

bHive<sup>TM</sup> prospectus

**Want to know more?**

**[www.bHiveBendigo.com](http://www.bHiveBendigo.com)**

**Contact**

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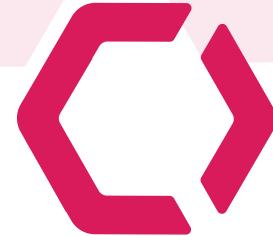
Ian McBurney 0408 512 234

# Prospectus

A unique opportunity is available to become one of the founding supporters of a collaborative economy for Bendigo: bHive Cooperative.

This prospectus provides an overview of the concept, budget, an implementation plan, key timelines and how you can be involved.

The bHive project team wish to thank you for taking the time to review and consider this initiative and look forward to welcoming your involvement.



online sharing,  
trade, equity.

## The bHive platform

### bHive concept overview

bHive is a new cooperative for Bendigo, an online platform that will allow local enterprises and people to own Bendigo's sharing economy.

Likely enterprises supported by bHive include car sharing, bike sharing, stuff sharing, peer-to-peer energy, skill sharing, time banking, food sharing and peer-to-peer lending. These enterprises will generate income and profits that will be reinvested back into the local economy.



### bHive objectives

- Provide the technology that allows Bendigo to run peer to peer sharing enterprises
- Stimulate local spending, investment, work, entrepreneurship and connections
- Reinvest locally to build an economy based on shared health, wellbeing and prosperity



## The bHive Cooperative

The first platform cooperative in Australia

**The world has created the online technology needed to implement the 21st century version of the local market: the platform cooperative.**

This digital platform — a website or mobile app that is designed to provide a service or sell a product — that is collectively owned and governed

by the people who depend on and participate in it.

You may be familiar with international platform cooperatives like Fairmondo, Stocksy, Modo, Enspiral, and PowerLedger. bHive will be the first Australian platform cooperative.

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### Cooperatives – nothing new for Bendigo

**Bendigo was home to many cooperatives in the 1800s. We had brewing cooperatives, butter cooperatives and cheese cooperatives.**

The Bendigo Bank evolved from a building society, with locals seeking ways to help miners buy their own homes.

The Bendigo Fruit Growers Cooperative Society began in 1889.

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### Why bHive?

The Beehive Building on Pall Mall housed Bendigo's Mining Exchange, purpose built to service Bendigo's new gold rush economy. This bHive is being designed to service the next economic boom for Bendigo: our sharing economy.

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### Preventing sharing economy exploitation

