services. Our research shows, that potential target customers and a vast majority of respondents like and demand the potential business model. Connecting the dots seems to create a perfect match, where theories, technologies and market needs complement each other with value benefits. Our research also shows, which platform features are valued most, which services are demanded most, how the market can be divided into customer segments, how the customer segments look like and the qualitative feedback. Based on findings of literature review, secondary and quantitative market research (survey) we define a target customer, derive a marketing plan for growth and develop a first prototype.

Keywords: Platform, Start-up, Cooperative Ownership, Freelancing Market, Blockchain, Cryptocurrency, Customer Segmentation

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