



Οικονομία, Καινοτομία και Διαδίκτυο

Μ. Τσικνάκης
Εαρινό Εξάμηνο 2016

Μάθημα 8: Επιτυχημένα Επιχειρηματικά Μοντέλα για eBusiness



+70,000 patients share medicine

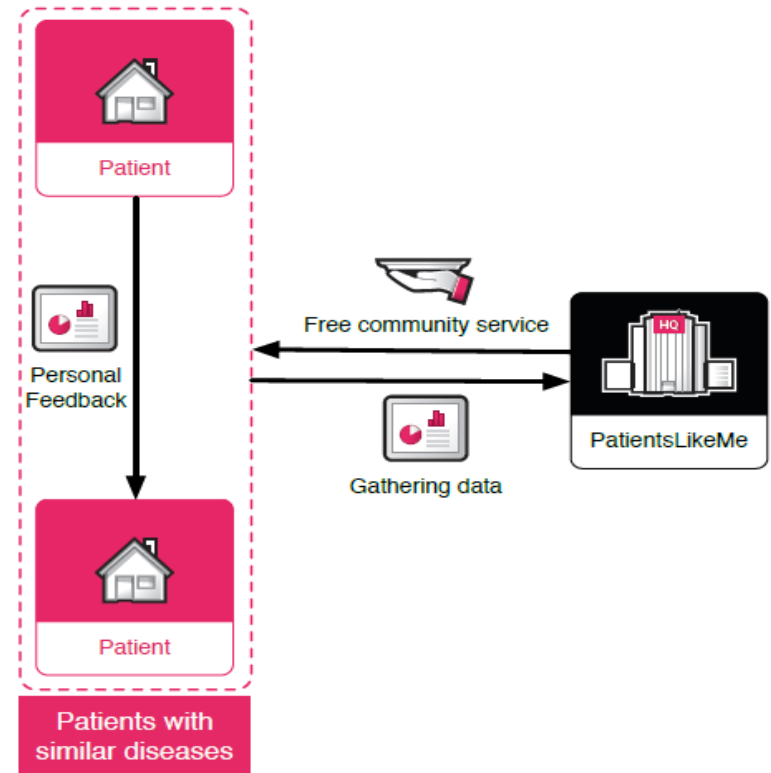


The Business Model behind PatientsLikeMe.com



❖ *a community platform for patients*

- *Forget privacy, people are sharing more info than ever, even medical records.*
- *By offering a free service PatientsLikeMe can attract thousands of patients.*

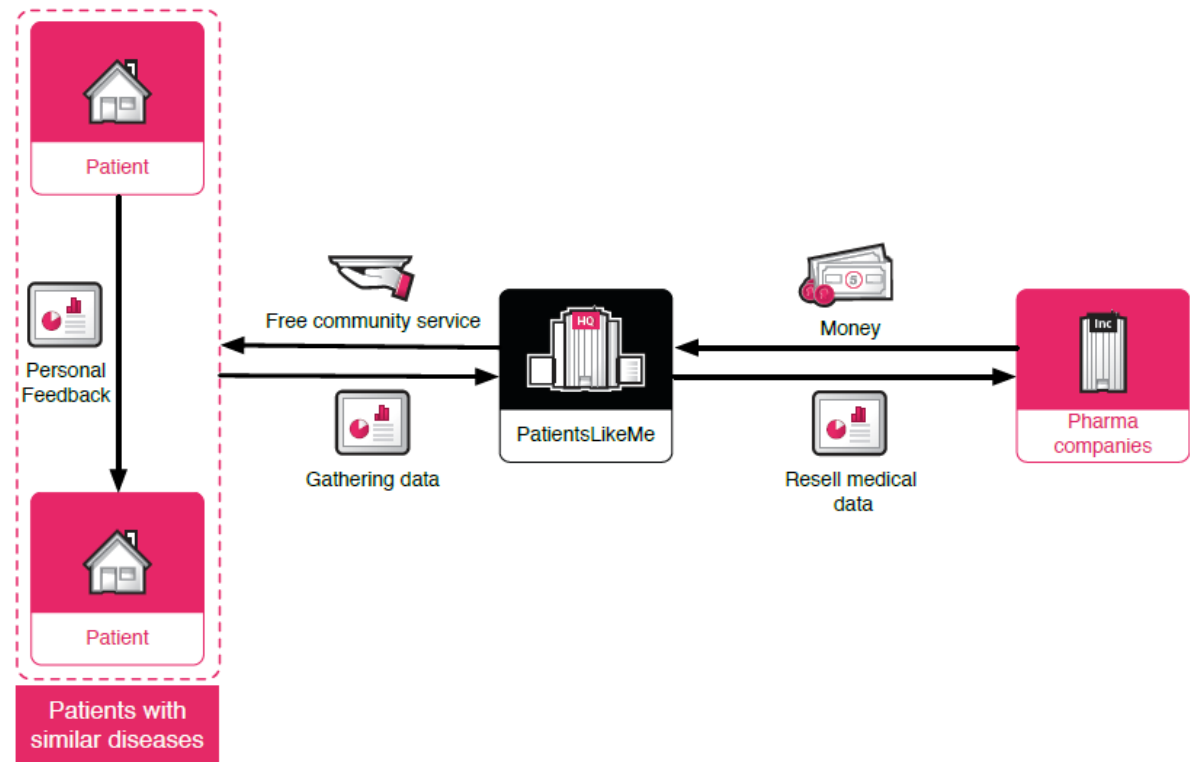


The Business Model behind PatientsLikeMe.com



❖ *With permission, PatientsLikeMe gathers data that can be resold for huge sums to third parties like pharmaceutical companies.*

❖ *Simple ...*



Flattr.com



9

Flattr.com

Example case: "When Paypal, Mastercard and others blocked Wikileaks, the Swedish Flattr donation system kept Wikileaks' income stream afloat"

1 Wikileaks article lea

Flattr BETA

[Log in](#)

Get paid for your work
Let your fans support you

Support creators
Give to the things you love

1
Add Flattr buttons to your content

2
Your fans click your buttons

3
At the end of the month you get money for each click

[Sign up now!](#)

[Learn more in our video](#)

" Flattr enables your audience to put their money where their mouth is " – Moxvox

Things to Flattr

109 100

Flattr's made

330 152

Flattr works well with

Learn about our [APIs](#) and [integrating](#) Flattr with your website

" "Best new Startup of 2010" – Flattr winner of TechCrunch The Europas Award "

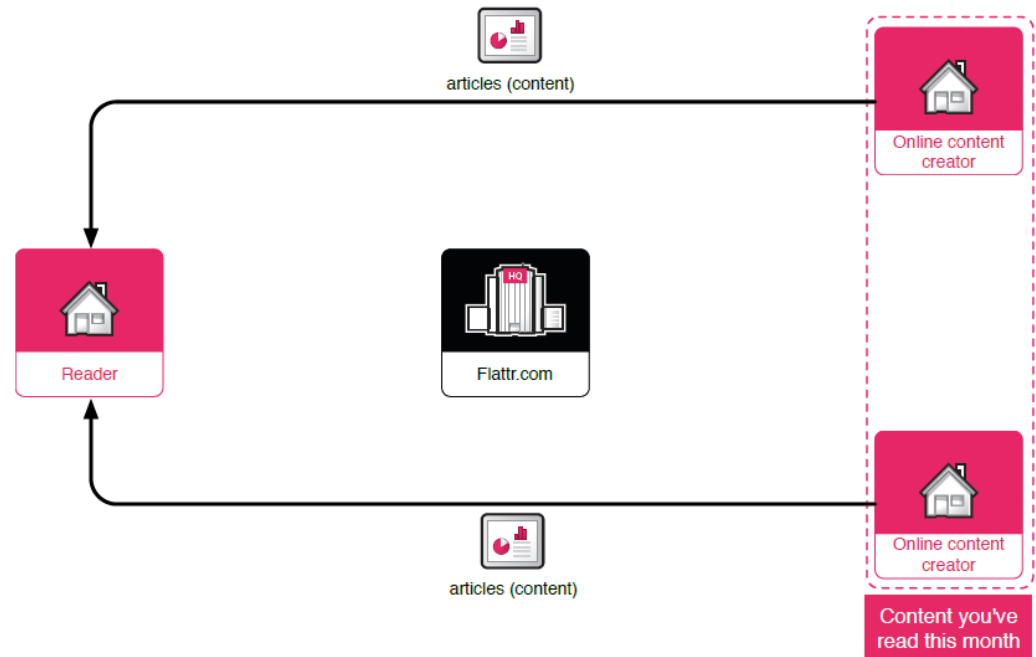
TechCrunch

[Show me what I can Flattr »](#)

