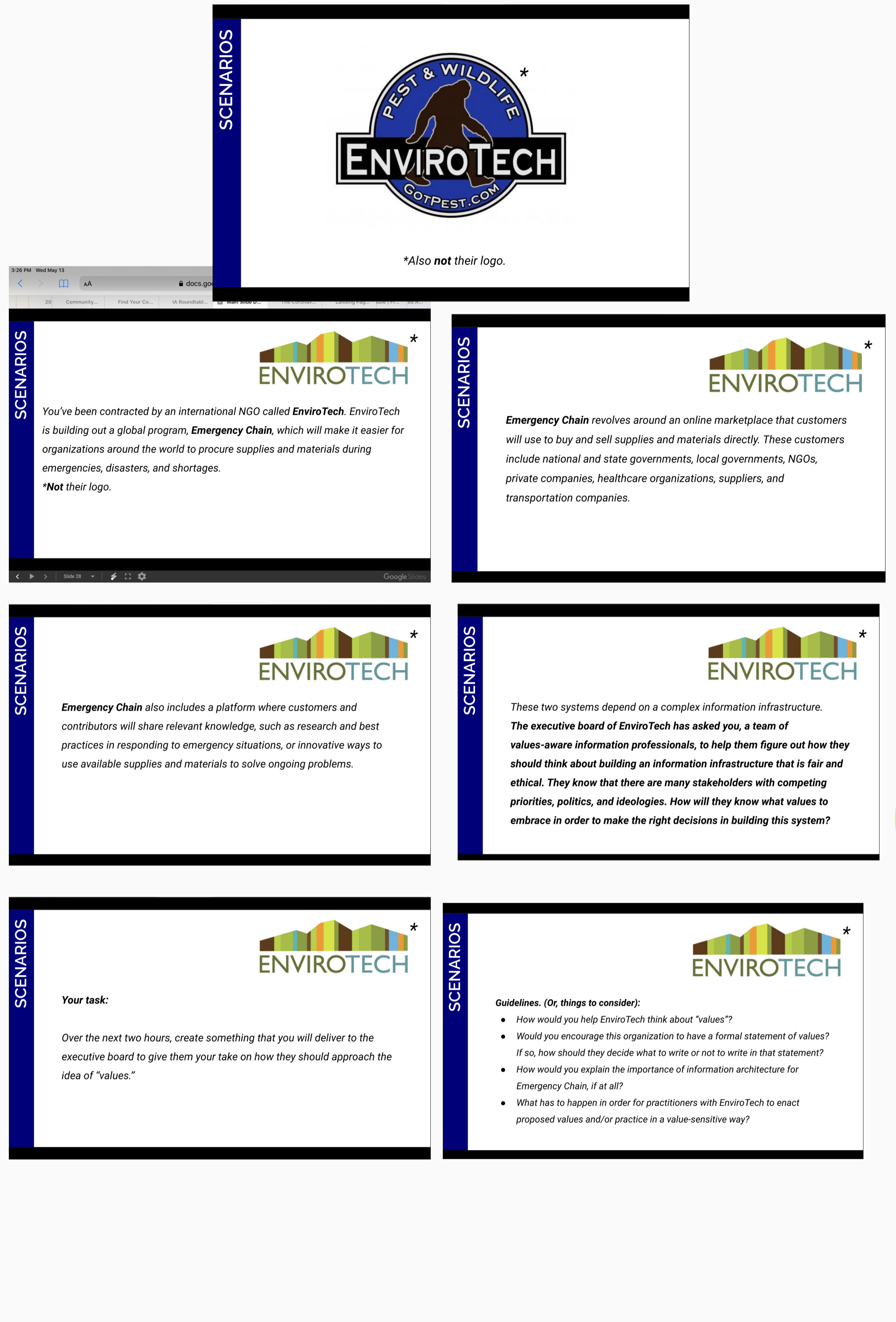


# Brief



Knowledge of organization will affect what we propose

Alignment with organization al mission

Online marketplace for cusomers to buy and sell

sharing platform for ideas

multisided markets

## Some problems we anticipate

What can be bought or sold? What information can be pulled?

What kind of situations - triage (scarce resources)

are black market questions part of this

are there criteria for demand beyond marketplace and payment?

Child labor laws  
Fair trade  
Production practices  
Animal treatment  
Collective bargaining

Political structure  
Conflicting values among parties in the marketplace  
Corporate structure  
Ideology

Adherence to local vs global private standards

Who has access to the information

What information is stored and shared?

Potential Conflicts

Who gets first access to marketplace?  
Who gets first access to the goods?  
What constitutes an emergency?  
Profit versus Lives  
Who gets first access to contracts?  
Economic disparity

Actors

Suppliers  
Distributors  
Corporate Executives  
Manufacturers  
Communications specialists  
Technologists  
Regulators  
Media  
Lawyers  
NGO Managers  
Standards Bodies  
Academics  
Unions  
Civilians  
Victims  
Municipal Managers  
Emergency Managers  
Case Managers  
Politicians  
Pirates and Scammers

## GEOFF MOORE'S VALUE PROPOSITION TEMPLATE

FOR	[your target customer]
WHO	[statement of need or opportunity]
OUR	[product/service name]
IS	[product category]
THAT	[statement of benefit]

For each member of the marketplace what is their core need and how can we provide it to them within the universe of values of each member of the community?

Should the set of values be set at the broadest (cheapest) or the strictest (priciest) from a regulation standpoint?

Who is left out if we go strict Vs broad or vice versa?