

Navigating The New Matchmaker Economy

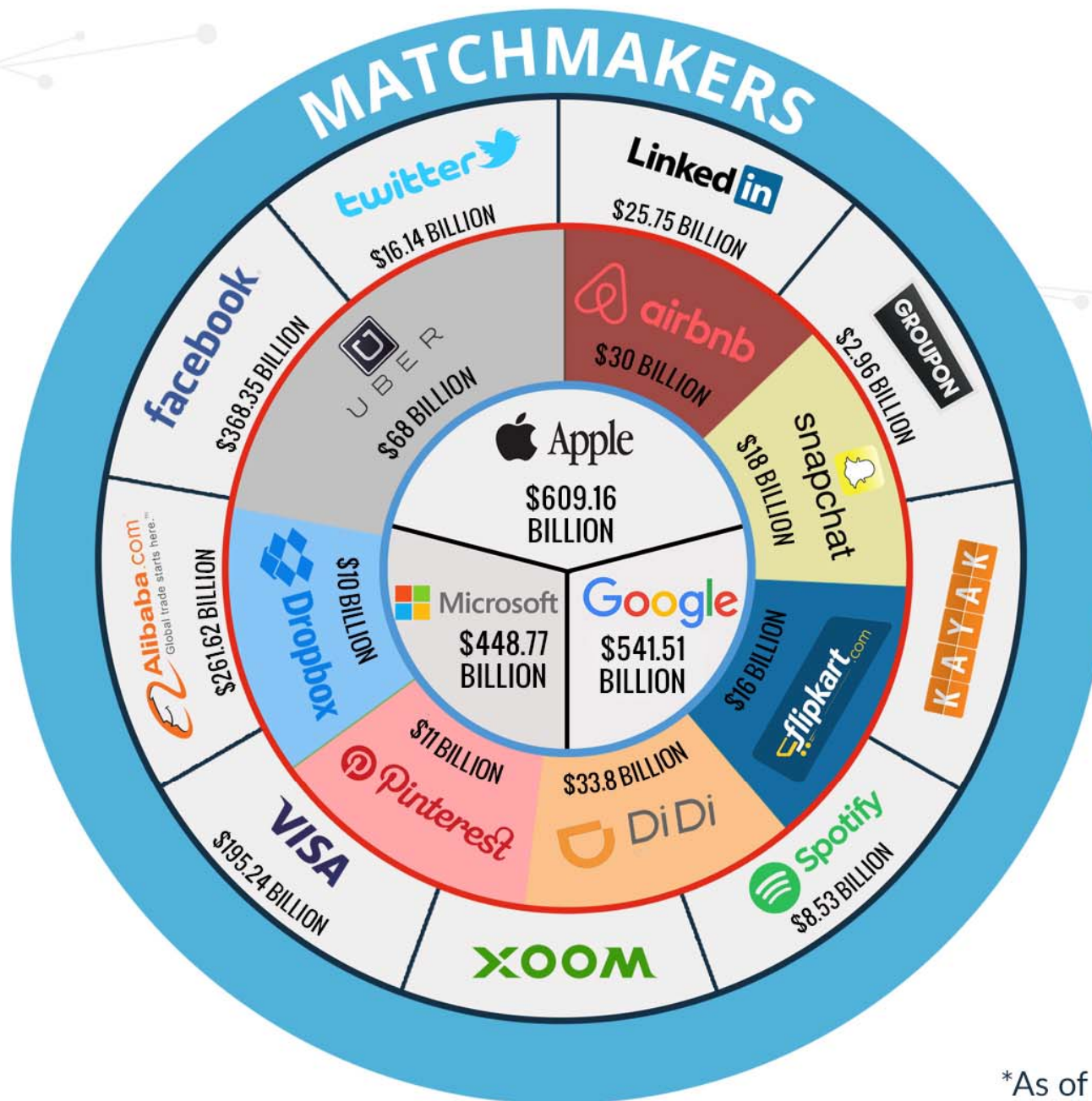
**HOW ONE OF THE OLDEST BUSINESS MODELS IN THE WORLD
IS USING NEW TECHNOLOGY
TO TRAMPLE TRADITIONAL BUSINESSES,
DRIVE INNOVATION,
— AND —
CREATE NEW SOURCES OF VALUE**



David S. Evans
Founder, Market Platform Dynamics



What Do All Of These Different Companies Have In Common?



