

## Comparison of Characteristics of Failed vs. Active Platforms

Insight	Description
<b>Reliance on business partners</b> (cf. Resource Owner dimension)	Successful platforms rely more heavily on peer-providers as business partners than failed platforms do. 23 percent of the successful platforms offer their services to business partners vs. 16 percent for failed platforms. Perhaps business partners attract customers, as they add credibility, or perhaps successful platforms attract business partners easily.
<b>Focus on service</b> (cf. Consumer Involvement dimension)	Successful platforms provide more service to customers, as only 21 percent of successful platforms are self-service vs. 27 percent of failed platforms. This insight goes hand in hand with the decline of self-service platforms like 1000Tools, as users often value the required time efforts more than they do the benefits of self-service.
<b>Generation of direct profit</b> (cf. Profit orientation dimension)	Only 4 percent of successful platforms rely on indirect profit as their only source of income, while 11 percent of failed platforms do, suggesting that indirect profit is not optimal for the operation of the platform. Active platforms are also less likely to be free of charge. Compared to 15 percent of failed platforms, only 11 percent of active platforms are free of charge, a development that is likely to continue.