The Business Model behind Flattr.com



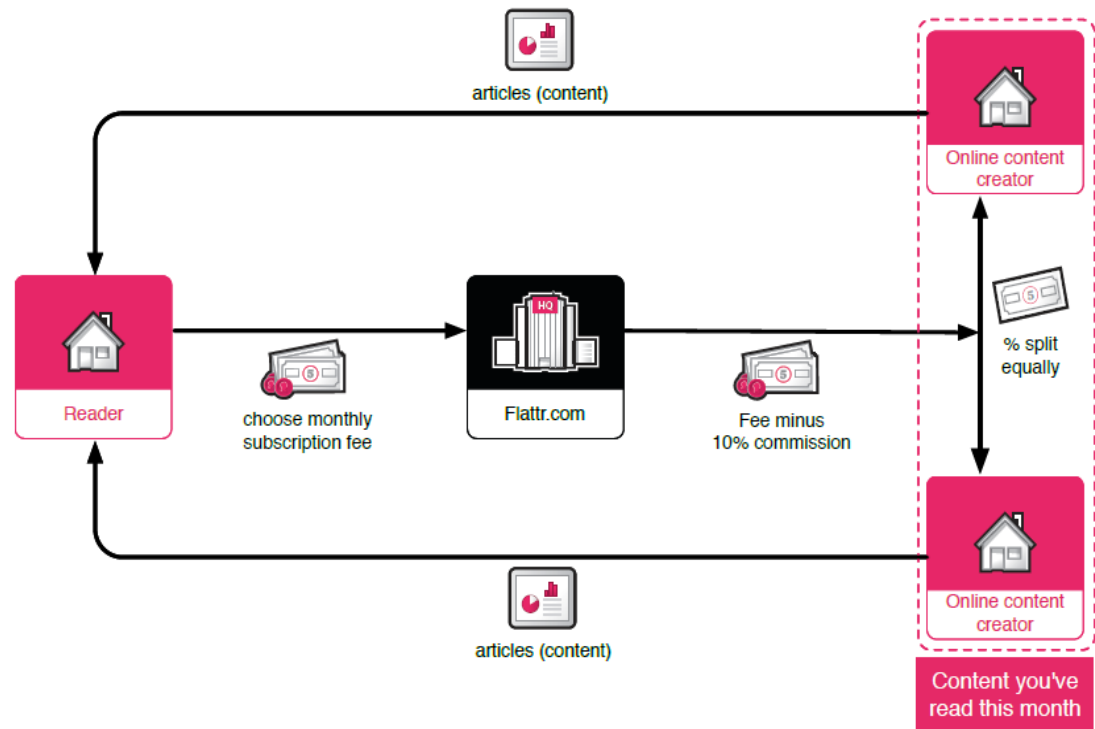
- ❖ *a service to structure donations for content*
- ❖ *Online readers consume tons of content monthly. Strong content can be 'flattred' via a button. (similar to 'like' on Facebook)*



The Business Model behind Flattr.com



- ❖ *a service to structure donations for content*
- ❖ *You decide with fee you give monthly to Flattr.com.*
- ❖ *Every month, Flattr splits your fee evenly over all creators and takes a 10% commission.*



Groupon.com



8

Groupon.com

Example case: "Exclusive deals limited in time made Groupon the fastest growing company ever, leading to hundreds of copy-cats world wide."

GAP made \$11,000,000 within 1 day

Groupon Seattle [Get Deals By Email](#) [Refer Friends, Get \\$10](#)

How Groupon Works

- 1 Get It**
Check your email, Facebook or Twitter feeds for daily deals on cool local businesses.
- 2 Share It**
Groupons are more fun when used with friends. Pass along deals by email or broadcast them to your social networks.
- 3 Enjoy It**
Print the voucher or bring it up on your mobile device, then present it at the business to get your deal.

Great Local Business

See Today's Deal

Recent Deals

Groupon negotiates huge discounts—usually 50-90% off—with popular businesses. We send the deals to thousands of subscribers in our free daily email, and we send the businesses a ton of new customers. That's the Groupon magic.

\$10 for \$20 Worth of Fresh, Fast, Healthy Mexican Fare at Taco Time

10000 Groupons Bought
Price: \$10
Value: \$20

TacoTime
SOLD OUT

WALL STREET JOURNAL

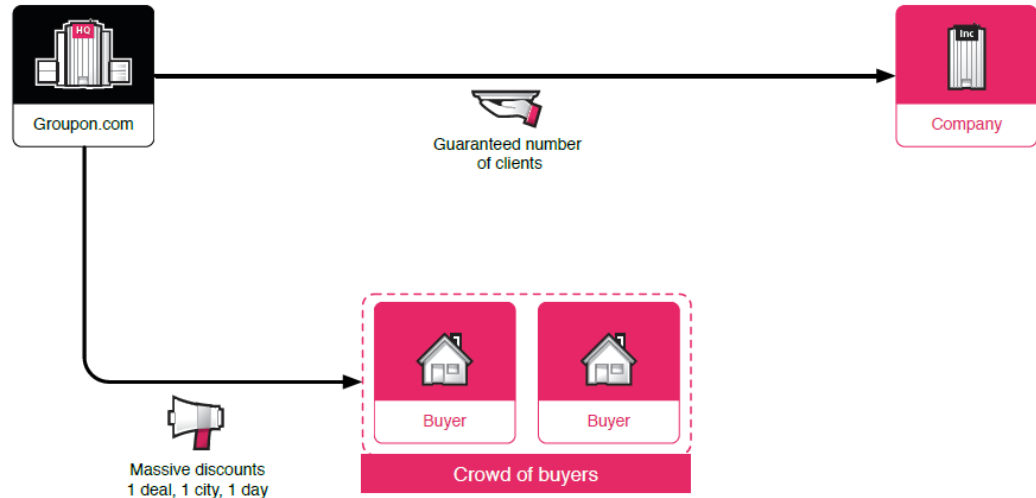
abc CBS NBC

Earn \$10 in Groupon Bucks by inviting friends. [Refer a friend now.](#)