*As of October 1st, 2016

The Role Of The Matchmaker

Matchmakers operate virtual or physical platforms that make it easy and efficient for people and businesses to connect and exchange value



Westfield

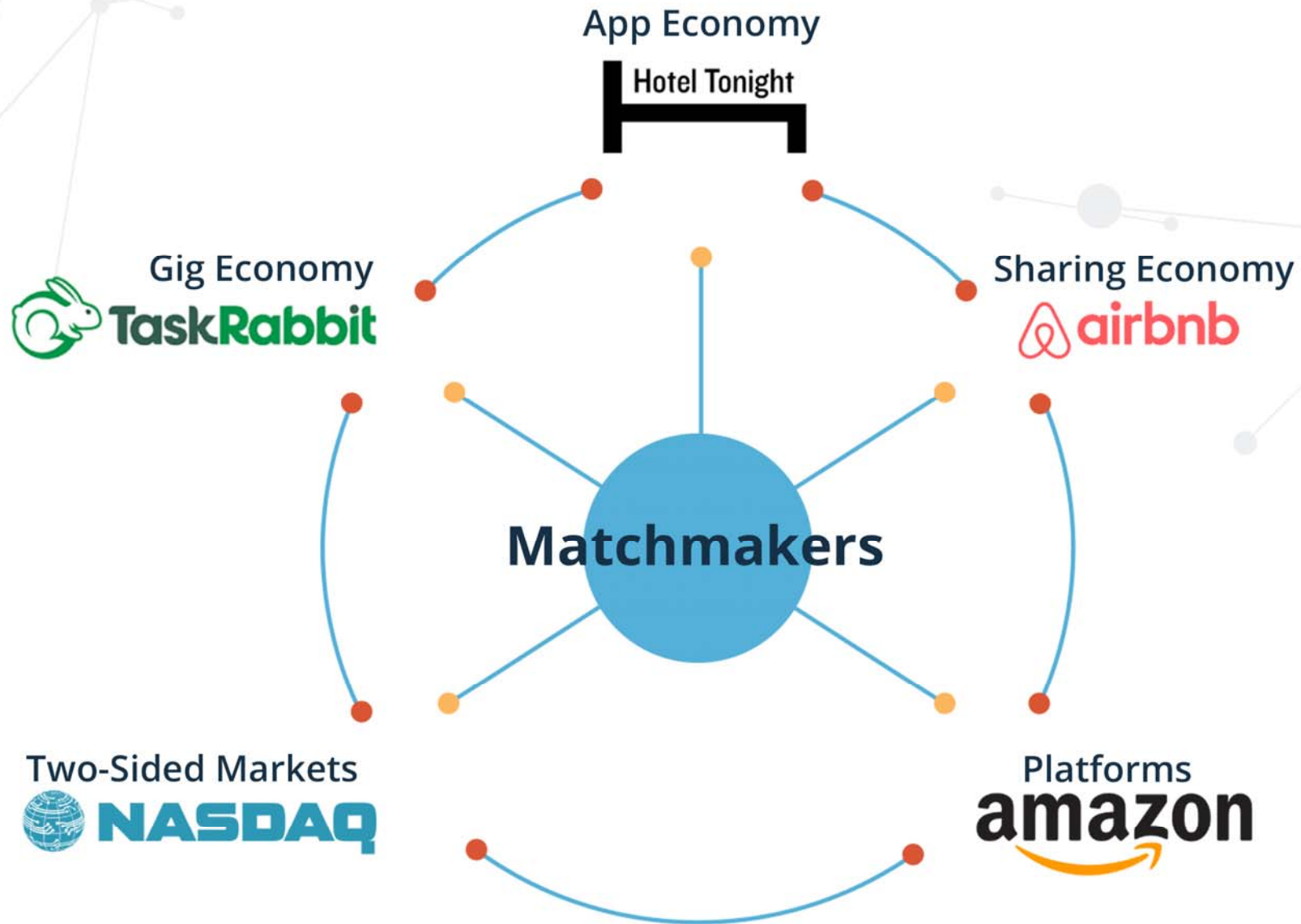
 U B E R



VISA



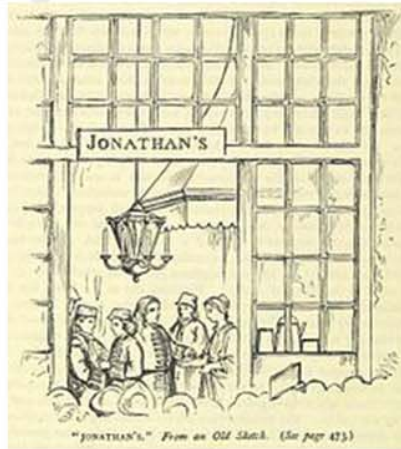
All Roads Lead To Matchmakers



And Matchmakers Are Embedded In The Fabric Of Life



But These Power Brokers Aren't New



