

Marketplaces and platforms

Start from nothing, grow on other people's effort

The purest version of growing on other people's effort: sellers bring the stock and the buyers, and you take a share. The hard part is the first few hundred people on each side. After that, each side markets the other.

How it earns: where the money comes from. **Who grows it:** the people whose effort brings the next customer. **Build:** Low is days, Medium is weeks, High is months.

NO.	BUSINESS	HOW IT EARNS	WHO GROWS IT	BUILD
56	Marketplace for website templates and themes	Commission per sale	Designers promoting their own items	Medium
57	Freelancer marketplace for one skill	Fee on each job	Freelancers sharing their profiles	High
58	Local equipment hire (kayaks, tools, vans)	Booking commission	Owners listing and promoting their gear	Medium
59	Tutor and instructor booking	Commission per lesson	Tutors bringing their own students	Medium
60	Second-hand gear for one hobby (canoes, cycling, music)	Listing or sale fee	Sellers sharing listings in their clubs	Medium
61	Space booking (meeting rooms, studios, halls)	Booking fee	Venue owners and repeat bookers	Medium
62	Online course marketplace	Revenue share	Instructors marketing their courses	High
63	Marketplace for buying and selling websites and domains	Listing fee and sale commission	Sellers and brokers	Medium
64	Editing and ghostwriting for self-publishers	Commission	Writers' groups and editors	Medium
65	Pet-sitting and dog-walking network	Booking commission	Sitters finding their own local clients	Medium
66	Ordering platform for local food producers	Order commission	Producers promoting to their customers	Medium
67	Add-on store for your own software	Revenue share on add-ons	Other developers	High
68	Paid community platform for creators	A share of member fees	Creators marketing their communities	High
69	Swap and barter platform for one sector	Membership fee	Members inviting trading partners	Medium
70	Crowdfunding for clubs and local projects	A share of funds raised	Campaign owners promoting campaigns	High

Where to start

- Start with the harder side, usually the sellers or providers. Buyers follow choice.
- Make the first matches by hand. It shows you what the software actually needs to do.
- Keep it to one town or one niche until both sides come back on their own.

Thinking of building one?

Most of these ideas are, at heart, a well-built website: a directory, a booking system, a membership site, a course platform or an online shop. That is the part we build. Tell us what you have in mind and we will give you an honest view of what the first version should do.

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Ideas to think with, not financial advice. What any business earns depends on the market, the work put in and many things outside anyone's control.