

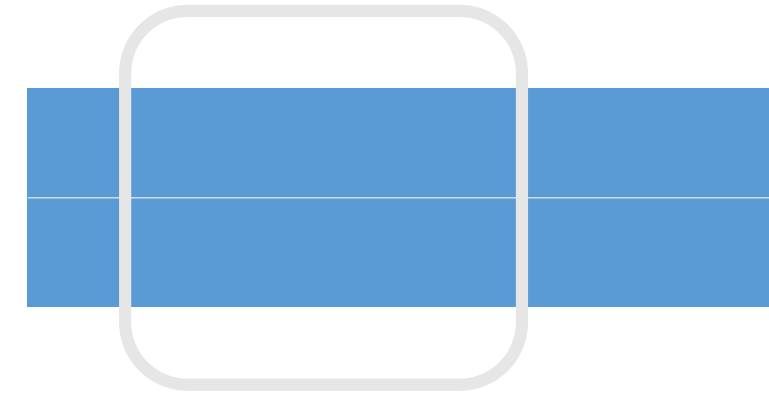
# Platform-based Economy: Opportunities for Woman Entrepreneurs

June 28, 2016

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Sookmyung Women's University, Korea





# Content

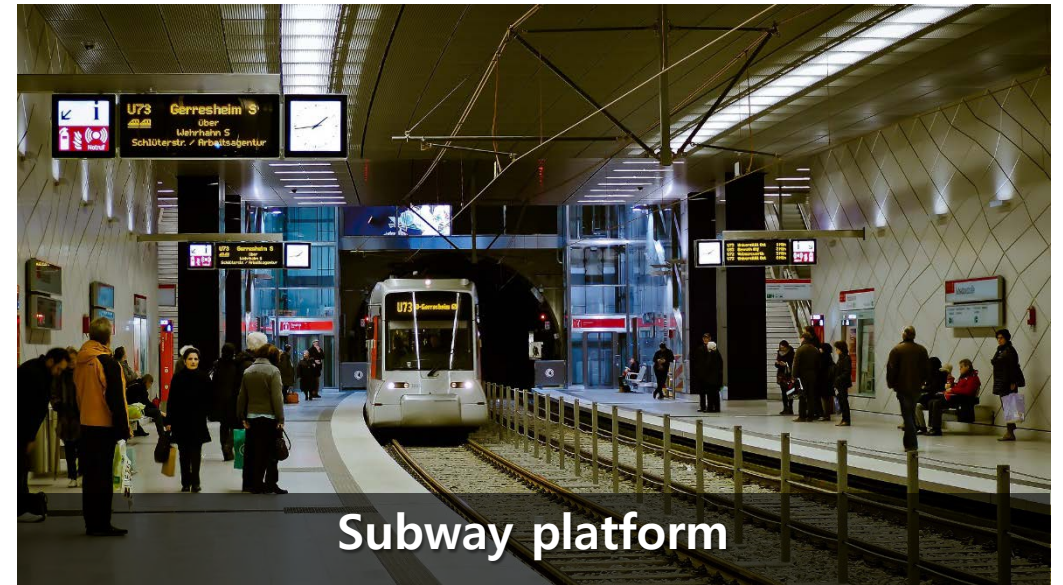
- **What is Platform?**
- **Platform Business**
- **Platform Business by Women Entrepreneurs**
  - StyleShare
  - Crazy Fish
  - TTA.TTO.GA
- **Opportunities from Platform-based Economy**
- **Women Empowerment Project in Platform-based Economy**

# What is Platform?

- (Q) What comes to your mind when you hear the word 'platform'?



Train platform



Subway platform

- An area between or alongside the tracks of a railroad station



# What is Platform?

- *Platform* in the Economic Sense
- Popularity of platform



# What is Platform?

## ■ Platform

- A business model that creates value by facilitating exchanges between two or more interdependent groups



# What is Platform?

## ■ Popular Platforms

- American Platforms: **TGIF**  
(**T**witter, **G**oogle, **I**-Phone, **F**acebook)



- Chinese Platforms: **TAB**  
(**T**encent, **A**libaba, **B**aidu)