The Business Model behind Groupon.com

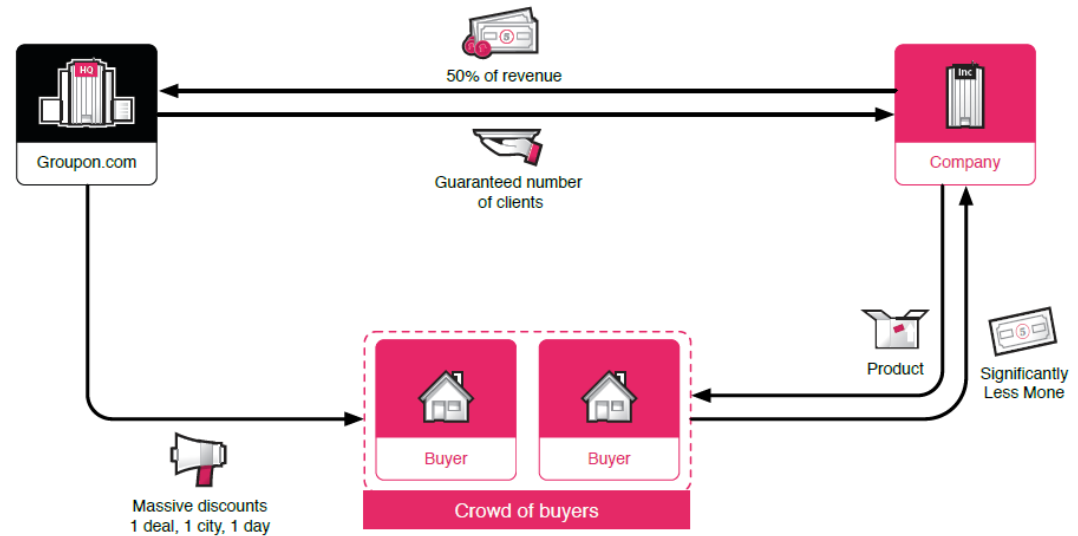


- ❖ *a broker platform with exclusive discounts*
- ❖ *Groupon uses a no cure no pay strategy.*
- ❖ *They guarantee that a minimum number of clients will take the discount that is communicated.*



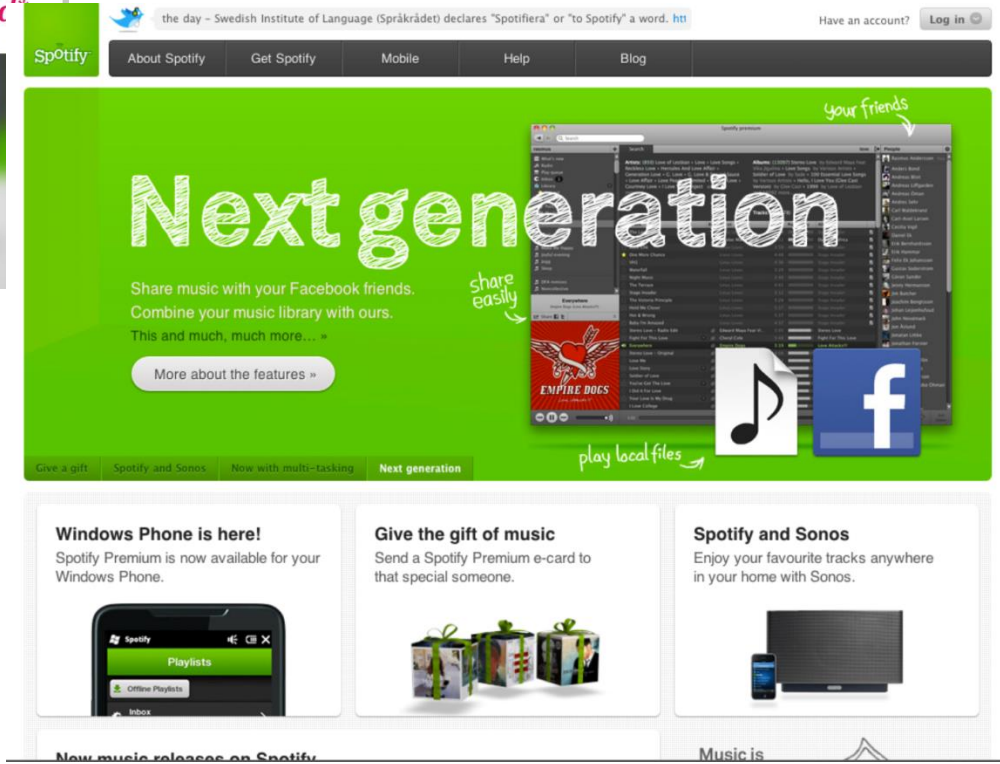


- ❖ *a broker platform with exclusive discounts*
- ❖ *Next, when enough people take the massive discount, the deals goes on.*
- ❖ *Groupon takes 50% of the revenue resulting from this promotion.*



[illegible]

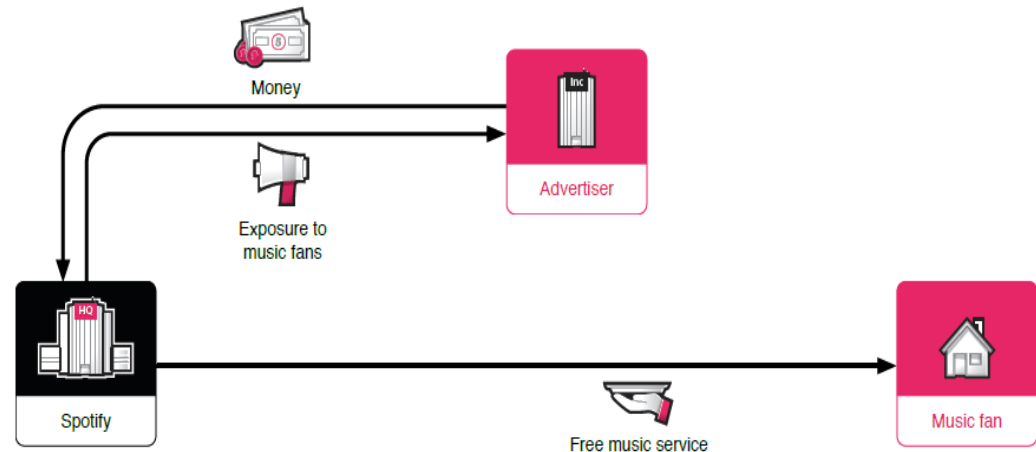
750K paid subscribers are already hooked



The Business Model behind Spotify.com



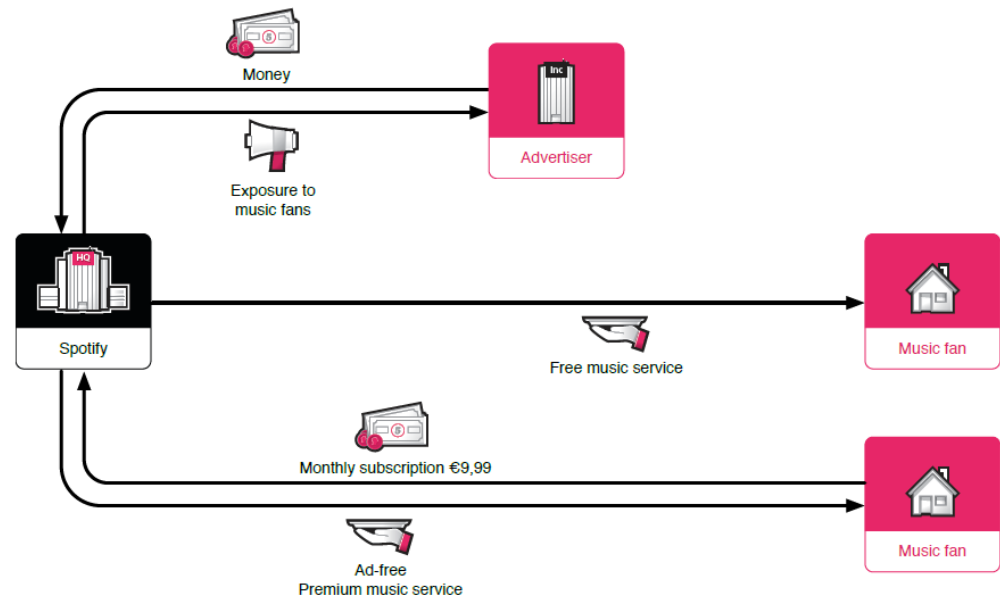
- ❖ *an adbased freemium model*
- ❖ *The basic music streaming service is offered for free to music fans.*
- ❖ *Advertisers pay to cover the costs.*



