Platform Cooperativism

How to make the Uber economy work for people

Principal Supporter

Bank Australia
RESPONSIBLE BANKING

Project Associate

BUSINESS COUNCIL
OF CO-OPERATIVES AND MUTUALS

Associate supporters

Catholic Social Services Victoria

Employee Ownership Australia & New Zealand
Making it your business

Curator

SOCIAL ENTERPRISE SERVICES

Keynote address

Co-operatives will change the world

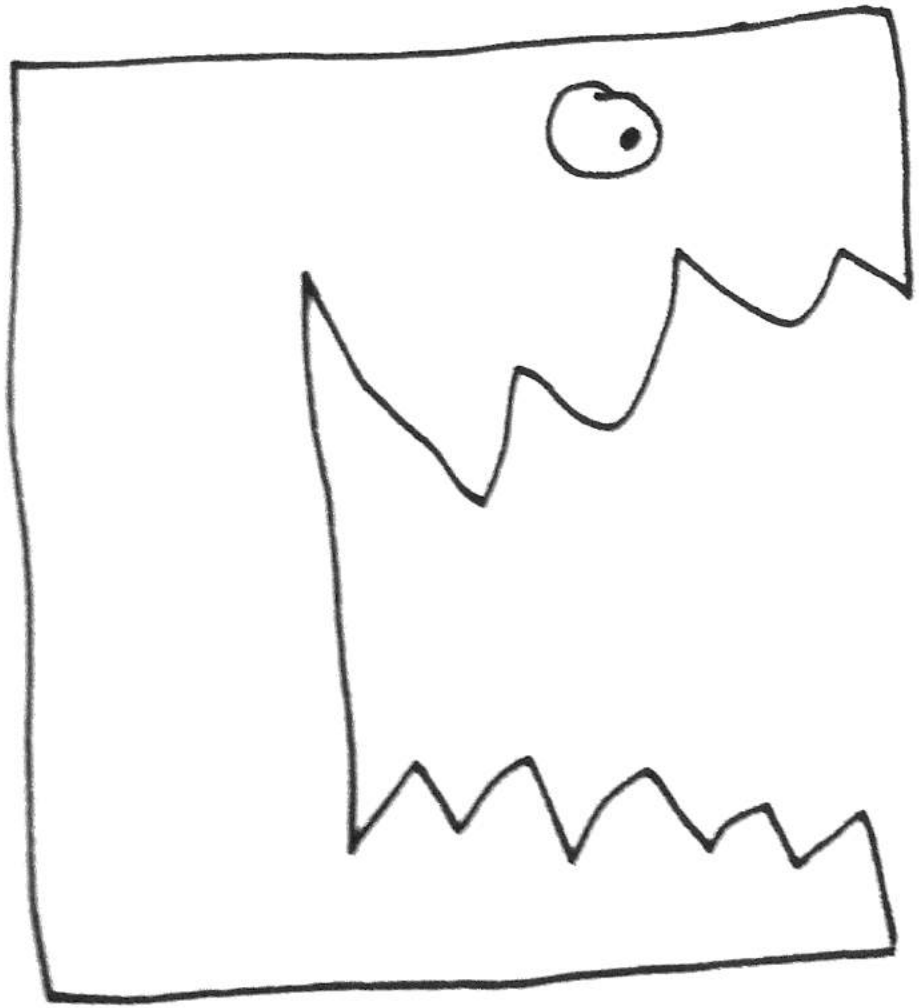
Janelle Orsi
Co-founder and Executive Director of the Sustainable Economies Law Center

