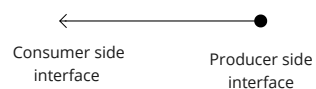


LEGEND

MARKETPLACE INTERACTION



EGM = Enterprise Gateway Marketplace Pattern

MARKETPLACE INTERFACE

- Including normally:
- filtering (consumer side)
 - visible reputation (both sides)
 - different typologies of picking options based on managed vs unmanaged (consumer to producer side)
 - profiles (both sides) and items listed (producer side)

- Characterized by:
- Pre launch
- network properties
 - liquidity constraints (supply vs demand, categories)
 - niche value drivers
 - flywheels
- Post launch/validation
- metrics
 - growth engines

Key Value Proposition / monetization elements

Extensions dimension

Extension element

Niche Entity Type

← Static/Long Term Partnership integration

▬ scalable interface
▬ non scalable interface