



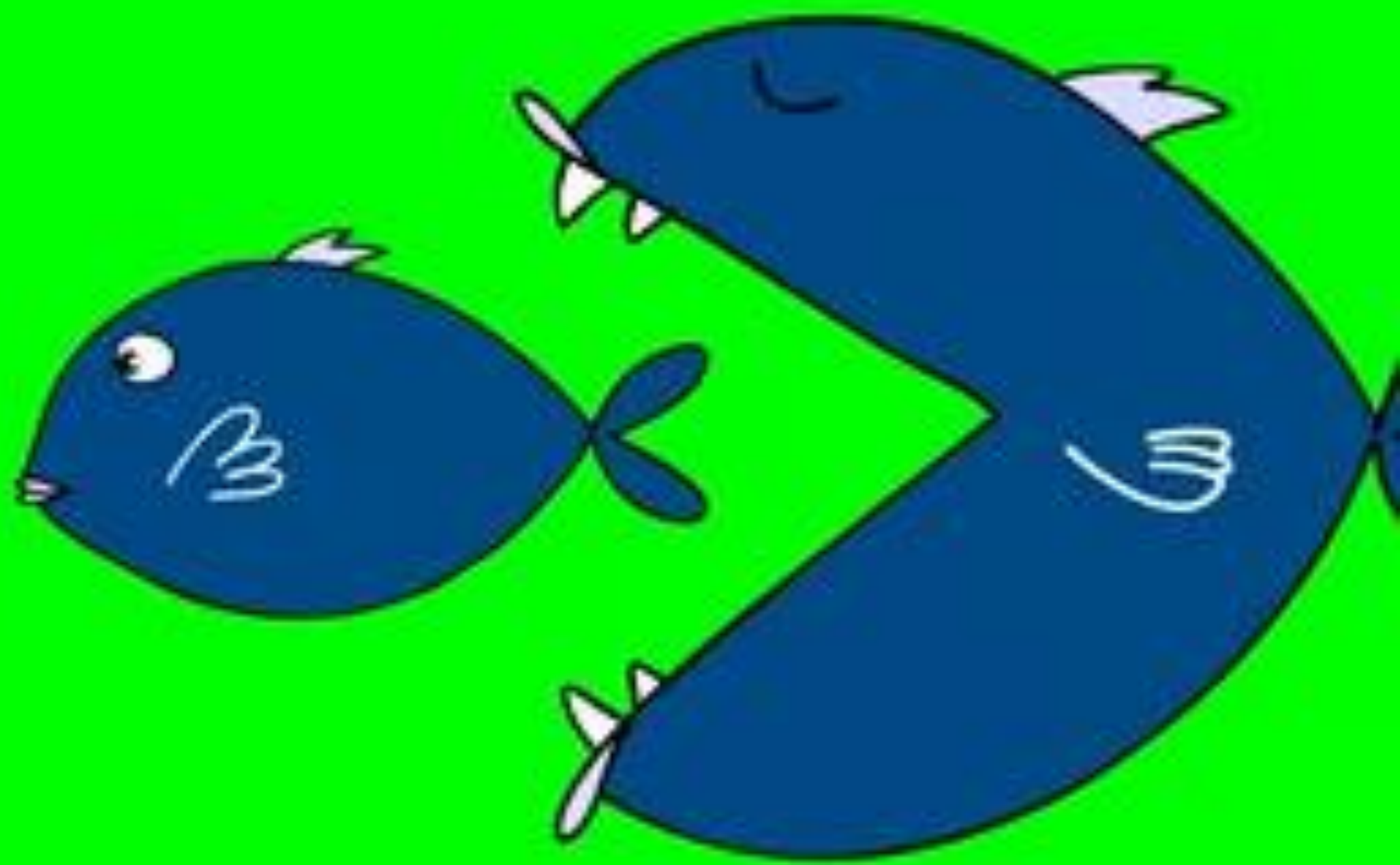
NEO Market

Imagining a World Without Middlemen

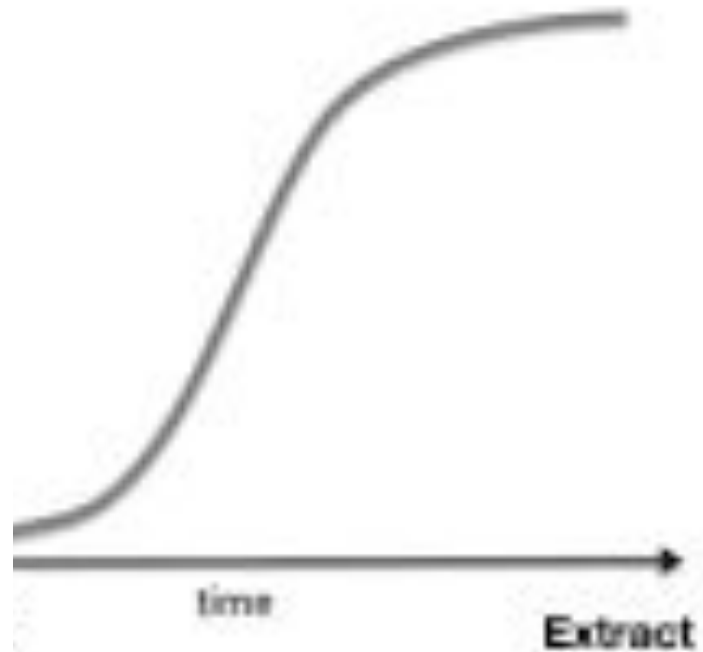
By:
Andre Reis
Melanie Tan Uy
Michiel Doesburg
Wessel Blokzijl

An abstract geometric design in the top-left corner of the slide. It consists of several overlapping lines and shapes in a vibrant green and a