

LIQUIDITY STRATEGY CANVAS

PLATFORM DESIGN TOOLKIT 2.2

notes

CONSTRAINING				ESSENTIAL VALUE PROPOSITION QUESTIONS		
Framing the canonical unit				Addressing the most pressing questions on the value proposition		
Relevance of geographic elements	Is the p/s relevant only if producer and consumer share a certain geography? Or in general what's the role of geography in influencing the consumption?	Other product/service category or other key differentiators that may represent other dimensions of categorization	What are other dimensions along which a categorization of services can be expressed?		Supply side	Demand side
Main product/service categories	What are the main different categories of products or services that the platform wants to feature? Which one of those is the most suitable to start with?			What are the key fragmentation issues that the value proposition fixes?		
				What is the best available alternative?		
				Is the platform addressing the most valuable and/or frequent use case?		
Focut at launch <small>Fill up the circles to express how important is the specific aspect and describe it in the remaining space. The amount of importance will give you a good hint on where you should be focusing at launch.</small>				KEY ENGAGEMENT DIFFERENTIATORS		
Supply side		Demand side		Supply side		Demand side
Is the Supply extremely qualified?		Is high trust required to establish the relationship with suppliers?		Minimum amount of orders and other key differentiators for supply engagement	Minimum inventory depth inside the canonical unit and other key differentiators for demand engagement	
Is there a high Onboarding investment needed?		Is the Lifetime Value of the Demand provider extremely high?		Describe here all the differentiators that you may have identified from interviews and other experiments that are essential to keep your suppliers engaged.	Describe here all the differentiators that you may have identified from interviews and other experiments that are essential to deliver a rich value proposition to your demand side, ensuring a good performance in search to fill, time to fill ratio.	
Is dramatic habit change needed?		Is dramatic habit change needed?				