The Business Model behind Spotify.com



- ❖ *an adbased freemium model*
- ❖ *A small percentage does already pay for a premium service.*
- ❖ *The 2011 US launch must be the most anticipated music service launch ever.*



+300,000 people paid already with a tweet*



**OH MY GOD
WHAT HAPPENED
AND WHAT
SHOULD I DO?**

JENNIFER THUNDER

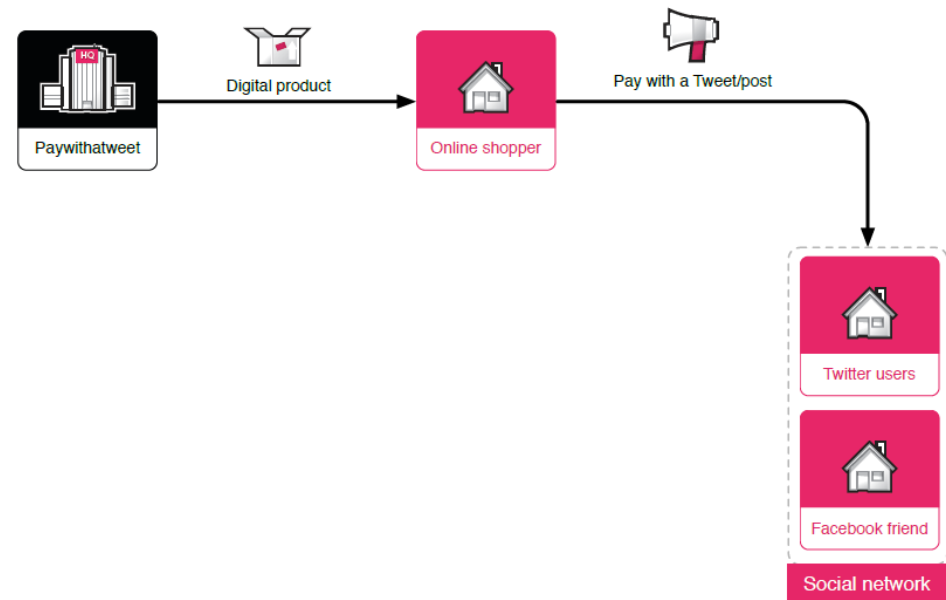
More than **300.000**
people already paid with
a Tweet or a post on
Facebook!

Who should use 'Pay with a Tweet'?

The Business Model behind PayWithaTweet

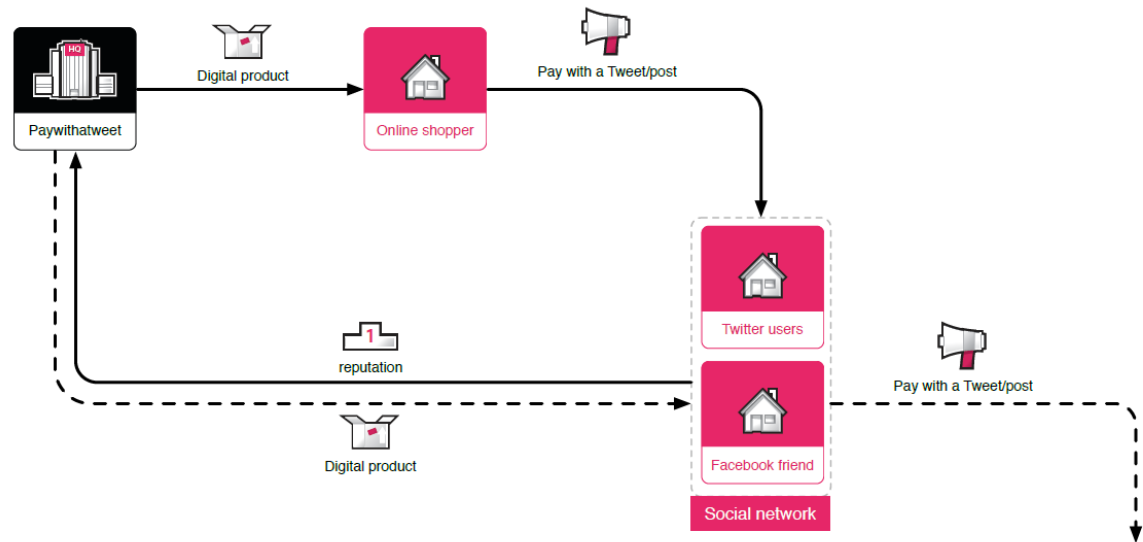


- ❖ *pay with the value of your social network*
- ❖ *More a marketing tool than a business model but remarkable enough to mention.*
- ❖ *Instead of paying with cash, users buy products with exposure.*





- ❖ **pay with the value of your social network**
- ❖ *Hopefully boosting the viral effect what would result in a better reputation for the initiator.*
- ❖ *The latter could use this to sell more products later on.*



HumbleBundle.com

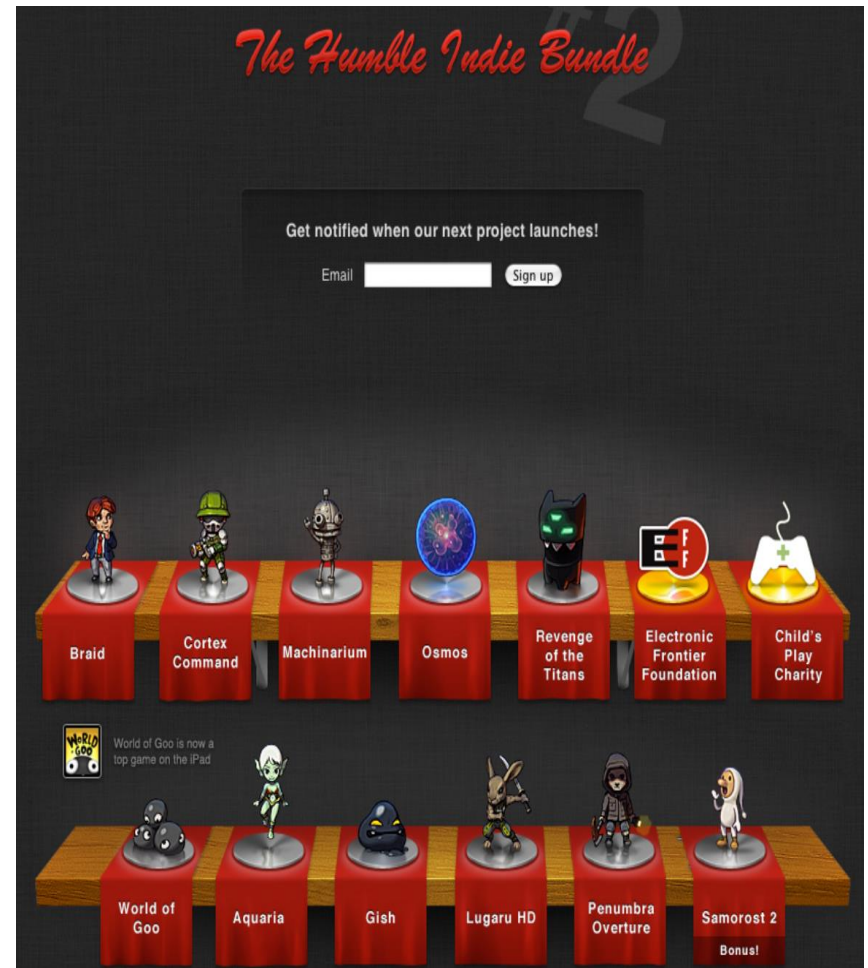


5

HumbleBundle.com

Example case: "Buying indie games and supporting charity is an attractive formula. Being open and transparent helped this pay-what-you-want concept."

