

# FlowMarkt

## 1. Introduction

- FlowMarkt tries to lengthen lifecycle of items which are not needed by their owners.
- Often only products in good condition, high value and high need are worth effort of recycling.
- Usable items, which are not worth of sending or time invested on selling, can be given free or for small fee away if communication time and delivery costs are lowered.
- FlowMarkt tries to lower transaction costs of recycling: time spent presenting object, time spent finding objects, time spent negotiating conditions, time spent delivering and packaging objects.
- Users of service are geolocated, and FlowMarkt prefers near proximity buyers, which are part of existing local communities.
- FlowMarkt can be integrated to social media and digital communication tools to connect remote users, which are part communities of interests, and thus preferably already trusted.
- Mobile service supports social sales to friends, persons sharing interests, hobbies, contacts or places with seller.
- Additional Web interface can be used as backoffice for operations, but all main operations should be possible thru mobile device.
- At the end easy entry to recycling market is enabled, and selling and buying party have trust relationship based on experience, which can be base for further sale or exchange transactions.

## 2. Expected List of Features

- Registering and presenting user
  - signup
  - profile
    - contact information
    - location
    - interests / tags
  - groups
  - connections
  - history
- Registering and presenting items
  - taking picture of items
  - giving short summary (oneliner)
  - classification using terms, tags or categories
  - restricting access to item
  - changing availability (reserved) / visibility (hidden)
  - defining sales strategy (eg. First to selected group, then all connections, then ebay)
- Finding, asking and negotiation terms of items
  - Search
  - Saved searches
  - Chat about items

- Sharing information about item with contacts (if allowed by seller)
- Integrations to other services
  - Getting connections from facebook
  - Integrations to external auction or public sites
  - Integrations to 3<sup>rd</sup> party commercial and charity organizations
- Operations should allow workflow of: registering user, presenting items sold, putting items to sale, controlling sales workflow, negotiating conditions for transaction, and possibly also rating transaction or seller / buyer.
- Signup can be done using 3<sup>rd</sup> party identity provider like google or facebook
- Profile is auto-collected from existing integrations and transactions to avoid manual editing, but user can determine which parts of profile are to be shown.
- Integrations to external parties allow charity organizations to present requests for items and conditions for taking part recycling.

### 3. Market Survey

- There's lot of partial implementations, which should be seen as complementing, not directly competing:
  - Craigslist
    - <http://berlin.craigslist.de/?lang=en&cc=gb>
    - <https://play.google.com/store/apps/details?id=craigs.pro.plus>
    - Part of sales funnel – sell there is local sale doesn't work
  - eBay / eBay kleinanzeige
    - <http://www.ebay.de/>
    - <https://play.google.com/store/apps/details?id=com.ebay.mobile>
    - Part of sales funnel – sell there is local sale doesn't work
  - soma (sorry, only in finnish)
    - <http://soma.co/>
    - Social app using facebook to log in and also supporting payment
    - supports easy listing, search, chat about items
  - Village
    - <https://play.google.com/store/apps/details?id=co.village&hl=en>
    - local “village” sales – nice idea, but doesn't seem to scale.
    - Presents near proximity services, shops, items, buyers
  - Facebook marketplace
    - <http://newsroom.fb.com/news/2016/10/introducing-marketplace-buy-and-sell-with-your-local-community/>
    - <https://techcrunch.com/2016/10/03/facebook-marketplace-2/>
    - seems to be targeting exactly to same things as I thought

- Easy, picture based, not heavy load of text, local, no payment support
- Keeping payment out lowers misuse possibilities
- Buyers and sellers are known with their real identities, which are harder to fake as they need complete identity to be built with local friends
- recyclenation and other existing recycling apps
  - <http://recyclenation.com/mobile>
  - <http://harmony1.com/free-recycling-apps/>
  - Some information for further helping to get rid of stuff if it's never sold
  - Backend services can be integrated thru links as “yellow pages” or thru api's for interaction
- Recycling Bicycles for refugees
  - <https://www.facebook.com/RecyclingBicyclesForRefugees/>
  - Fun & Games recycling activities can be presented if 3<sup>rd</sup> party charity organizations are invited to co-work on concept
- If two good things can be integrated why not?
  - <https://ankommen.eu/de>
  - Giveaways for refugees
- Integrations to social delivery systems can be also implemented
  - <https://timmi.io/>
  - Peer-to-peer delivery
- After seeing Facebook marketplace I seriously question if my idea has value over it or is it clear that masses of Facebook users are wandering to sales channel close to them – Facebooks Market.
- After all: it's possible to enforce current infrastructure and integrate facebook market also, or create systems that try to support other segments or communities, and in this way coexist with other systems

#### 4. References

- It's all about social innovation
- Don't say it's all about climate change – try to make it possible to act responsible way without getting to moral questions – recycling should be easy, fun, safe and rewarding
- Question is: is this applicable idea and worth of fuss & work to try & iterate to usable system
- See: Our approach to innovation is dead wrong | Diana Kander
  - <https://www.youtube.com/watch?v=pii8tTx1UYM>
- Trends which enable and support implementation of FlowMarkt
  - Adoption of mobile commerce
    - <http://www.gartner.com/newsroom/id/2971917>

- it's not all sales that goes mobile, but it's growing
- Mobile payment services
  - <https://techcrunch.com/2016/06/17/the-evolution-of-the-mobile-payment/>
  - mobile wallets open possibilities to ad-hoc payments – look for nfc
- Social commerce
  - <https://www.yotpo.com/blog/the-4-most-powerful-social-commerce-trends/>
  - we don't want be disturbed, but have time to help friends to find and sell items
- Progressive web apps
  - <https://developers.google.com/web/progressive-web-apps/>
  - Convergence of web apps & native apps – no google or apple store, use instantly