# THE PLATFORM DESIGN CANVAS (2.0) **PLATFORM DESIGN TOOLKIT 2.0**

# Brave Technology - 3 May 2017



### **PLATFORM OWNERS**

- Brave Technology Co-op
- The Co-op members (users, workers, investors)
- Gordon Casey





#### **Enabling Services** (Platform to Partners)

- recognition
- real-time information on activity within your own community



## **Core Value Proposition**

**Ancillary Value** 

**Propositions** 

A tool for you to request, receive, give and offer the precise act of kindness that someone else needs right here and now.



#### **Transactions**

- request help
- respond to request and provide help
- messages about request
- view and affirm acts of kindess (through platform or social media)
- monitor and analyse (anonymised) activity on platform



#### **PARTNERS**

- enterprise responders (e.g. securitycompanies, strata managers, PHS)
- enterprise requesters (e.g. schools, volunteer org's, PHS, strata residents)
- certified responders (e.g. trained first responders, city guides, counsellors)



### **PLATFORM STAKEHOLDERS**

- city governments
- platform co-op movement
- universities
- first responders
- Downtown East-side (and equivalent in other cities)



(Platform to Peer Producers)

- recognition

- greater opportunity to help (fulfilment)





- instant access to community
- curated experience of kindness



# **Empowering Services**

- access to training opportunities
- match with like-minded enterprise



# Infrastructures and **Core Components**

- increase safety and resilience

- model new ownership structures

- make manifest the abundance of

goodwill and kindness in the world

- certherapp, that ensure the platform
- web-based admin dashboard
- platform co-op design and co-op principles
- open source principles
- engaged community

di-create community

for digital platforms



## **Channels** & Contexts

- in-app
- in-person at we call channels. A
- through web dashboard
- in social media



#### **PEERS** (producers)

Individuals or entities responding to a request for help.



#### **PEERS** (consumers)

Individuals or entities making a request for help.



# PLATFORM VISION III