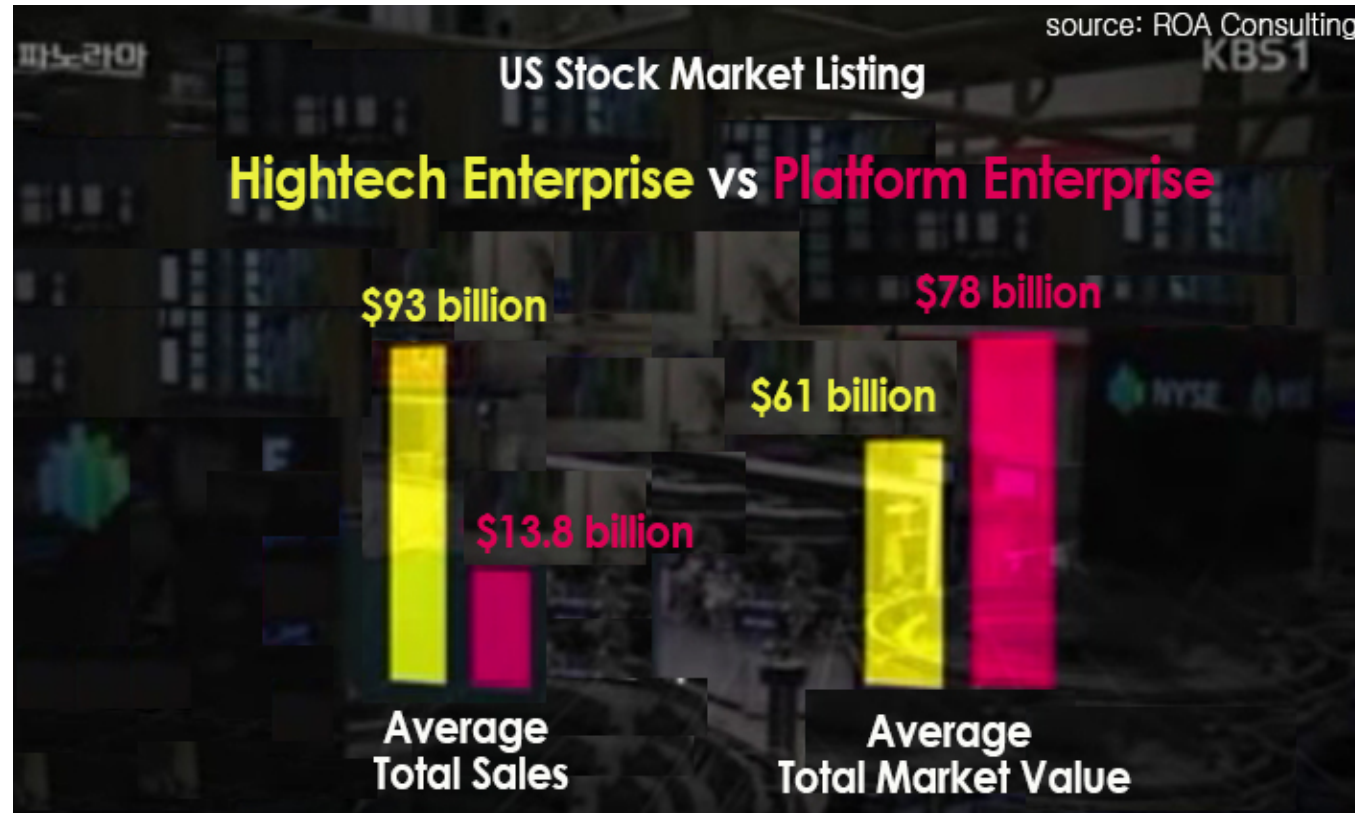
- Korean Platforms: **NNC**  
(**N**naver, **N**exon, **K**akao)