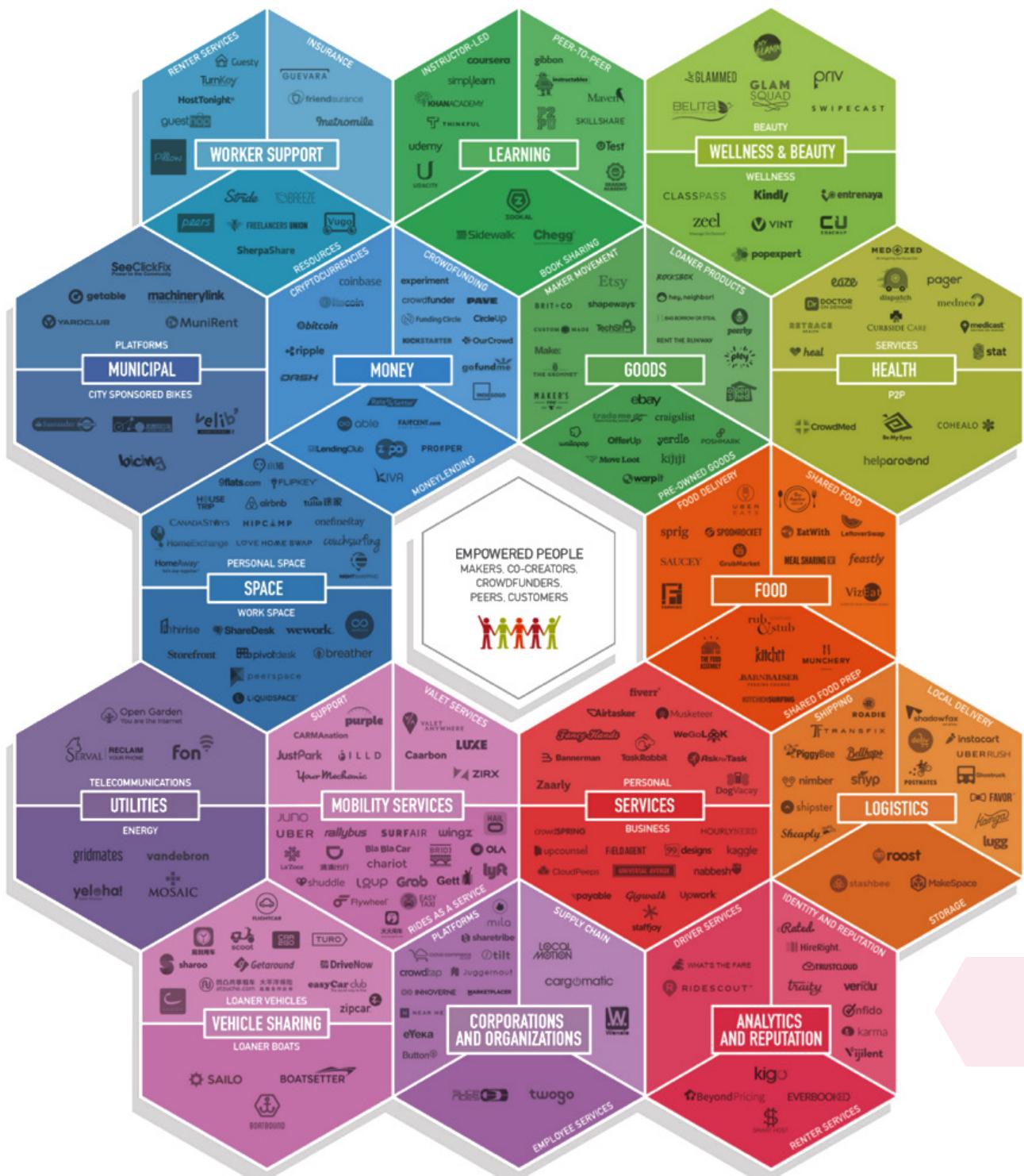
**The most famous operators in the sharing economy are Uber and Airbnb. These user-friendly platforms have revolutionised taxis and hotels by providing cost effective, convenient and trustworthy services. They also allow people to avoid taxes and regulations.**

The bulk of the value they generate goes to investors and management who live far away from the world wide communities in which they operate.

The platform cooperative overcomes the problems of these well known enterprises, because the people who use the platform, own it too. Imagine that Uber was owned and run by its drivers, or that Airbnb was owned and run by its hosts. Platform cooperatives allow local owner operators to protect the social and environmental fabric of their communities, while making a living and contributing goods and services to their communities.

## The range of sharing platforms

**This image, made earlier in 2016, shows the scale and variety of the online sharing economy.** It is now in every economic sector. Have a look at the platforms that already exist and imagine Bendigo people and organisations creating these services for Bendigo.



With input from: Carl Bohlin, Matt Case, John Cass, Emily Castor, Shelby Clark, Lisa Gansky, Julie George, Neal Gorenflo, Greg Hedges, Bill Johnston, Karen Khounthavong, Alex Lassar, Gregory Leproux, Angus Nelson, Andreas Pages, Shervin Pishevar, Augie Ray, April Rinne, Jeff Rodman, Alexandra Samuel, Jamie Sandford, John Sheldon, Arun Sundararajan, Brian Solis, Julie Viola, Mike Walsh, Jonathan Wichmann, and Vision Critical.