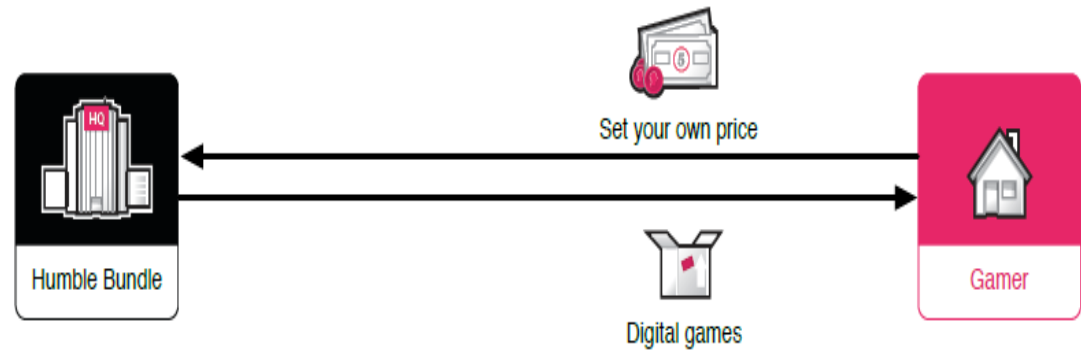
\$1,824,408 was raised within 1 week



The Business Model behind HumbleBundle



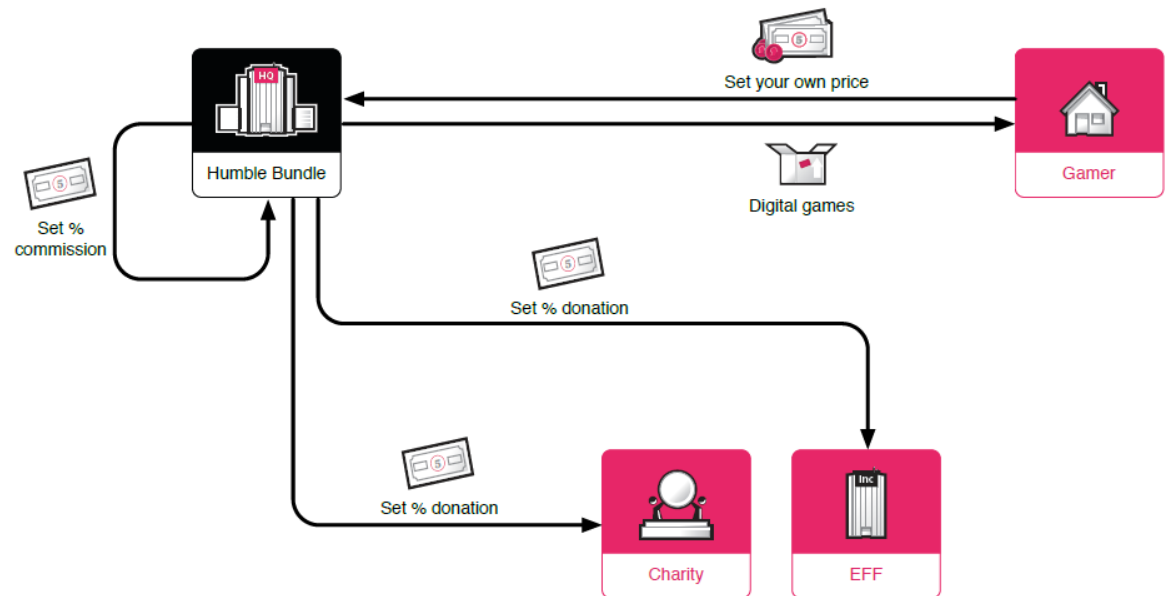
- ❖ *a successful pay-whay-you-want formula*
- ❖ *You decide how much you pay.*
- ❖ *Information of previous buyers (How much do other Mac users pay?) set anchor prices to encourage payments.*



The Business Model behind HumbleBundle



- ❖ *a successful pay-whay-you-want formula*
- ❖ *To boost sales Humble Bundle gives buyers control on how the money is divided over themselves, charity and other organizations.*



App sales



4

Free with in-app sales

Example case: "The sales of virtual goods has flourished in 2010 and even outperformed mobile ads. 6/10 top grossing iPhone apps can be bought for free."

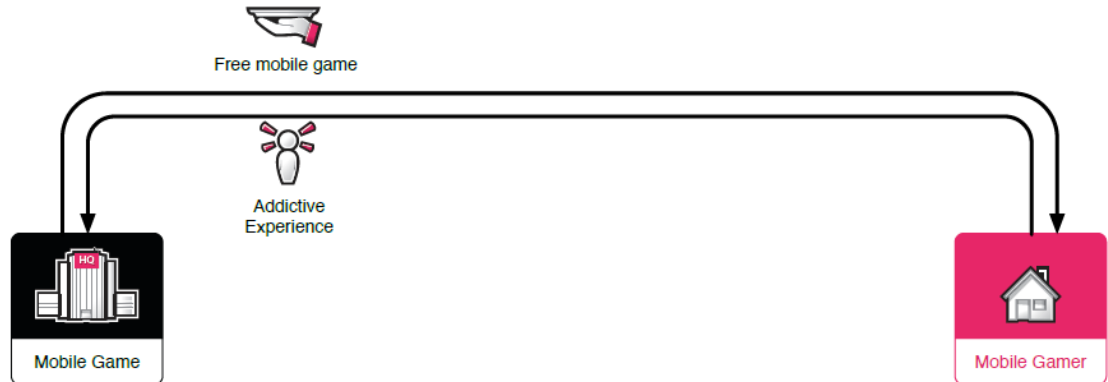
80% of revenue comes from in-app sales*



The Business Model behind In-App sales



- ❖ ***cross-selling strategy***
- ❖ *By offering the game (or application) for free they try to get you in.*
- ❖ *If the experience is addictive, users are willing to pay for extras.*

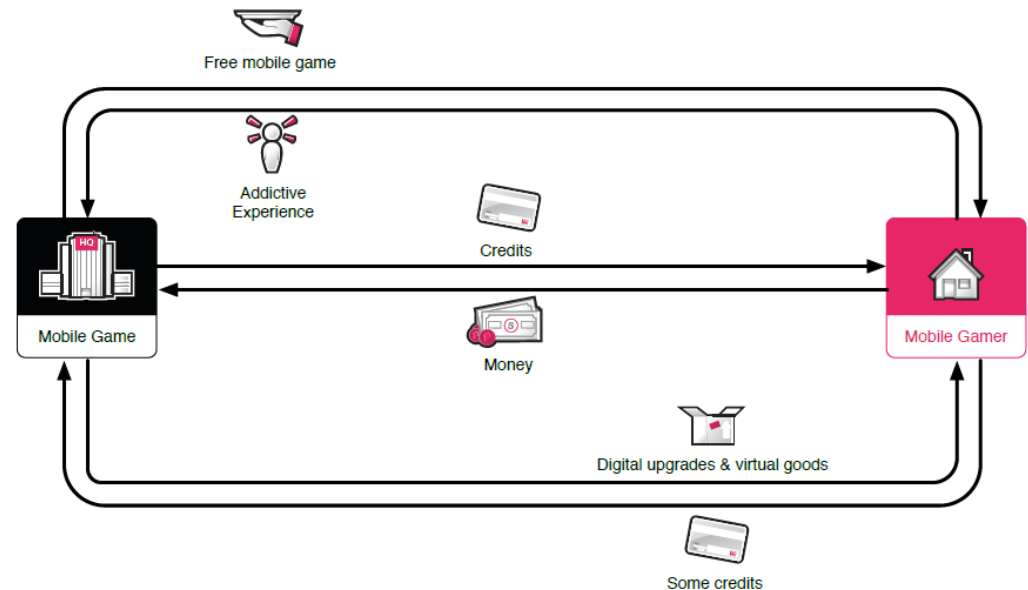


The Business Model behind In-App sales



❖ *cross-selling strategy*

❖ *Often an intermediate credit system is used to loose the real-world value perception of the virtual goods that can be bought with it.*



Quirky.com



3

Quirky.com

Example case: "Quirky raised the bar for co-creation platforms by paying out influencers. Every week 2 new products are being launched."