dark grey color. The lines are of varying thickness and are arranged in a way that creates a sense of depth and movement, extending from the top-left towards the center of the slide.

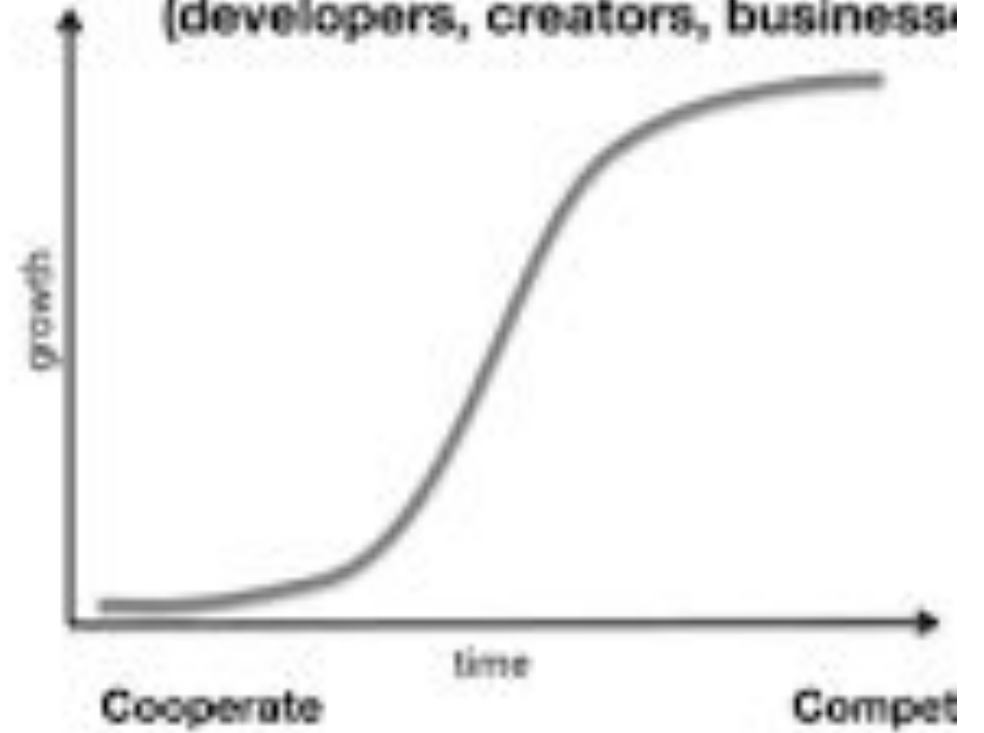
Problem



Platform's relationship
to users



Platform's relationship
to complements
(developers, creators, business)