London
Stock Exchange

200 years ago



Microsoft

30 years ago

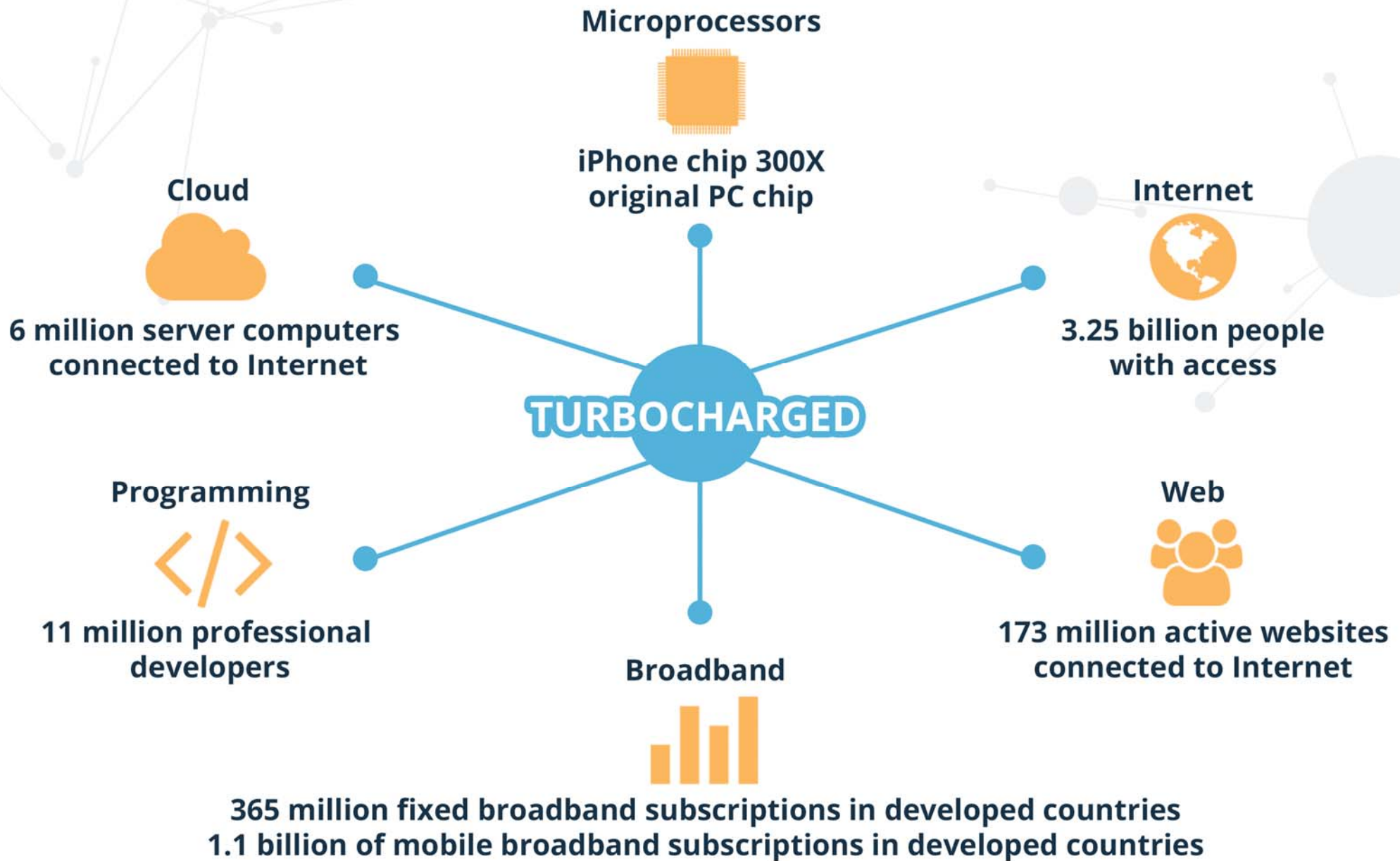
3000 years ago
Emporion



50 years ago



Today, Though, These Power Brokers Are Turbocharged



The Scale Of Global Matchmaking Is Simply Breathtaking

1 Trillion+ Google searches a year

Google

98.4 Billion Visa transactions a year

VISA

25 Billion+ Apple App Store downloads a year



2 Billion+ Uber rides so far