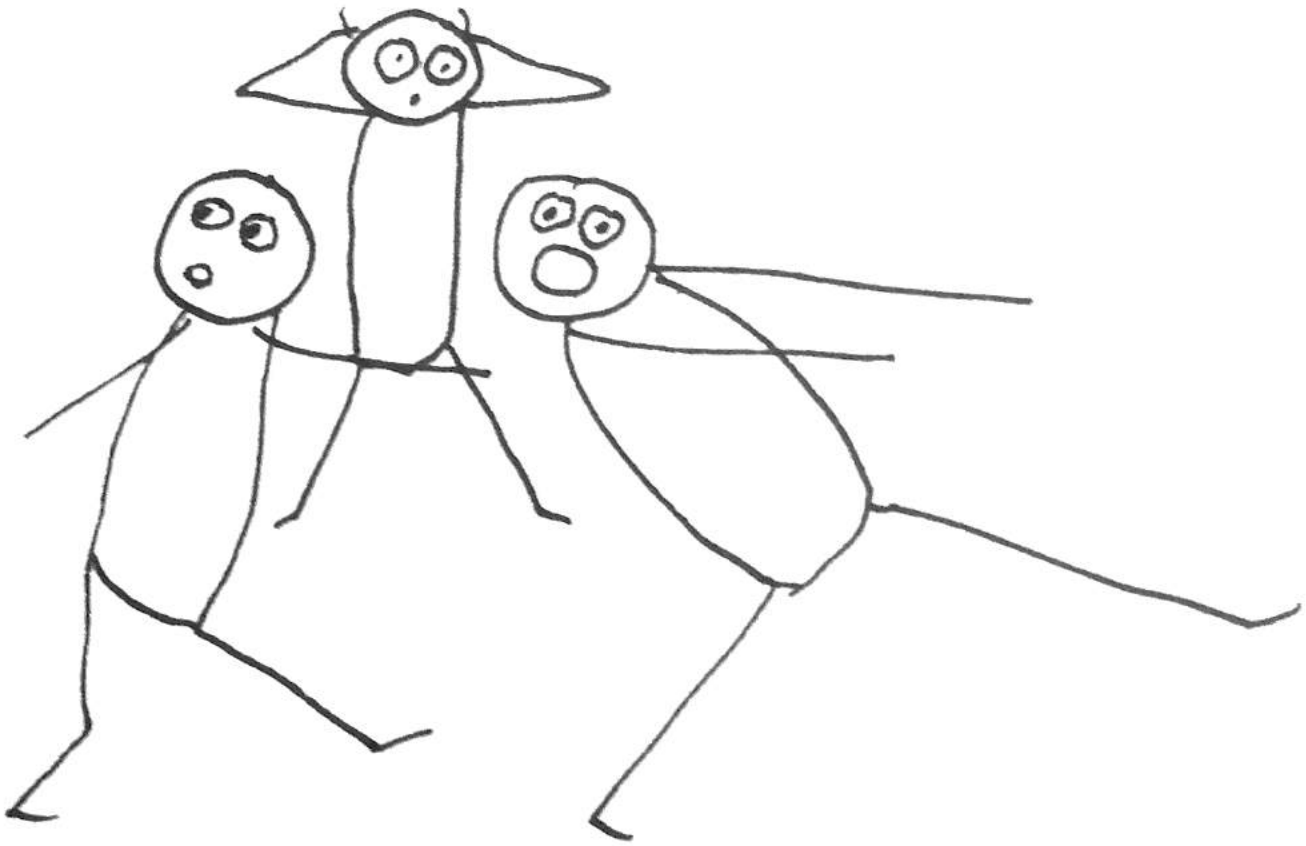
Cooperatives:

Putting the Lively Back in Livelihoods

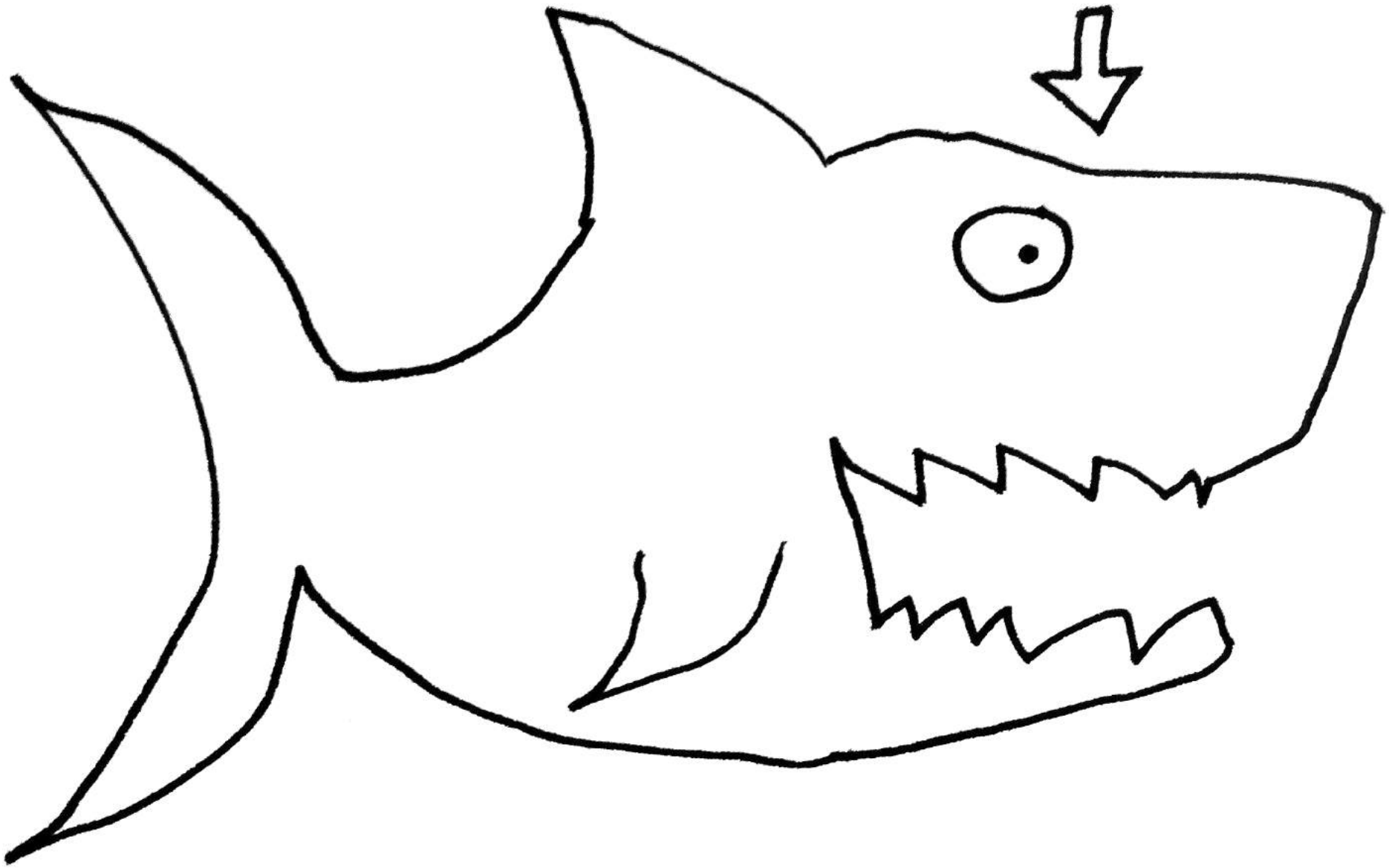
Sustainable
Economies
Law Center

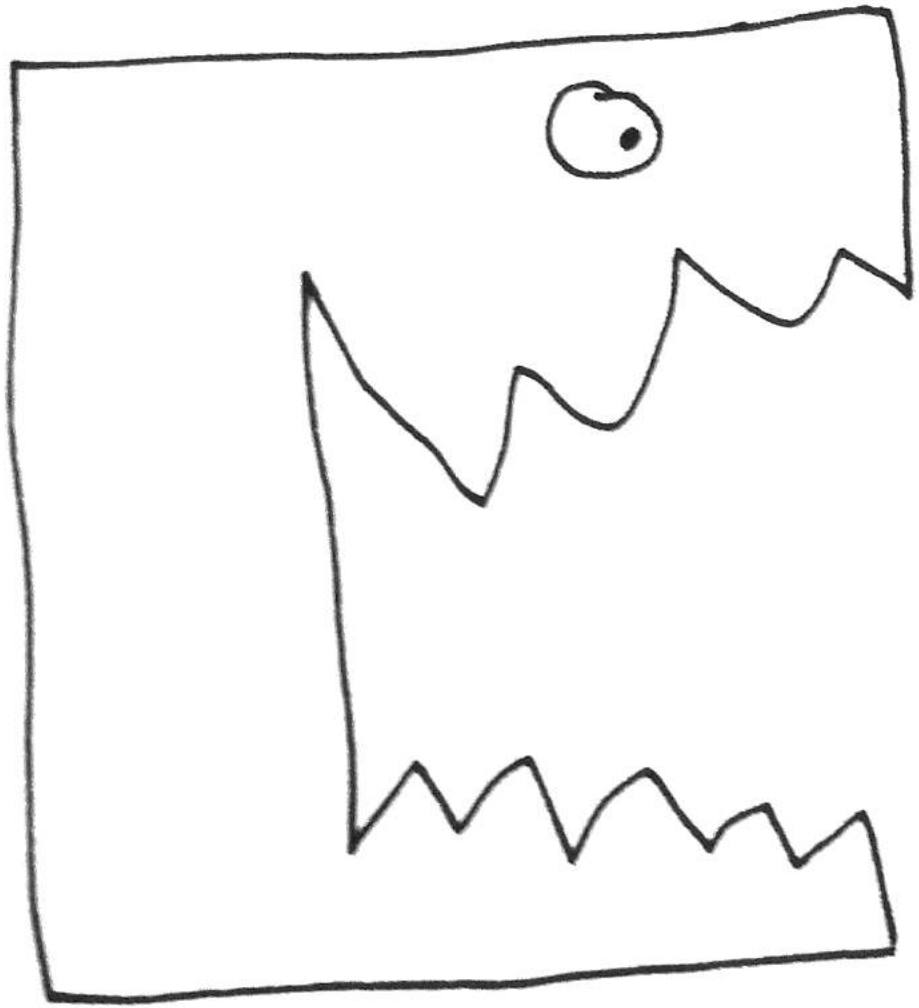
A Cooperative...
That's nice!