Freedom of Association



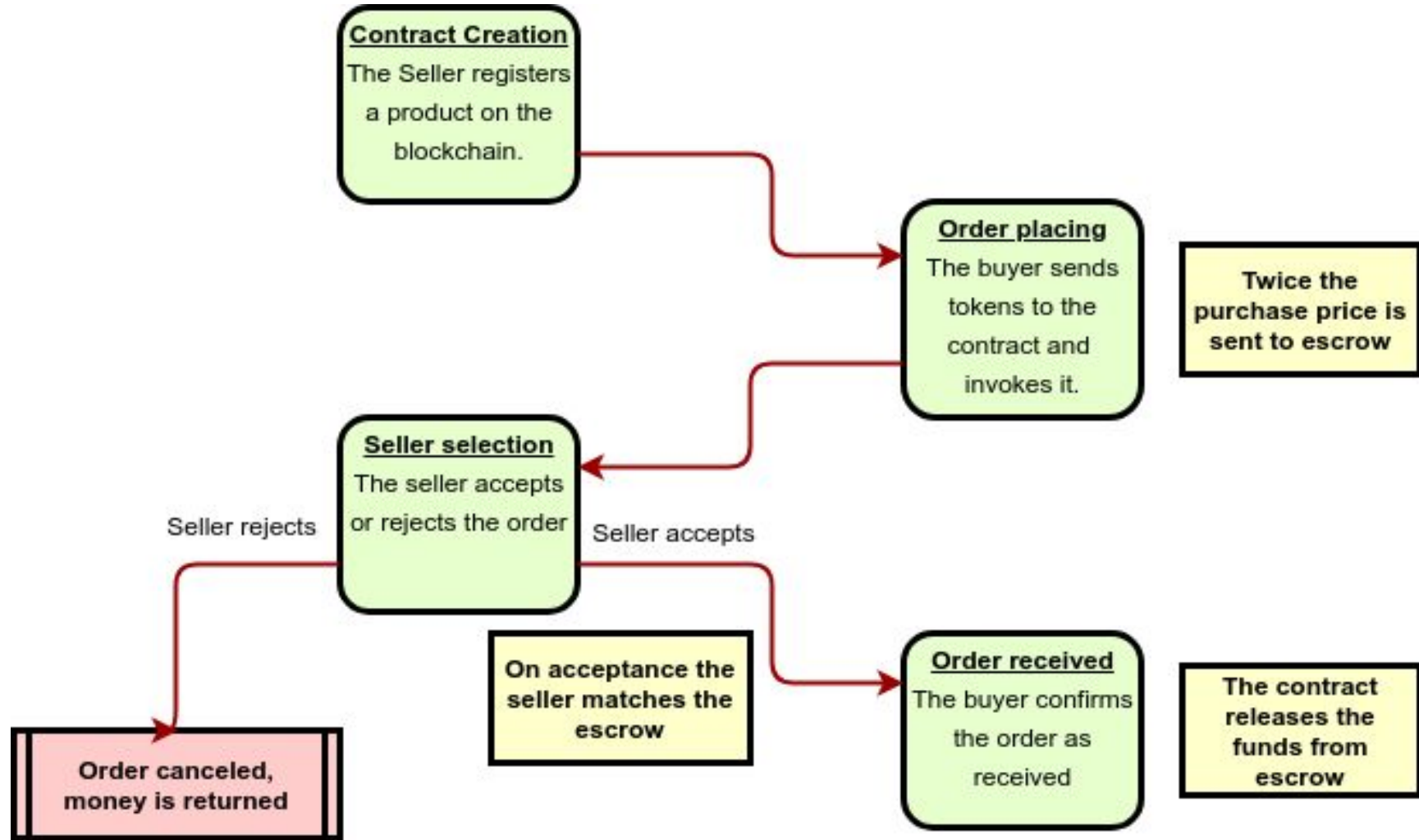
NUMBER OF DUTCH RESTAURANTS (23,000 in 2015) AFFILIATED with ONLINE PLATFORMS*

	Estimated Figures 2016/ 2017/2018
Thuisbezorg.nl	6,000
Hungry.NL	2,300
Sneleten.NL	1,800
Deliveroo	900
Uber Eats	100 (Rotterdam) – 500
Foodora (Delivery Hero)	(closed as of Aug. 2018)


* FIGURES from Thuisbezorg, Hungry and Sneleten are from ACM – Netherlands Authority for Consumers and Markets) August 2016; Figures from Deliveroo is from 2017 (<https://www.derestaurantkrant.nl/nederlandse-eetgewoontes-veranderen-door-restaurant-bezorging>); Figures from UberEats are from 2018 <https://www.missethoreca.nl/restaurant/nieuws/2017/08/ubereats-rotterdam-van-start-met-100-restaurants-101278863>