UBER

1 Billion+ Facebook users a day

facebook.



Matchmakers Play By Different Rules



Supply access,
not stuff.



Fight friction through
easy and efficient design.



Build critical mass of participants,
and ignite, or fizzle out and die.



Subsidize some to participate through
free offers and even rewards.



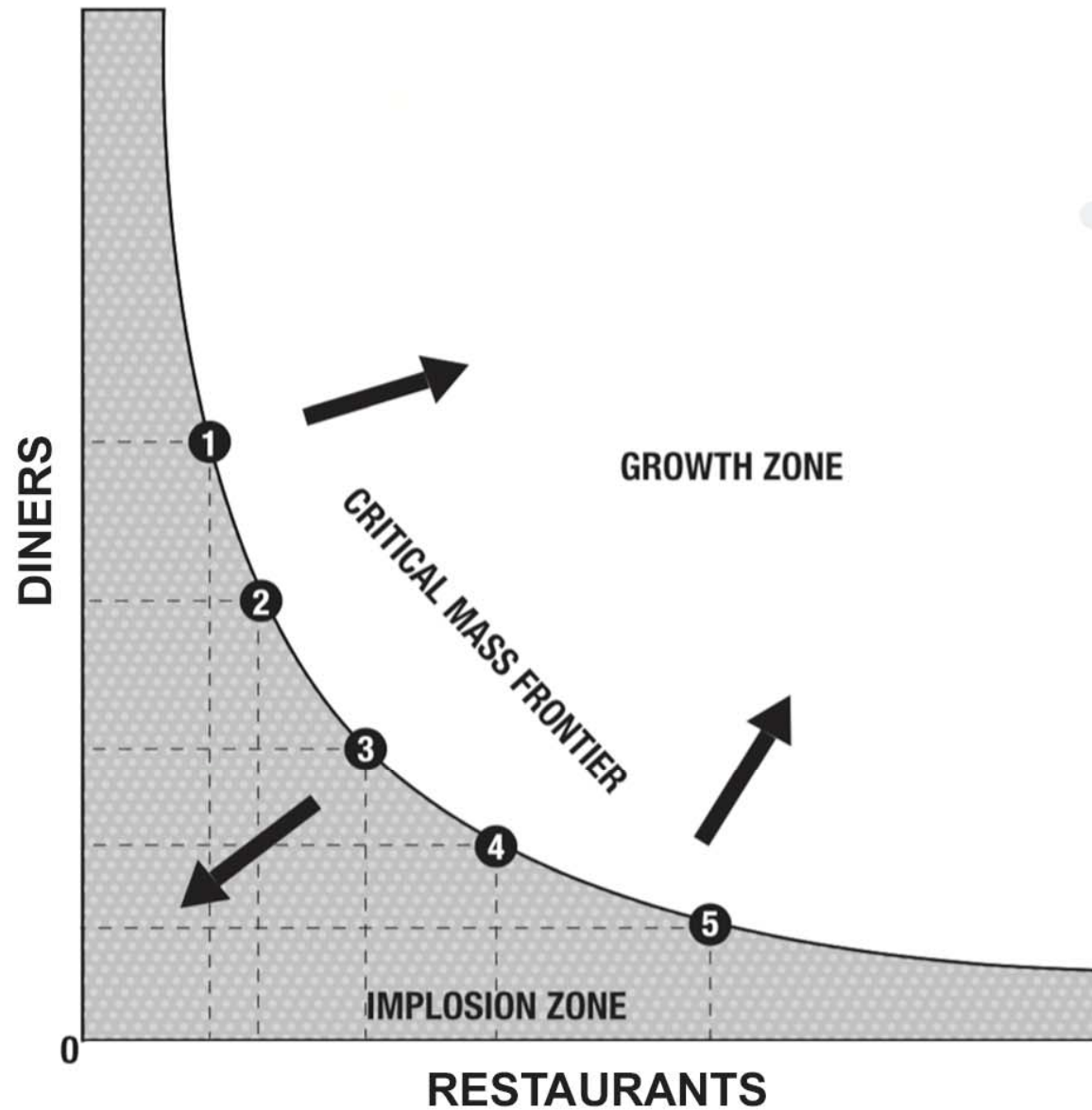
Make rules, and enforce them,
to prevent bad behavior.