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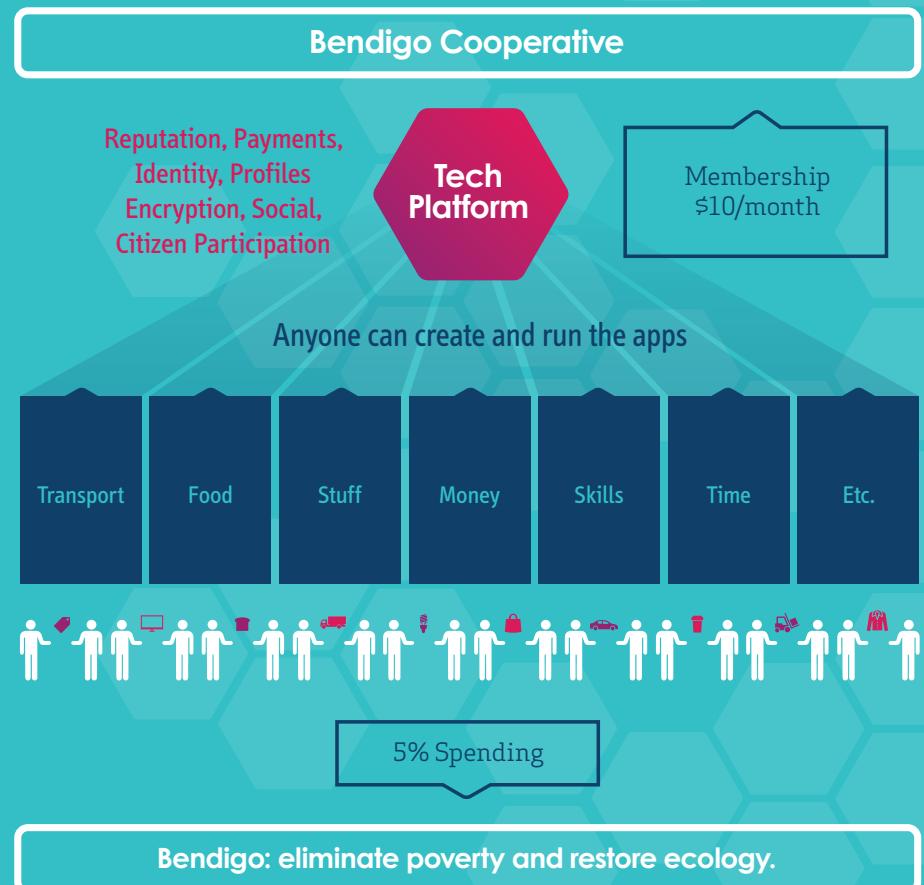


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# The bHive Cooperative model

A cooperative is an organisation owned by its members.

The bHive Coop constitution will ensure that the bHive platform is always owned by Bendigo, with the results flowing back into our community.



## The team so far

<b>Ian McBurney</b> Founder	Relationships, education, engagement, capacity building, funding, strategy and model design
<b>Clare Fountain</b> Business Development	Planning, financials, model design, operations, systems and relationships
<b>Marcus Turnbull</b> Technology Development	Platform and technology design
<b>Dale Harris</b> Branding & Design	Logo design, web design, identity development, naming and brand architecture
<b>Bryley Savage</b> Strategic Communication	Marketing, PR, storytelling, media, social media, publishing
<b>Claire Flanagan-Smith</b> Strategic Thinker	Prospectus development, model design, governance, strategy and relationships
<b>Julie Miller Markoff</b> Governance Guru	Governance, model design, change management
<b>Steven Abbott</b> Platform Entrepreneur	Marketing, networks, fundraising, strategy and relationships

# Implementation plan

**The following plan summarises the implementation that will allow the project team to transparently and effectively set up and operate bHive from now through to launch.**

Our mission is to have a fully operational platform by 2019. Using cooperative rules, the budget and financial transactions of bHive will be freely available to all members. With that in mind, a summary of our budget is included in this plan.

Our implementation plan has five discrete phases following the pitch night through to the operation of a fully functioning platform cooperative. The implementation plan contains tasks and timelines, with a particular focus on Phase 1: Create the foundations.

Phase	When	Outcomes	Est. budget
<b>1. Create foundations</b>	End 2016	1.1 Branding and key documents 1.2 Gather first supporters 1.3 Set up cooperative entity 1.4 Design online platform infrastructure 1.5 Education and public story telling 1.6 Seek and secure funding	Base = \$46,000 Ideal = \$138,000
<b>2. Build structure</b>	Mid 2017	2.1 Build platform technology 2.2 Seek local sharing service enterprises 2.3 Seek cooperative investors 2.4 Education and public story telling 2.5 Continue fund raising	\$500,000
<b>3. Launch bHive coop</b>	2019	3.1 CrowdFund membership, 3.2 Launch bHive 1.0 with two sharing services 3.3 Build enterprise capacity 3.4 Grow usage	\$355,000
<b>4. Sustain platform</b>	2024	4.1 Reach 8,000 Members, \$1M membership revenue, financially sustainable, repay investors 4.2 Support five or more sharing services, \$2.8M spending on platform 4.3 Launch charitable fund with \$300K	Self sustaining
<b>5. Catalyse Big Shift</b>	2030	4.4 20,000 members, \$2.4M membership revenue 4.5 25 sharing services, \$43M spending on platform 4.6 Charitable fund provides \$8M annually 4.7 Enable Platform Participatory democracy and shared decision making 4.8 Ecosystem of cooperatives with shared agreements in Bendigo	Self sustaining