# What is Platform?

- Fast-growing Industry

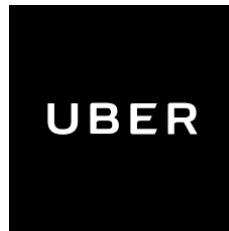


# Platform Business

- Dramatic increase in platform startups

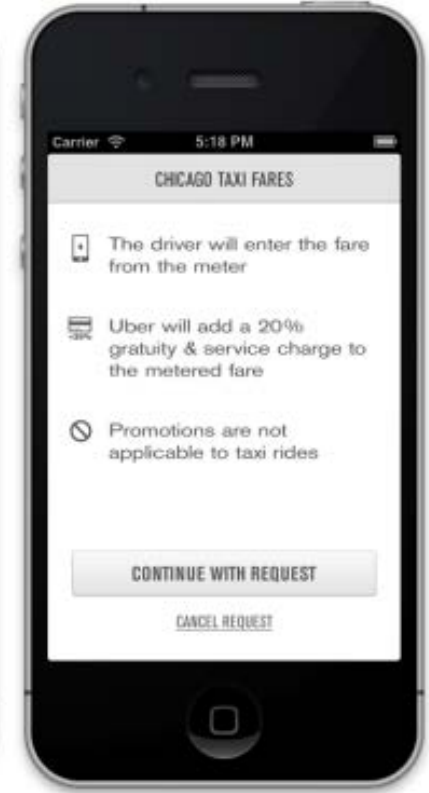
- Examples