Make profits by taking a piece
of the value of the match.



The Matchmaker Desert: Getting to Critical Mass



Creating A Matchmaker Looks Easy - But Few Succeed

B2B Exchanges: The Killer App Circa 2000



\$6.3T transactions by 2005



\$4.5T transactions by 2005

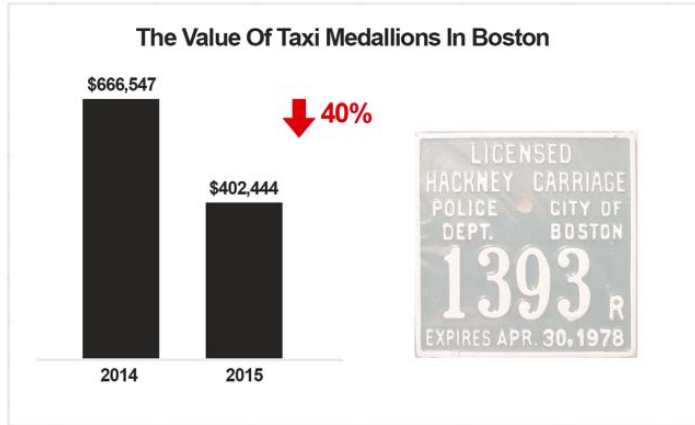


and 1000+ more just like them

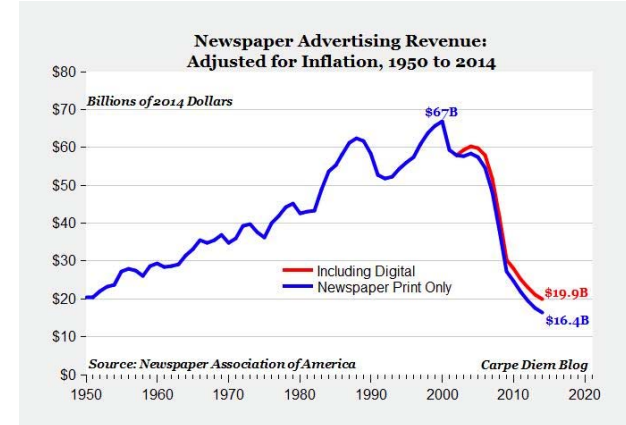


Turbocharged Matchmakers Are Upending Traditional Businesses

The Taxi vs. Uber



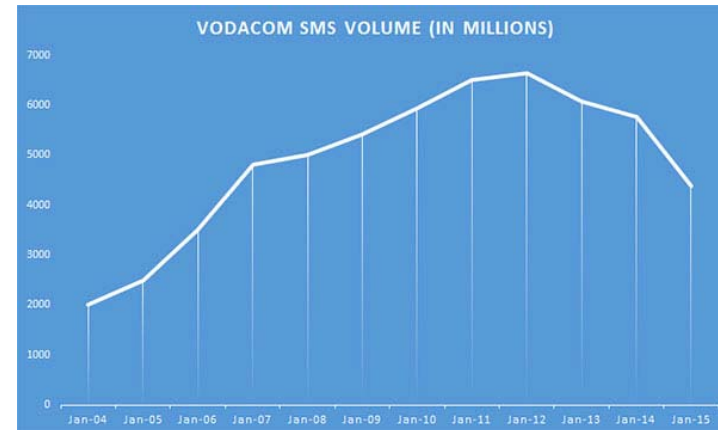
Newspaper Advertising