+500 people co-designed 1 new iPad stand*




Latest: Extended Ideation for 87 and 88

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Invent

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 3 days 01:54:41

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[Submit Any Idea](#)



Submit A Shoe Organization Product

 3 days 01:54:41

Our shoes go through quite a lot throughout the day. They get walked in, stepped on, scuffed up... then, when we get home, we toss them...

[Submit To This Project](#)

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Learn more about the Quirky process

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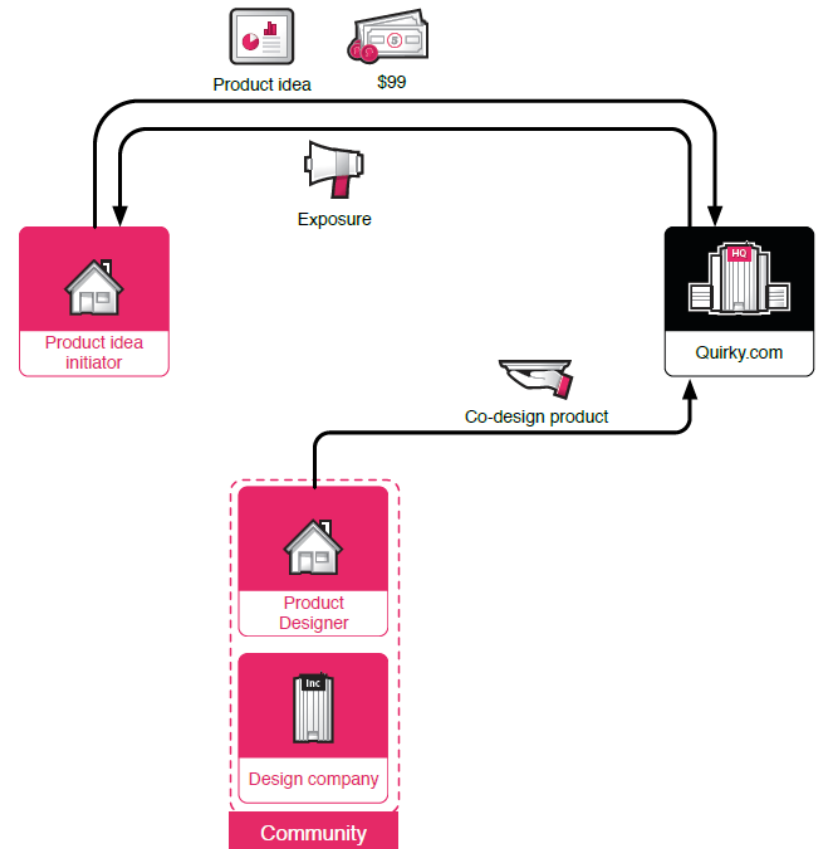
[Find out more](#)



The Business Model behind Quirky.com



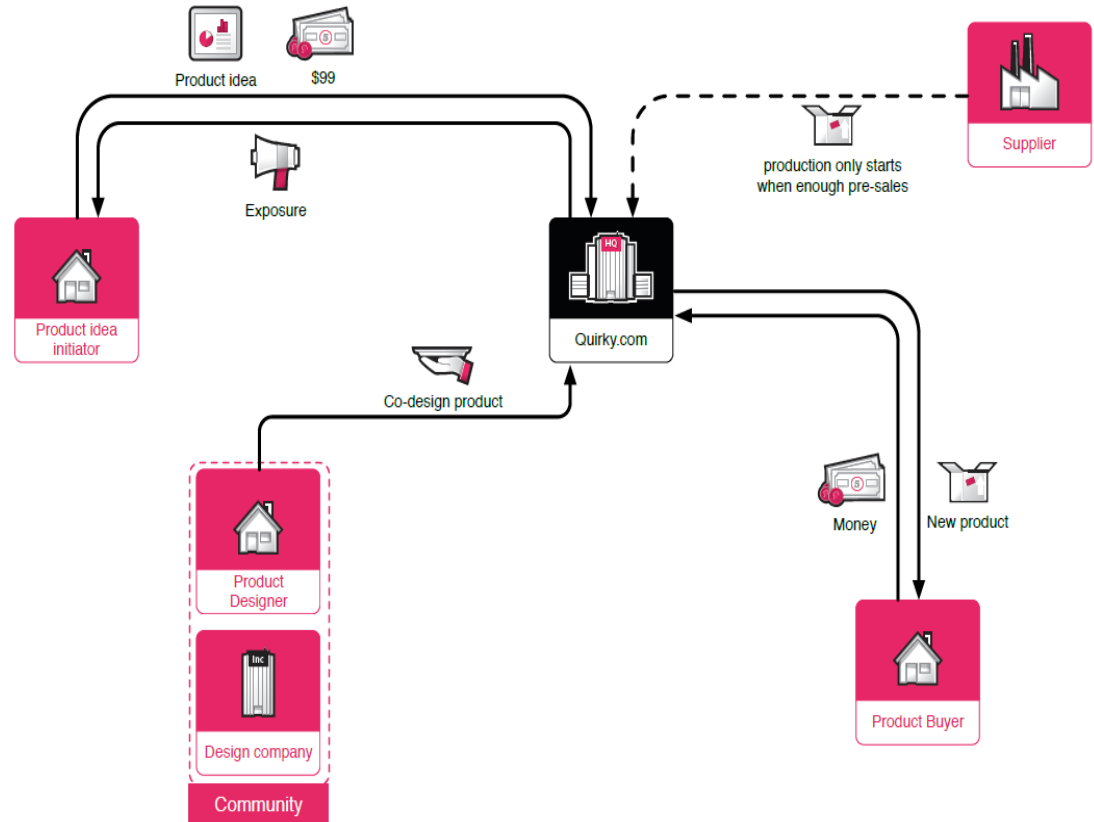
- ❖ a co-creation platform + e-shop
- ❖ Inventors pay \$99 to submit their idea to this co-creation platform.
- ❖ After selection a community of designers will co-design and improve this product.