- Uber
- AirB&B
- Nation of Food Delivery

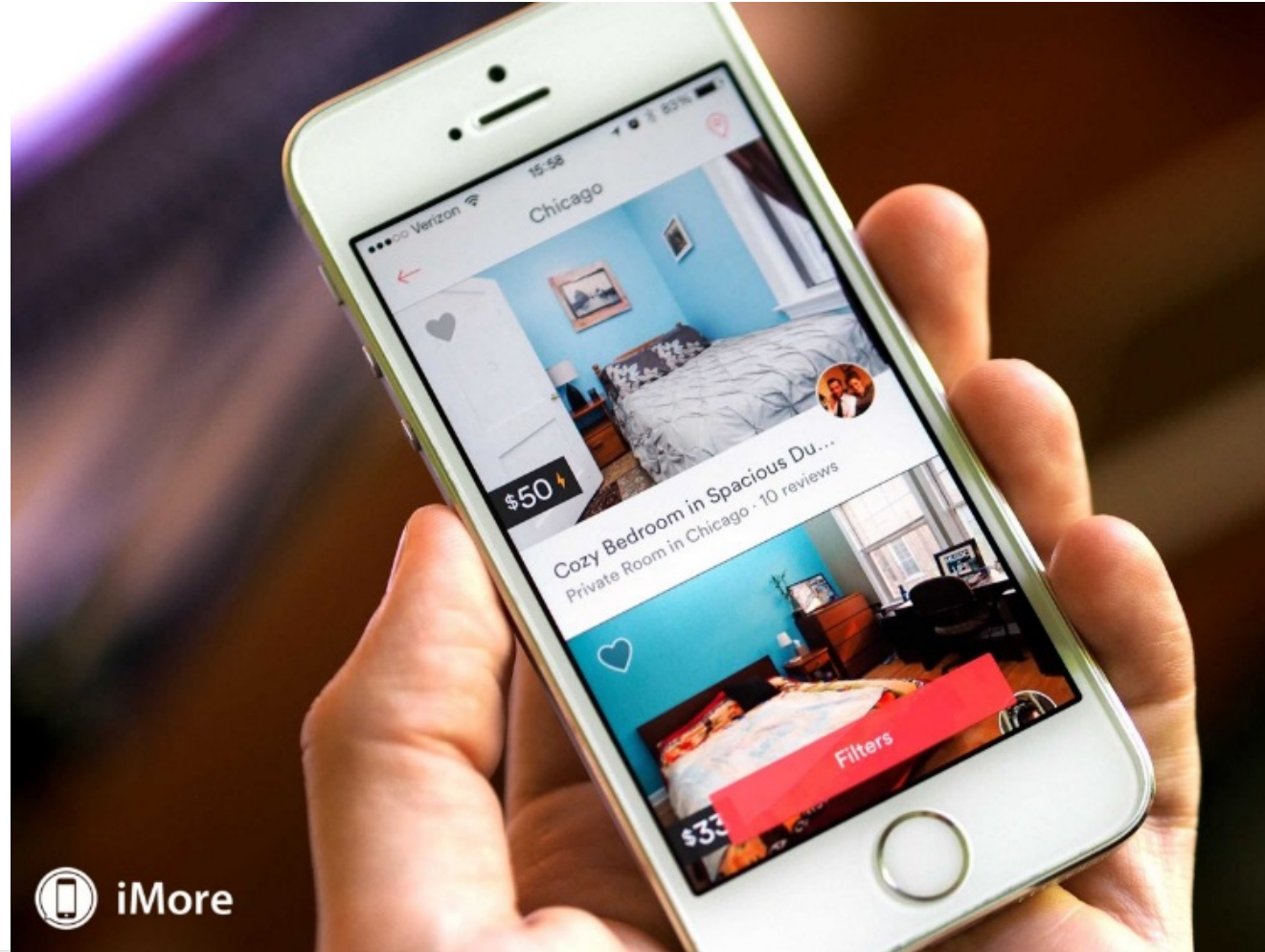




# Uber



# AirB&B



# Nation of Food Delivery

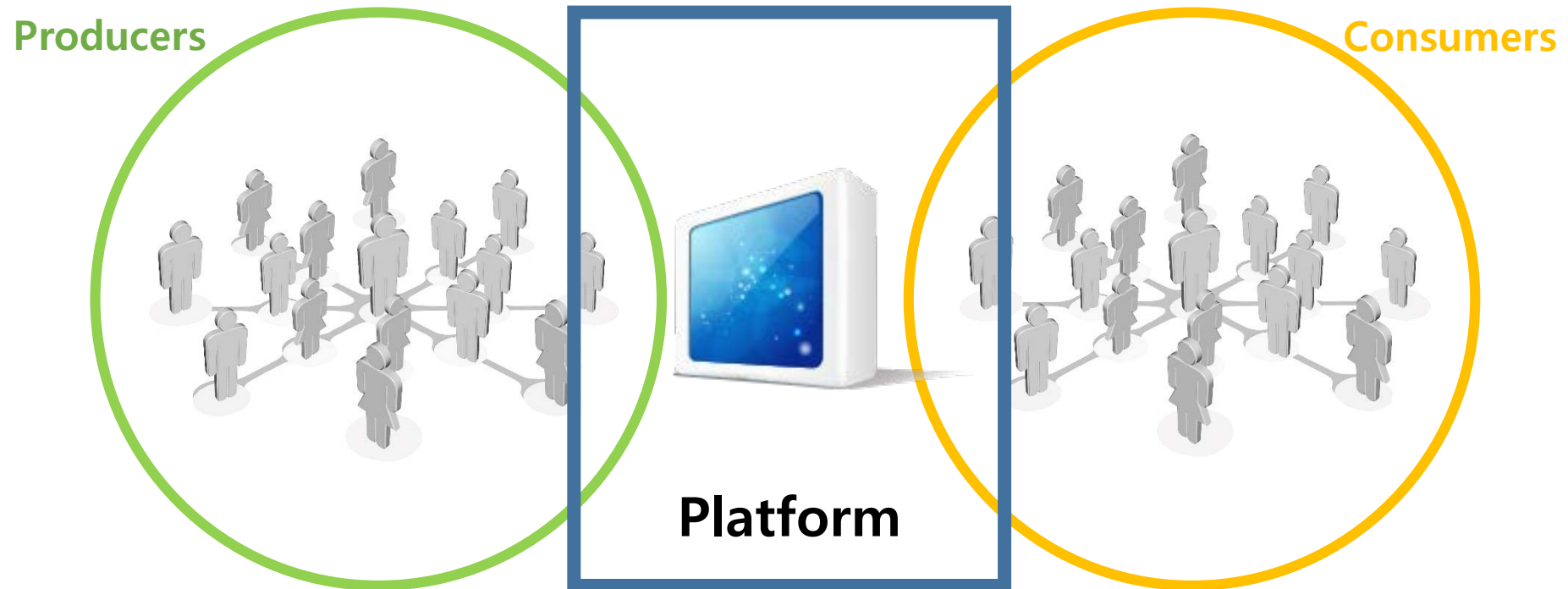