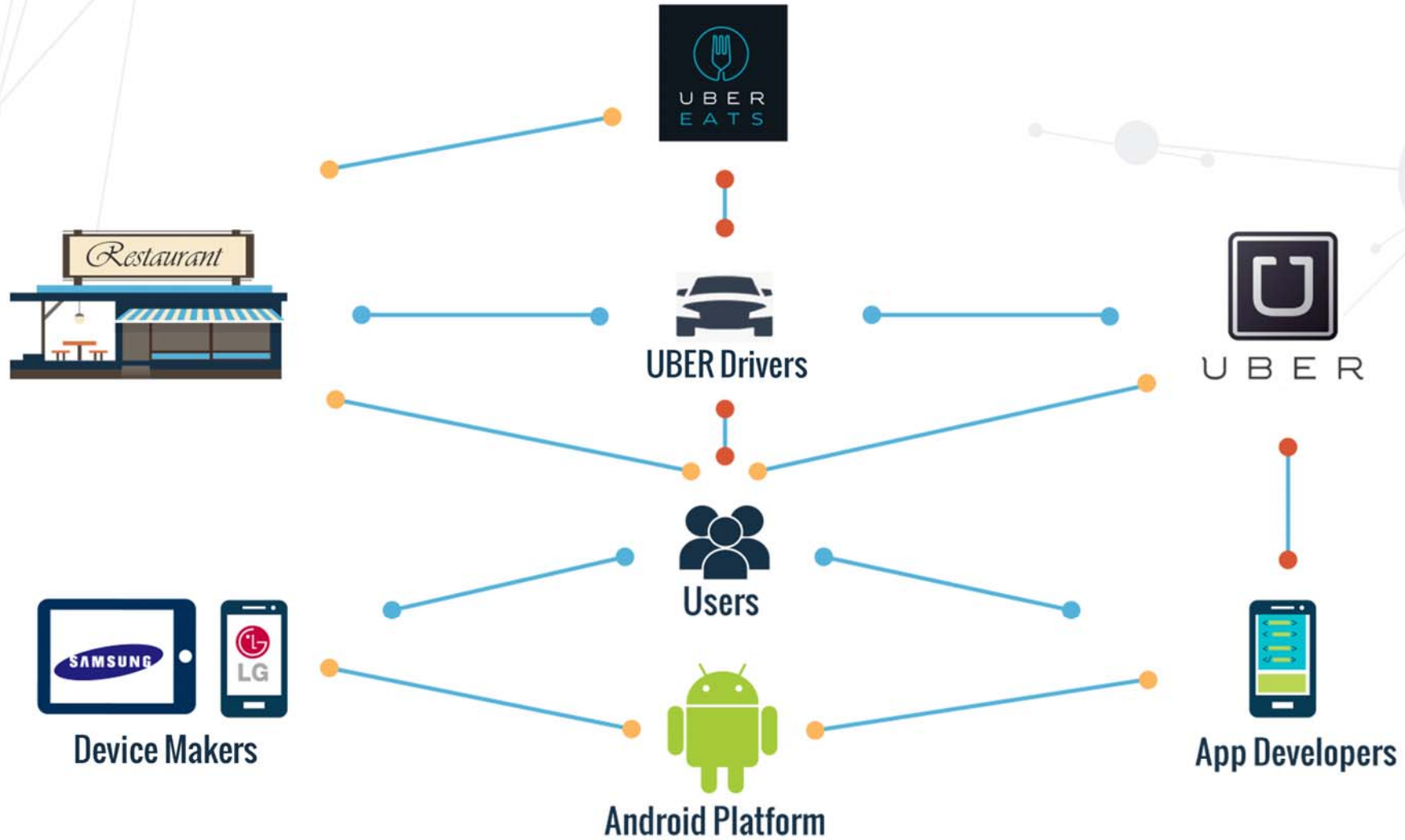
Dead Malls

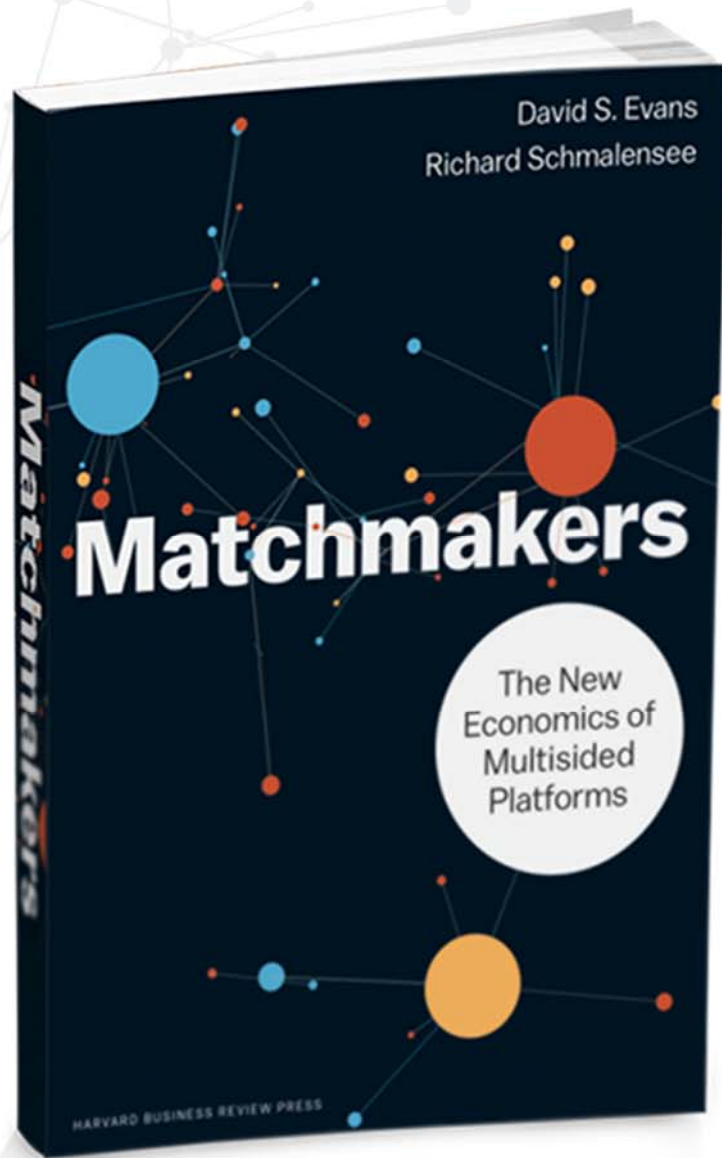


SMS Text Messaging



Matchmakers' Influence Explodes As Matchmakers Build On Top Of Matchmakers





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