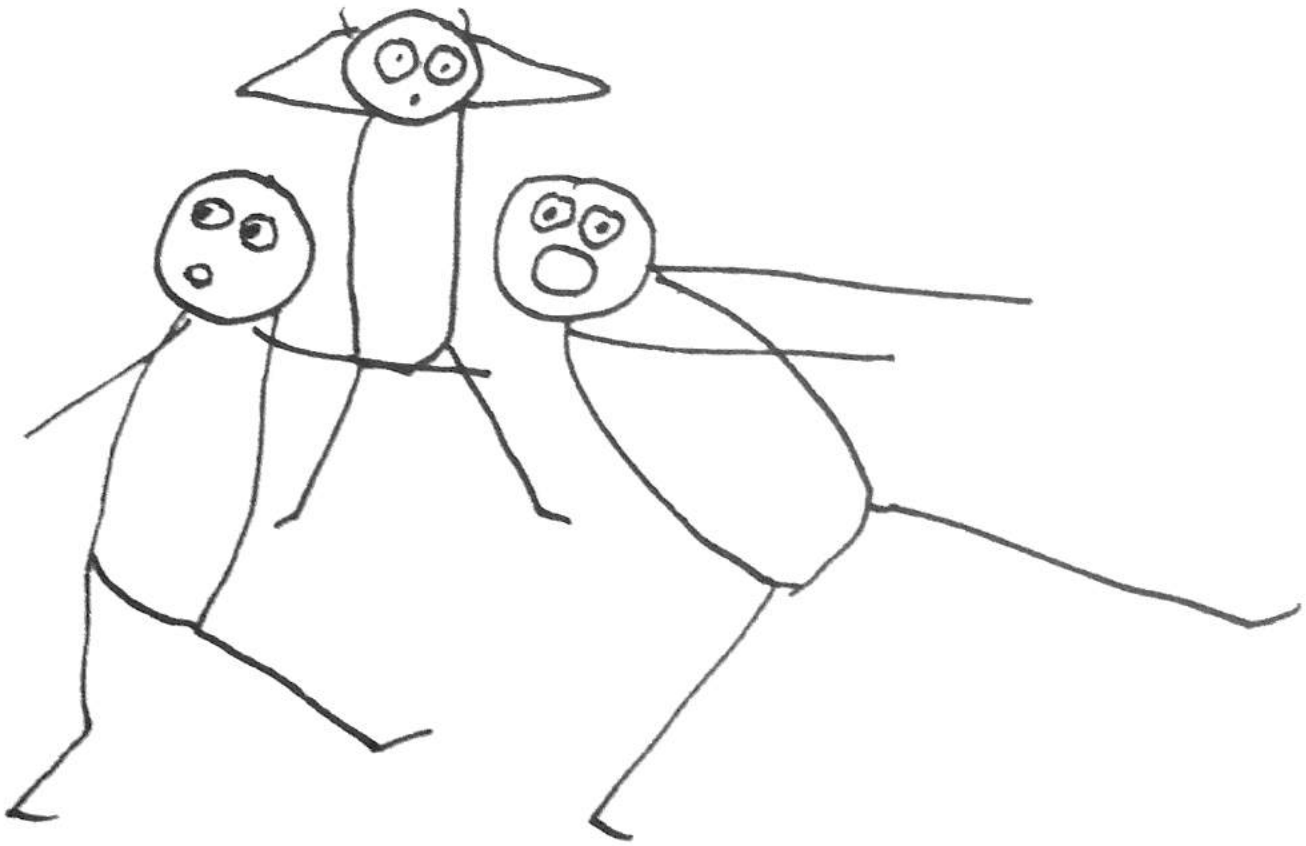