## Phase 1 budget breakdown

Outcomes	Base budget	Ideal budget	
<b>1.1 Branding and key documents</b>	<ul style="list-style-type: none"> <li>Commission branding</li> <li>Develop implementation plan, prospectus and detailed budget</li> </ul>	\$8,000	Same as Base \$8,000
<b>1.2 Gather first supporters</b>	<ul style="list-style-type: none"> <li>Pitch night</li> </ul>	\$2,000	Same as Base \$2,000
<b>1.3 Set up cooperative entity</b>	<ul style="list-style-type: none"> <li>Pay for professional advice and entity fees</li> </ul>	\$8,000	\$8,000
<b>1.4 Design online platform</b>	<ul style="list-style-type: none"> <li>Domain registration</li> <li>Technology design</li> <li>Platform technology foundation development</li> <li>Project management</li> </ul>	\$10,000	Base + <ul style="list-style-type: none"> <li>Next stage platform development</li> <li>Develop business partnerships to facilitate sharing enterprises</li> </ul> \$10,000 \$20,000 \$30,000
<b>1.5 Education and public story telling</b>	<ul style="list-style-type: none"> <li>Conduct 1 community workshops</li> <li>Write and maintain blogs</li> <li>Maintain social media</li> <li>Setup website</li> </ul>	\$10,000	Base + <ul style="list-style-type: none"> <li>Conduct 3 additional community and partner workshops, including speakers and expert input</li> </ul> \$10,000 \$20,000
<b>1.6 Seek and secure funding</b>	<ul style="list-style-type: none"> <li>Philanthropic applications</li> <li>Work with first supporter network to raise funds</li> </ul>	\$8,000	Base + <ul style="list-style-type: none"> <li>Intensive grant applications</li> <li>Attract cooperative investors</li> </ul> \$8,000 \$12,000 \$10,000
<b>Total</b>		\$46,000	\$138,000

## Why support bHive

**As a founding supporter you will be helping establish an exciting Bendigo project that will transform the local economy.**

To be a cooperative, rather than a business owned by a small group, bHive Cooperative requires support from a wide group of Bendigonians. Given our City's history of entrepreneurship, social activism and inventiveness, we are confident that bHive is an initiative that will take off.

Many people have paid to get their name on a chair at the theatre or a brick in a path, this is your chance to get a coat in the wardrobe of the new Bendigo collaborative economy. By getting in now, with a small investment, you will be listed prominently as a Founding Supporter on the website forever.

bHive needs ambassadors, patrons and people who can share a wide range of skills.




# Expression of interest

Please complete the below form to register your expression of interest in bHive.

## CONTACT DETAILS

Name:

Email:

Phone:

## TYPE OF SUPPORT

### How I would like to support bHive



#### Share skills

bHive will need a broad range of skills including legal, accounting, grant writing and lots more. Let us know what you can offer, and we will try to match you up with some tasks.

Skills/expertise I can offer:



#### Become a founding patron

bHive will need money to fund the development of the platform cooperative up to launch. Let us know what you would like to pledge and we will get in touch.

I pledge  \$500  \$1000  \$2000 to help create the bHive Cooperative.

or  I'm not sure what I'd like to pledge yet, but I am interested in pledging.



#### Be a bHive ambassador

bHive needs people to advocate for this exciting initiative, let us know if you would like to talk about ideas. Alternatively, get out and talk it up.

I would like to talk to you about some ideas.

I know someone who would be really interested in this.

Who can we talk to? (contact details for potential funders / patrons / team members):



## Sharing Hive



## Giving

You have **\$550** to give.



## Carshare

John has booked your car at 4pm.



## BSG Energy

You have **\$440** credit.

## Available Apps



## Transport



## Money



## Energy



## Work



## Stuff



## Food



## Spaces



## Logistics

## Firstname Lastname

 60%[Profile](#) | [View](#)[Reputation](#) | [View](#)

## Social Hive



## Village Hive



Jenny's baby is born and Caitlin has created a Cooking Roster.



Steve: My lemon tree is full! 



Let Jane know if you can help with her Backyard Blitz.

Steve, Joel and 4 others are helping.

## City Hive



## Bike Bendigo

Lorem ipsum dolor sit amet adipiscing.



## Bendigo Sustainability

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## City of Greater Bendigo

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