The Business Model behind Quirky.com



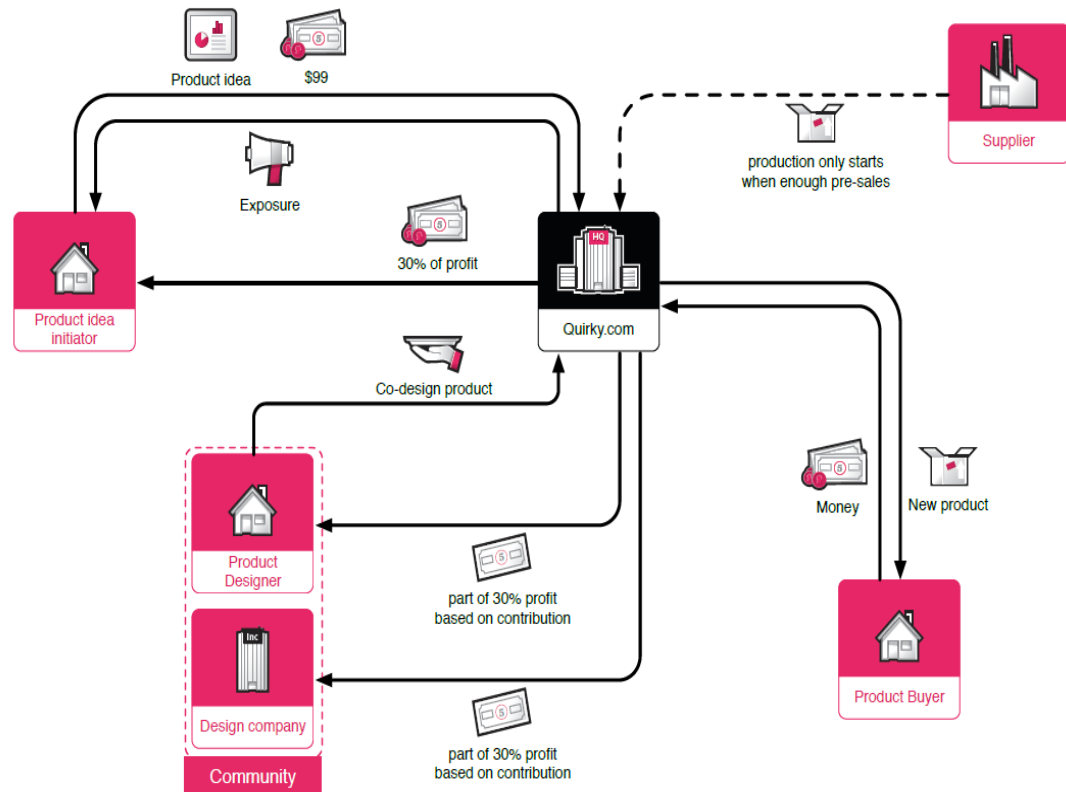
- ❖ *a co-creation platform + e-shop*
- ❖ *Suppliers will set a minimum amount on the pre-sales. If enough people buy this product, it will go into production.*



The Business Model behind Quirky.com



- ❖ **a co-creation platform + e-shop**
- ❖ Revenues from the e-shop are shared with the community.
- ❖ 30% of profit goes to the initiator.
- ❖ 30% will be proportionally divided amongst the influencers.



Airbnb.com



2

Airbnb.com

Example case: "In times when more people discover the joy of sharing Airbnb.com, swap.com and others found ways to make some cash on this movement."

+700,000 nights are already booked*



We're Hiring! | Sign Up | Sign In | \$ USD

List your space

Find a place to stay.

Rent nightly from real people in 8249 cities in 168 countries.

Where are you going?

Search

Check in

mm/dd/yyyy

Check out

mm/dd/yyyy

Guests

1



Arcadia Mediterranean Retreat - Phoenix, AZ
\$2000 / night

New! IPHONE APP



New! COLLECTIONS



TV AIRBNB TV!



How AIRBNB WORKS



As seen on:



The New York Times

TechCrunch

Newsweek

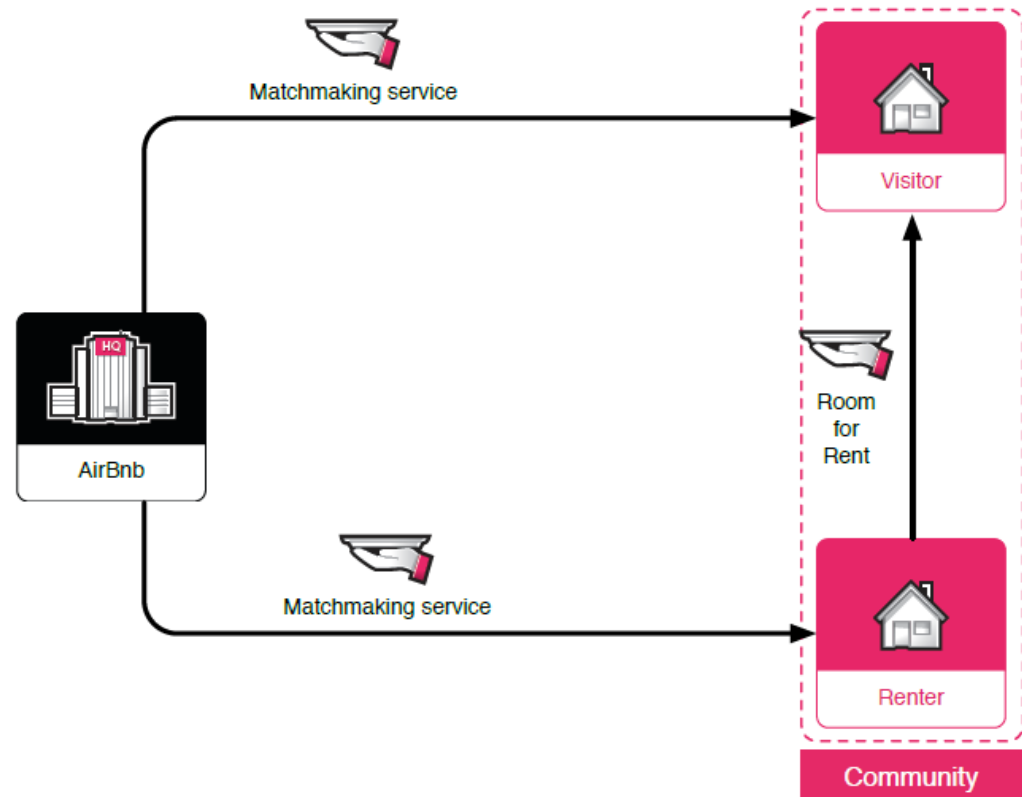
THE WALL STREET JOURNAL



The Business Model behind Airbnb.com



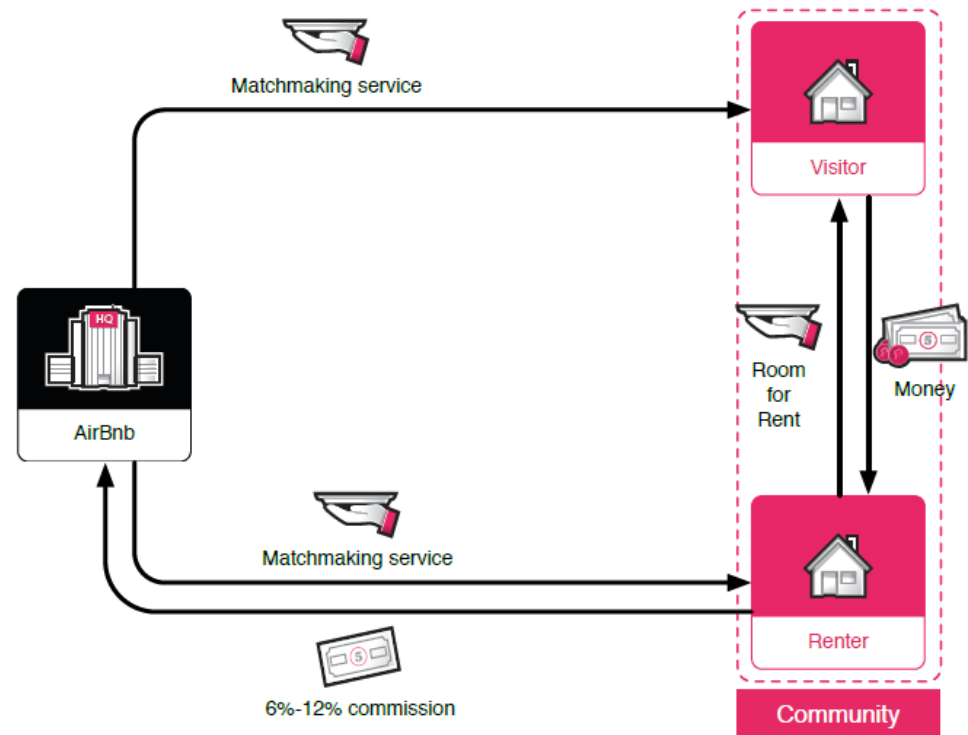
- ❖ *a one-sided matchmaking platform*
- ❖ *With this bottom-up P2P model Airbnb connects normal people so they can rent out spare rooms to each other.*
- ❖ *A professional service democratised.*



The Business Model behind Airbnb.com



- ❖ *a one-sided matchmaking platform*
- ❖ *Depending on the rental price Airbnb takes a commission up to 12%.*
- ❖ *Other platforms use posting fees when people just swap goods or services.*



Kickstarter.com



1

Kickstarter.com

Example case: "Looking for \$15,000 funding? Scott Wilson convinced 13,512 people to pledge money to develop an iPod Nano Watch."