Solution




Home



Your Wallet

1HUXrCNLbtMDqcw6o5GN




Send

Receive

Sell

Buy

Sell



Your Listings


#	Price	Item	
1	1.5 MKT	Burger	Edit
2	3 MKT	Fries	Edit
3	1.3 MKT	Cola	Edit
4	1.5 MKT	Stampot	Edit

List new Item

Pending Sales

#	Price		
1	1.5 MKT	Accept	View
2	3 MKT	Accept	View
3	1.3 MKT	Accept	View
4	1.5 MKT	Accept	View

Buy



Public Listings

#	Price	Item	
1	1.5 MKT	Burger	View
2	3 MKT	Fries	View
3	1.3 MKT	Cola	View
4	1.5 MKT	Stampot	View

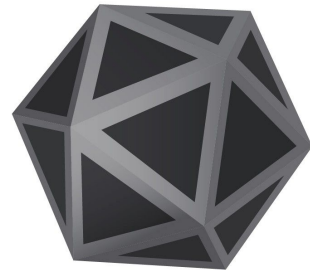
Your Orders

#	Price	Item	
1	1.5 MKT	Pizza	Confirm
2	3 MKT	Milkshake	Confirm
3	1.3 MKT	Salad	Confirm
4	1.5 MKT	Lasagne	Confirmed

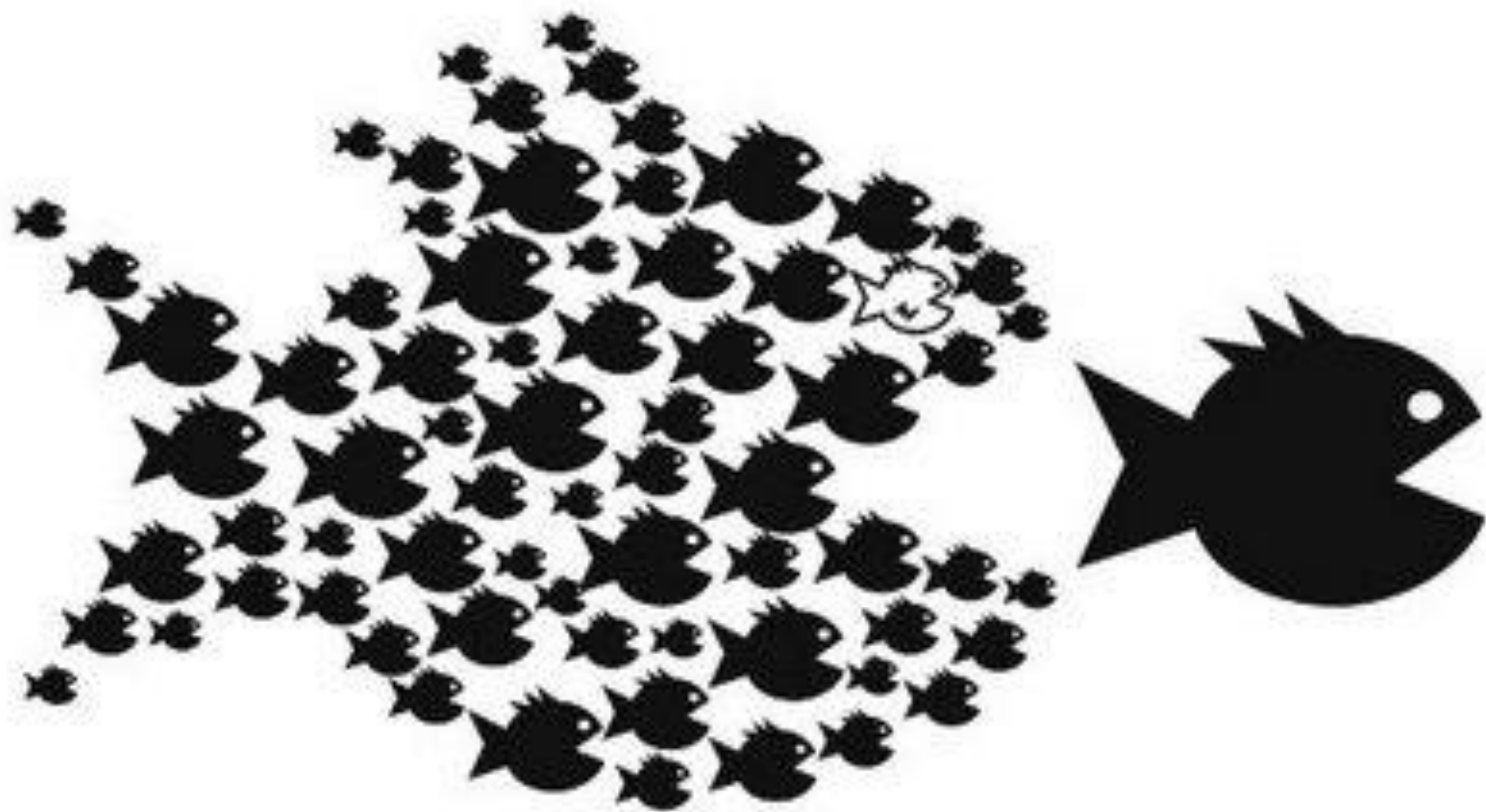


Pretty Website

Recommendation System



K L E R O S





Questions?