# Platform Business

- **Dramatic increase in platform startups**

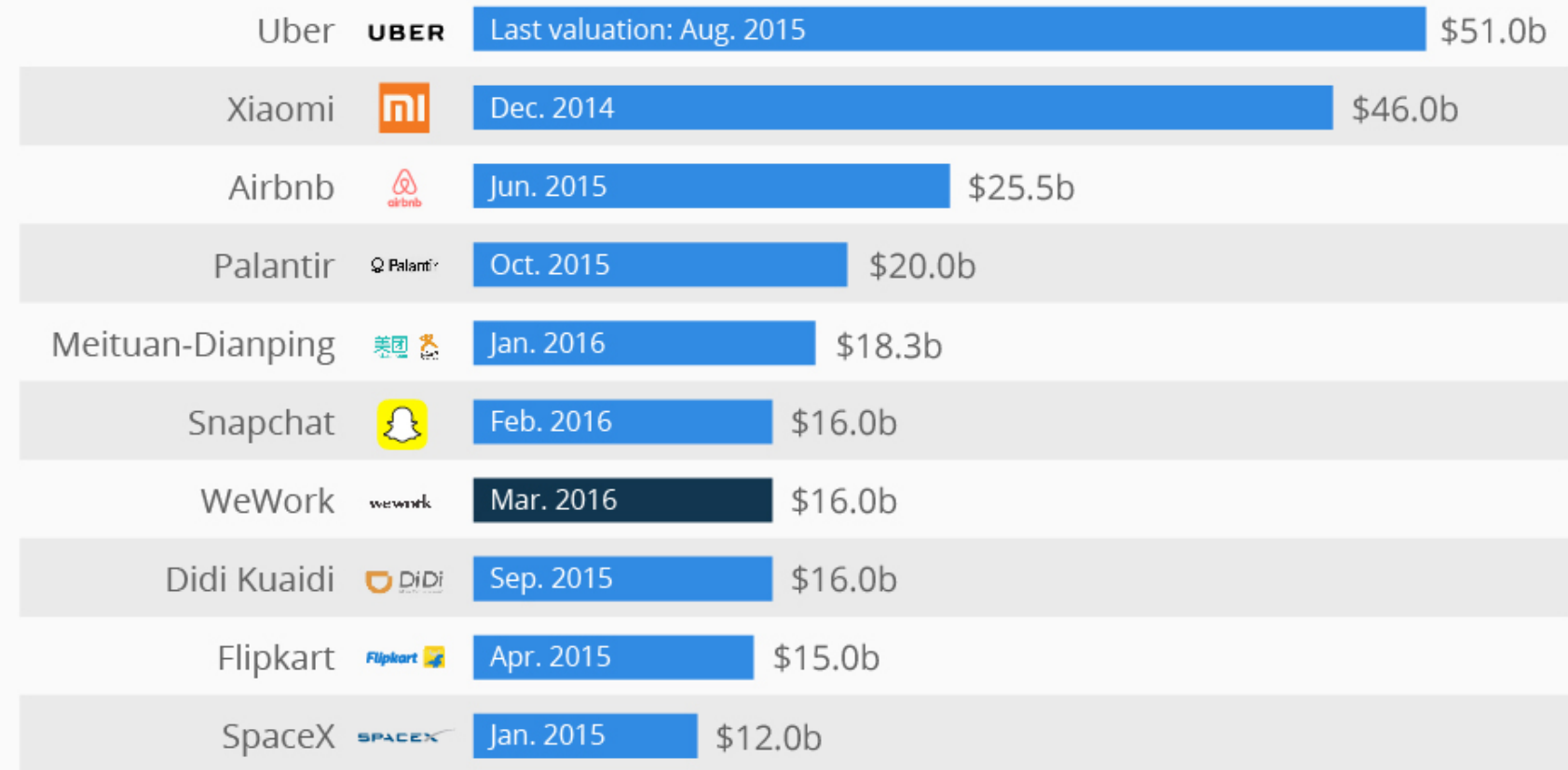
- Two-sided market or an ecosystem where producers and customers are interconnected and new values are created



