



## Very Quick Access to Anything

### Abstract

VQ Marketplace is a platform that allows entrepreneurs, creatives and businesses to build marketplaces, with a focus on the on-demand sector. This platform enables buyers and sellers of goods, services and spaces (car-sharing, service-based tasks, home-sharing etc. but also traditional B2B marketplaces) to connect and transact. Furthermore, We create VQ Ecosystem of Marketplaces that concentrates on boosting Network Effects between different stakeholders in the Ecosystem.

### The rise of the Sharing Economy

Due to limited resources, people are now striving to create sustainable solutions which generate not only economic prospects, but true value for both users and providers alike. The two main foundational aspects of the Sharing Economy are: the conversion of idle assets into economic opportunities, and the building of communities through the sharing of goods and services amongst one of more entities. Since its inception, the Sharing Economy concept has rapidly spread across the globe, in large part due to innovative SaaS (Software-as a-Service) solutions and the ever-growing globalization of communication platforms. This shift in economic structure has resulted in the creation and overwhelming success of several online marketplaces, spanning a wide variety of sectors, in an attempt to meet the accelerating demand. One such example is Airbnb, a peer-to-peer accommodation platform created in 2008, which had a reported value of roughly \$30 billion in 2016. Shortly thereafter Uber, a personal taxi service, was launched and now has a reported value of over \$68 billion.

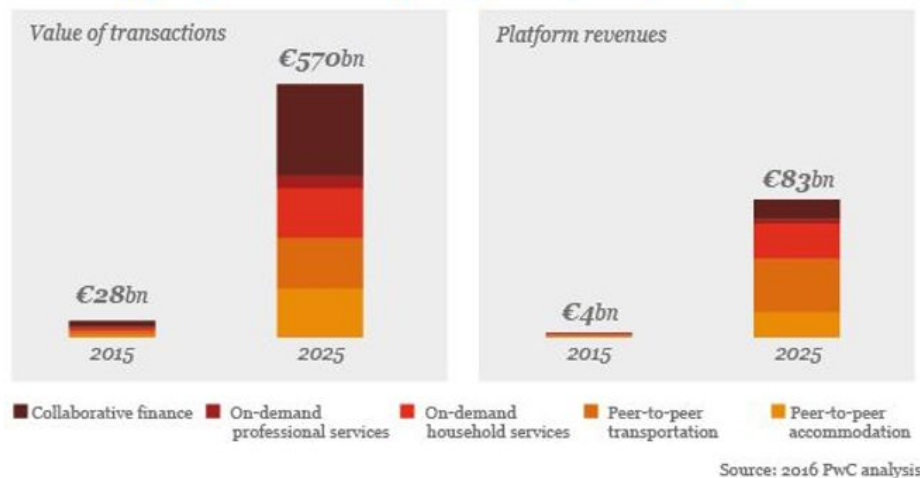
This shift has been noticed by everyone from small start-ups to globally established corporations; resulting in a need for efficient online marketplaces, which seamlessly combine supply and demand in one platform. However, the creation, implementation and maintenance of the aforementioned software is no easy task. It requires a substantial amount of time, and a very specific skill set, which can be cost prohibitive for new and smaller companies to create and sustain.

## The future of the Sharing Economy

The value of sharing is an inherent trait in human nature, our technology system will enable users to raise it to a new level. The Sharing Economy has the potential to address global issues such as: the unsustainable growth of cities and their required resources, poverty, and the degradation of community values.

From a purely financial point of view, the Sharing Economy is projected to undergo exponential growth and generate a transactional value of \$570 billion by 2025. With the growth of newly emerging online marketplaces, the market will experience a decentralization, further facilitated by Blockchain technology.

*Revenues and total transaction value facilitated by sharing economy platforms in Europe by sector, 2015-2025*



VQ Marketplace recognizes the potential of growth and the positive outcomes which can be achieved through the Sharing Economy. By enabling the creation of online-marketplaces for anyone in seconds, we empower entrepreneurs to turn their ideas into reality, helping them realize their full potential while also aiding in the development and success of the global economy.

## Common problems faced by new online marketplaces (OMp):

- Creating an OMp requires technological know-how & time. People usually lack one/both, and often do not possess the financial resources pay for professional assistance.
- People prefer to start with a simple, but well-functioning solution in order to validate their idea. This allows them to build a solid userbase prior to investing larger amounts of money.

## VQ Marketplace

- A cloud based platform which enables users to easily customize and manage their marketplace.
- A risk-free way to create a Minimum Viable Product (MVP): People have free access to a fully functional marketplace with the necessary features to allow for quick entry market entry, and idea validation, prior to the further development and growth of the marketplace community.
- Open source code and licence to build custom solutions based on the platform
- The first end-to-end marketplace platform bridging the gap between the fiat and crypto-based payments

## Our vision is to develop solutions that allow people to access goods or services without the need to own them.

We believe anyone should have quick access to anything. The Sharing Economy will play a major role in the sustainability and success of societies social and economic development by replacing 'ownership' with 'access' through peer-to-peer and on-demand platforms. We strive to further increase its effect by decentralizing the Sharing and On-Demand Economy. Our solutions will allow to bring people together and for them to interact and share with one another without the need for an intermediary. Anyone with an idea will be able to start an online marketplace and this democratization process will lead towards a more sustainable future by contributing to the social and economic growth of societies. Our mission is to connect people and to support entrepreneurs.

## Our mission is to connect people and give them a Quick Access to Anything

We empower entrepreneurs, creatives and businesses by allowing them to **create an online marketplace in seconds. Thus, they are able to quickly enter the market and validate their ideas.** This prevents the unnecessary waste of time and money on a platform or product which may potentially fail.