\$941,718 was funded within 30 days

?! What is Kickstarter? We're the largest funding platform for creative projects in the world. [Learn more!](#)

KICKSTARTER Discover great projects Start your project

BLOG FAQ SIGN UP

TikTok+LunaTik Multi-Touch Watch Kits

Project by [Scott Wilson](#)

PROJECT HOME UPDATES 28 BACKERS 13512 COMMENTS 1330



13,512 BACKERS
\$941,718 PLEDGED OF \$15,000 GOAL
0 SECONDS TO GO

FUNDING SUCCESSFUL
This project successfully raised its funding goal on December 16.

PLEDGE \$1 OR MORE
Every dollar counts. If your dollar makes this a reality you will be able to have the TikTok or LunaTik online or offline someday, if successful, at an Apple near you. Be a part of making a co

SHARE THIS PROJECT WITH YOUR FRIENDS

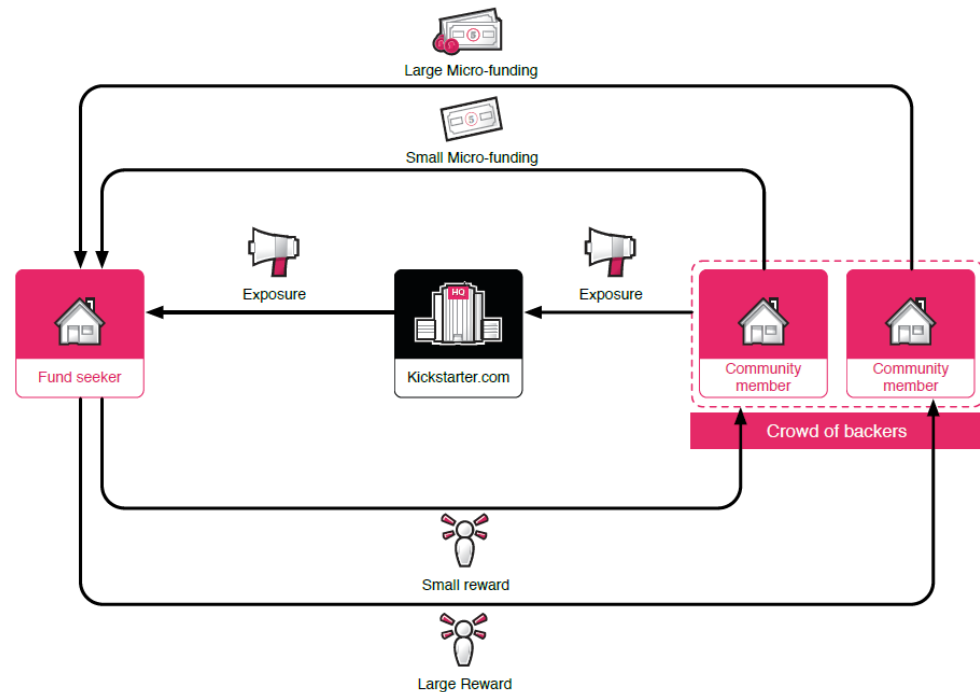
Facebook Twitter Tumblr Email

-
- The diagram shows a central black box labeled "Kickstarter.com" with a building icon. Two arrows labeled "Exposure" point from this central box to two other boxes. On the left is a pink box labeled "Fund seeker" with a house icon. On the right is a dashed pink box labeled "Crowd of backers" containing two pink boxes, each labeled "Community member" with a house icon. Megaphone icons are positioned above the "Exposure" arrows.

The Business Model behind Kickstarter.com



- ❖ *a marketplace for fund seekers*
- ❖ *Next, people who gave funding to a project idea are being rewarded (small or large) depending on the amount they pledged.*

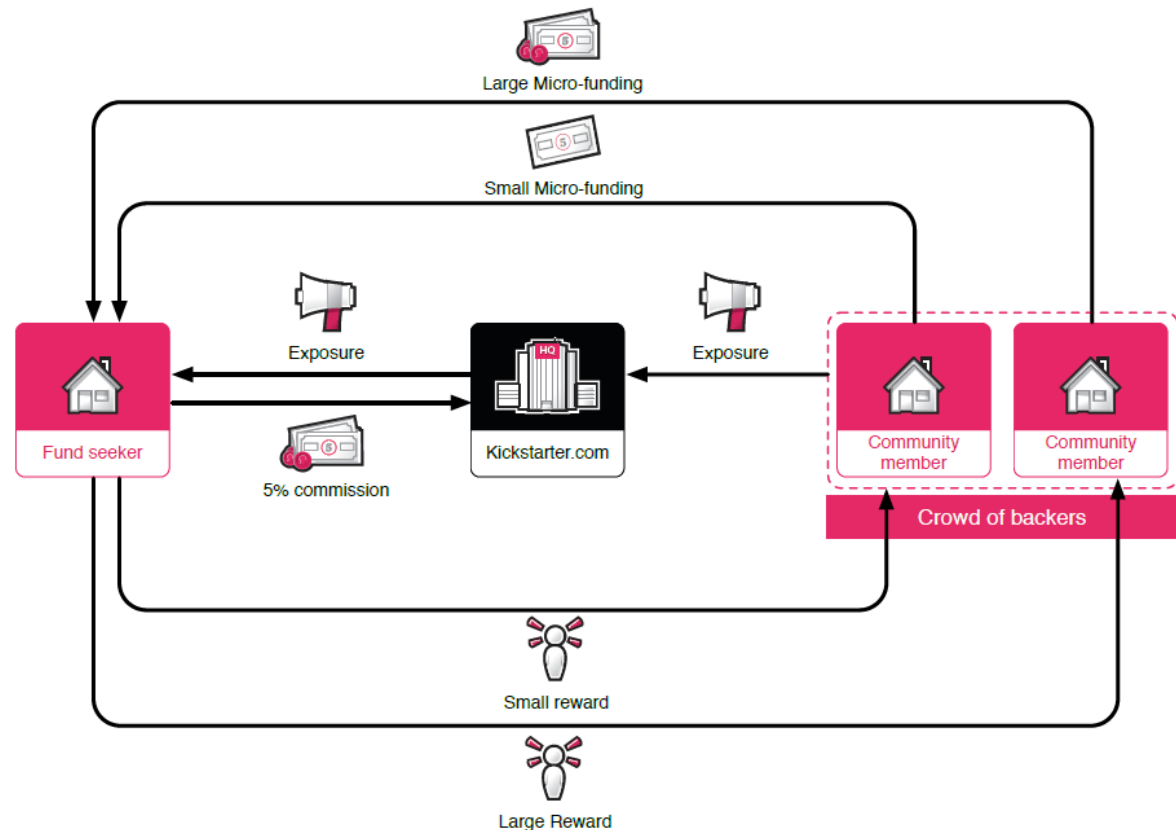


The Business Model behind Kickstarter.com



❖ *a marketplace
for fund seekers*

❖ *Kickstarter
takes 5% of the
funding as a
commission.*



Ideas ... is all that is needed!!!