# Platform Business

## The 10 Most Valuable Start-Ups in the World

Latest valuation of the 10 most valuable venture-backed private companies



Mar 10, 2016

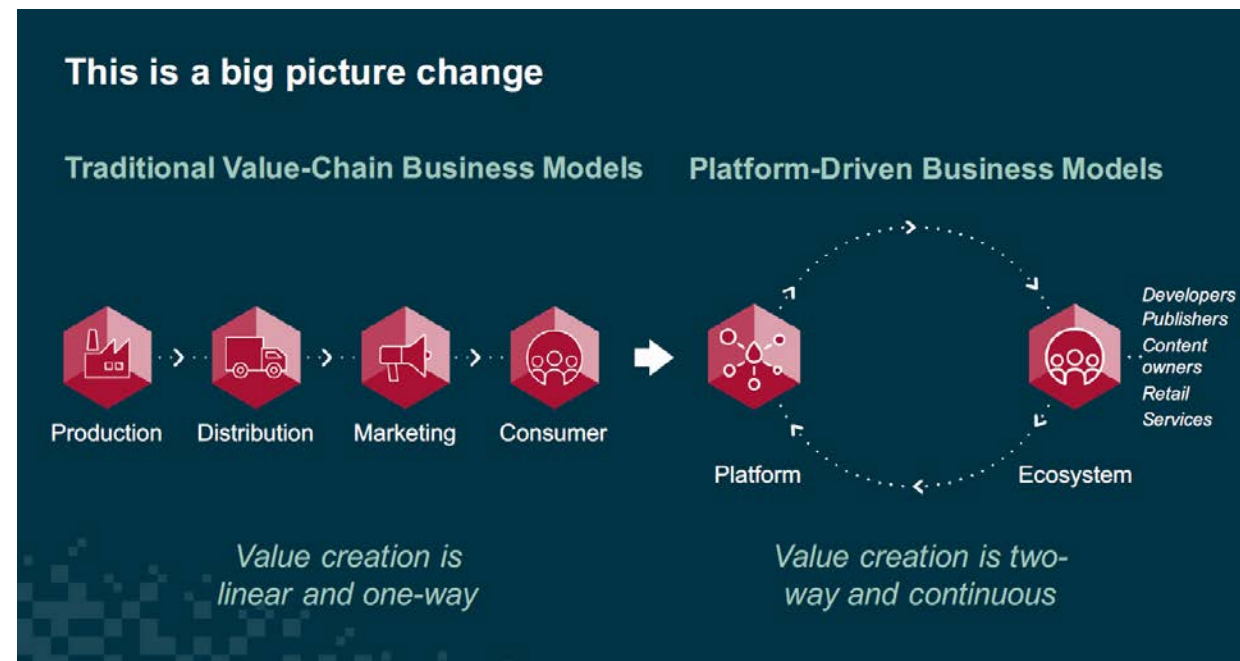
@StatistaCharts

Source: Dow Jones VentureSource, The Wall Street Journal



# Platform Business

- “Products have features. Platforms have **communities**” (Maarshall van Alstyne, 2016)
- With network effects, platforms can scale in ways that traditional businesses cannot.





# Platform Business by Women Entrepreneurs

- StyleShare
- Crazy Fish
- TTA.TTO.GA

# StyleShare



President Yun Ja Young

“StyleShare aims for users to easily share and inspire others through everyday fashion.”



# StyleShare

- Video clip





# StyleShare

- No. 1 fashion platform of Korea
- Current users over 1.8 million
- Average 150,000 users per day; 120 countries
- Annual increase by 40% since 2011
- Nominated as the Best App by Apple Inc. in 2014
- Launch social commerce

# Crazy Fish Platform





# Crazy Fish Platform



President Easy Sun





# Crazy Fish Platform

- 020 (Online to Offline) Business
- “I have a startup syndrome”



# TTA.TTO.GA

- Video Clip

# TTA.TTO.GA

- **DIY, Makers Movement**
- **Female open community where experts and non-experts share ideas and create new value**

# Opportunities from Platform-based Economy

## ■ Platform-driven economy

- New business models and ecosystems
- Power to create new value in the digital economy

## ■ Potential

- Create the most profound changes in the global economy since the Industrial Revolution
- New business opportunities
- New paths to growth for companies
- This opportunity is open to not only high tech companies but also every company



# Opportunities from Platform-based Economy

- What is Needed?
  - In order to survive and thrive in the new business environments, companies need:
    - To understand the characteristics of platform-based economy and new business rules
    - To understand how to use platforms
    - To have a platform strategy
  - For women entrepreneurs, a training program is needed