We will create an “**VQ Ecosystem of Marketplaces**”:

- Marketplace of Marketplace Templates - it will allow to start a copy of predesigned marketplace platforms in seconds. Everyone will be able to create a template for configuration utilizing our standards and protocols. It should lower the hurdle of starting a new marketplace, incentivise to transfer existing business model in a new geography, form local markets and increase the competitiveness in the market.
- Building a network of marketplace owners, the provider users and demand clients.
- Customer Data Sharing between Marketplaces in the Ecosystem to address better consumer needs and drive growth of the Marketplace.

- Single authenticity of users and Global rating across all Marketplaces.

Furthermore, we plan to utilize the Ethereum platform, the leading cryptocurrency platform that enables smart contracts to execute on the blockchain to further enhance the network effect of the “VQ Ecosystem of Marketplaces”:

- **Quick Access to Funding:** It will enable marketplace owners to collect funds for the further development of the marketplace by distributing tokens based on the Ethereum blockchain. Each token will hold the right to receive an equal part of the commission collected on the Marketplace.
- **Distributed Development:** Marketplace owners with an economy where developers that work on further development on the platform can receive part of the commissions collected on the platform.
- **Referrals program** - incentivising the promotion of the marketplace among peers. A referral program that offers a token recompensation with decreasing size as referrals are completed.



## Entrepreneurs need a Minimum Viable Product with the potential for growth

**Entrepreneurs need to validate their ideas** prior to investing significant amounts of money. This demand for Sharing Economy platforms can be seen in various sectors, to include: logistics, transportation, aerospace, corporate and many others. To meet the growing demand and enable entrepreneurs to quickly obtain a Minimum Viable Product (MVP), we built a marketplace platform that can support exchange and rentals of goods and services.

A crucial component to starting and maintaining a two-sided marketplace, is the efficient management and balance of supply and demand. Our aim is to provide marketplace owners with a **smart analytics dashboard**, allowing them to gain a deeper insight of their users and their respective actions. This is an invaluable tool for their marketing and sales purposes, as well as for business development.

## Marketing

**Our target group** are entrepreneurs and small business owners who want to quickly start their own online marketplace, in order to validate their ideas, in the most cost-effective way possible. Ideally, they

are between 24-44 years old, and have insufficient technical skills to start their own marketplaces in a very short time at an affordable price.

**Our marketing strategy:** We carry out both online and offline activities.

Main online activity involves content marketing. Content Marketing is centered around Marketplaces, Network Effects and Sharing Economy and the current “hype” on the market (must be connected loosely to the above stated topics). The promoting of this content is done by applying covert advertising techniques in various interest groups on Reddit, Telegram, Medium, Quora and Facebook Groups.

Offline activities include organising technical meetups centered around starting an online On-Demand platforms and networking events for Blockchain enthusiasts.

**Our current focus** is Germany and Europe, with a special emphasis on Central and Eastern Europe, where the Sharing Economy is showing substantial growth.

**Our pricing strategy** allows everyone to find a suitable solution:

- *Freemium Package:* targets people who would like to have an MVP that will enable them to go to market fast and validate their ideas. The freemium package is valid up to a certain number of users on their marketplace platform.
- *Traction Package:* targets people who have already validated their ideas and achieved the product/market fit. It costs 249€ per month and 0.05€ per month per user.
- *Growth Package:* is aiming for marketplace owners who would like to build their brand and improve their business by having a deeper insight into their users. It costs 699€ per month and 0.05€ per month per user.

**Our competitive advantage** lies within our risk-free factor:

We believe that it is important for entrepreneurs go to market with an MVP and test their idea before they build a platform that might not meet any demand. We understand their validation process may take some time and take substantial resources, even with already developed marketplace. Our competitive advantage is our risk-free offering. In this way, entrepreneurs do not have to feel time-restricted and do not pay any upfront cost. Instead they effectively build and develop their platforms with the feedback from their users by taking zero risk.

## Technology

VQ Marketplace is an open-source platform consisting of many microprojects and is built on top of several existing open-source libraries and protocols.

### **VQ Marketplace Platform**

The platform is used for running Sharing Economy and On-Demand Marketplace Back-Ends. It supports multi-tenancy and multi-applications. The supported resources include users, listings, listing requests, orders (transactions), reviews and reporting. The Platform follows RESTful standards of data exchange to allow easy and fast integration with third-party providers.

MySQL is the database of choice for VQ Marketplace Platform. Files, images and similar assets are persisted in AWS S3 buckets.

The platform integrates with Stripe - a global payment provider for fiat currency and Mandrill - a Mailchimp Service for E-Mail sending automation.

VQ Marketplace Platform is as a centralised server application build with NodeJS.

### **VQ Marketplace Web Storefront**

The Storefront can be used to connect any marketplace running on VQ Marketplace Platform. It is build with a JavaScript Framework: ReactJS.

### **VQ Marketplace Landing Page**

The Landing Page is a client component serving landing pages. It is a separate component with the purpose to enable a smooth indexing by Search Engines and increasing the score of the marketplace in the Search Results.

### **VQ Marketplace Admin Panel**

Admin panel gives insights into user and transaction data on the marketplace, allows customizing and management of the Marketplace.

## Our Partners



Innowerft is our strategic partner and also a significant shareholder. InnoWerft is the first key partner/investor and are constantly helping us in business development. FZI is a research institute for applied research in computer science from Karlsruhe.

## Get in touch with us:

You can find our products on: <https://vqmarketplace.com>

For more information about us, please visit our website: <https://vq-labs.com>

Or send us a message at: [info@vq-labs.com](mailto:info@vq-labs.com)