# Women's Empowerment Project in Platform-based Economy

- **Project Title: Local Female Micro-entrepreneur Training (Philippines)**  
\*\* 2013 ASEAN-ROK Cooperation Project
- **Co-organizers:**
  - APWINC
  - NLP (National Library of Philippines)
  - ALPS (Association of Librarians in Public Sector) Inc., Philippines
- **Background:**
  - 78% of Filipino female working population is engaging in the service industry
  - A matching difficulty with their consumers
  - Need to create and use a platform that can connect service providers with their possible customers

# Women Empowerment Project in Platform-based Economy

## ■ Objectives :

- To help female micro-entrepreneurs acquire ICT skills and promote their platform-based business capacity
- To gather ideas about how to design and manage a platform connecting local service providers and users

## ■ Duration:

- Apr 21 ~ 26, 2016

## ■ Participants:

- 30 Filipino female (prospective) micro-entrepreneurs in the service industry

# Women Empowerment Project in Platform-based Economy

## Program:

### Library Skills

[Lecture]  
Library for  
female micro-entrepreneurs

[Field Study]  
Visit to Quezon City Public  
Library & Information Center

### ICT Skills

[Lecture]  
Introduction to website

[Practice]  
Website development

### Business Platform

[Lecture]  
SNS Marketing



[Workshop]  
Platform development and  
presentation of the result





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## Baking From The Heart

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. I'm a great place for you to tell a story and let your users know a little more about you.

*Nick Robinson*

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## K3 Resto

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### Resto-Filipino Foods

"Keri mo - Kare Kare ko at iba pa"

**Pork Menudo**

is a Filipino pork stew dish with carrots and potatoe. It is stewed in a tomatoe based sauce and best eaten with rice

[Menu Peek >](#)

**Pata Tim**

is a delicious pork dish that make use of pig's leg as its main ingredient. This is categorized as a Filipino-Chinese dish. Contrary to what most might be thinking, cooking pata tim is easy, simple and convenient.

[Read More >](#)

**Buttered/Fried Chicken**

is a dish consisting of chicken pieces usually from broiler chickens which have been flavoured or battered and then pan fried, deep fried or pressure fried. The breading adds a crisp coating or crust to the exterior.

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# BRIDE @ ALL

Audience: Local & foreign soon to be Bride

## Major Services

1. Wedding Planning
2. Hair and Make up
3. Catering

## Strength

1. Lowest Price in town
2. Service with TLC
3. An affair to remember

## Extended Services

1. Arrange bookings for honeymoon
2. Provide tour for the guests

## Promotion Strategy

1. SNS
2. Bridal exhibit
3. Flyers
4. Tap paid in

Open: Mon - Sun, 10:00 Am - 7:00 Pm  
Payment: Cash or Credit Card

5

## The Wedding Planner

Everything you need for your wedding is finally in one place where we can make all the arrangements for you. We will also help in providing all the services you need for your wedding day.

Place where you can change your wedding venue.

While talking about the wedding you should also be thinking about the cost and value.

Helping couples to be with style and satisfaction.

Make sure you have your wedding day perfect.

Make sure you have your wedding day perfect.

Make sure you have your wedding day perfect.

2

## PROMOTIONAL STRATEGIES:

- Through SNS (eg FB, twitter, instagram)
- Online Order Application (App Store, Google Store)
- Ads on the internet
- Flyers, brochures, etc.
- Contest / Games
- Free taste

## Dine it all

We offer...

- Personalized Packaging
- Food delivery
- Online order

## Other Service

- Online Reservation / Booking

Types of Payment:

- CREDIT / DEBIT CARD
- PAYPAL
- OVER THE COUNTER

Like us on:

- Facebook
- Twitter
- Instagram

4

## EXPRESS LOVE

### NEW SERVICES

1. SKIN CARE & MAKE UP TUTORIALS  
Tutorial for the bride for her skin care and make up to make her more attractive even after years of marriage.
2. TUTORIAL IN COOKING  
Guiding the newly wed in preparing a nutritious menu.
3. DRY CLEANING SERVICES

### PROMOTIONAL STRATEGIES

1. Wedding Expo  
- make up trials  
- perfume sampler  
- gowns & accessories  
- food tasting
2. Social Media  
- feedbacks from the Wedding Expo

### STRENGTH

- life-time commitment



*Thank you!*

Asia Pacific Women's Information Network Center

Sookmyung Women's University, Seoul, Korea

[www.women.or.kr](http://www.women.or.kr)