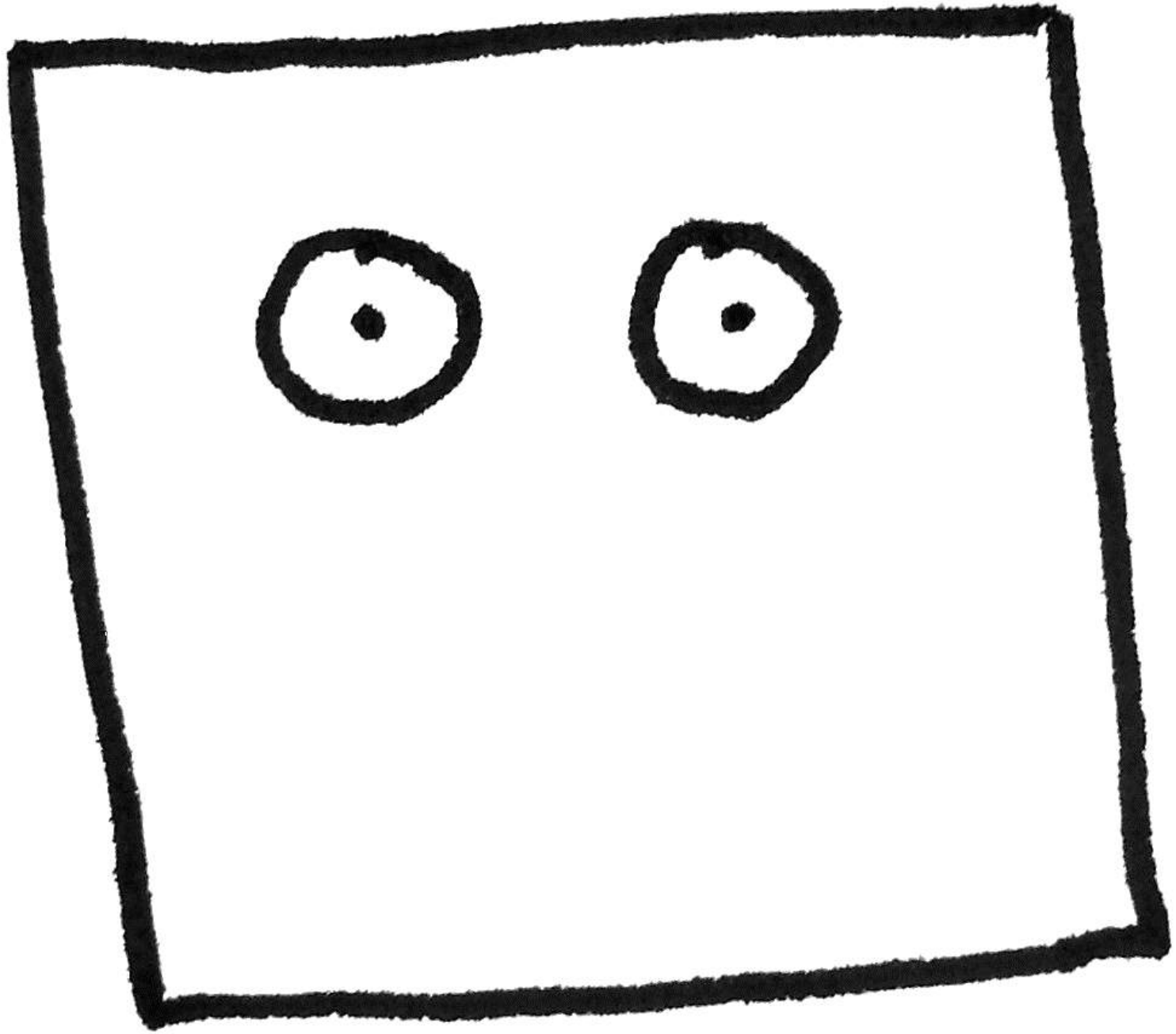


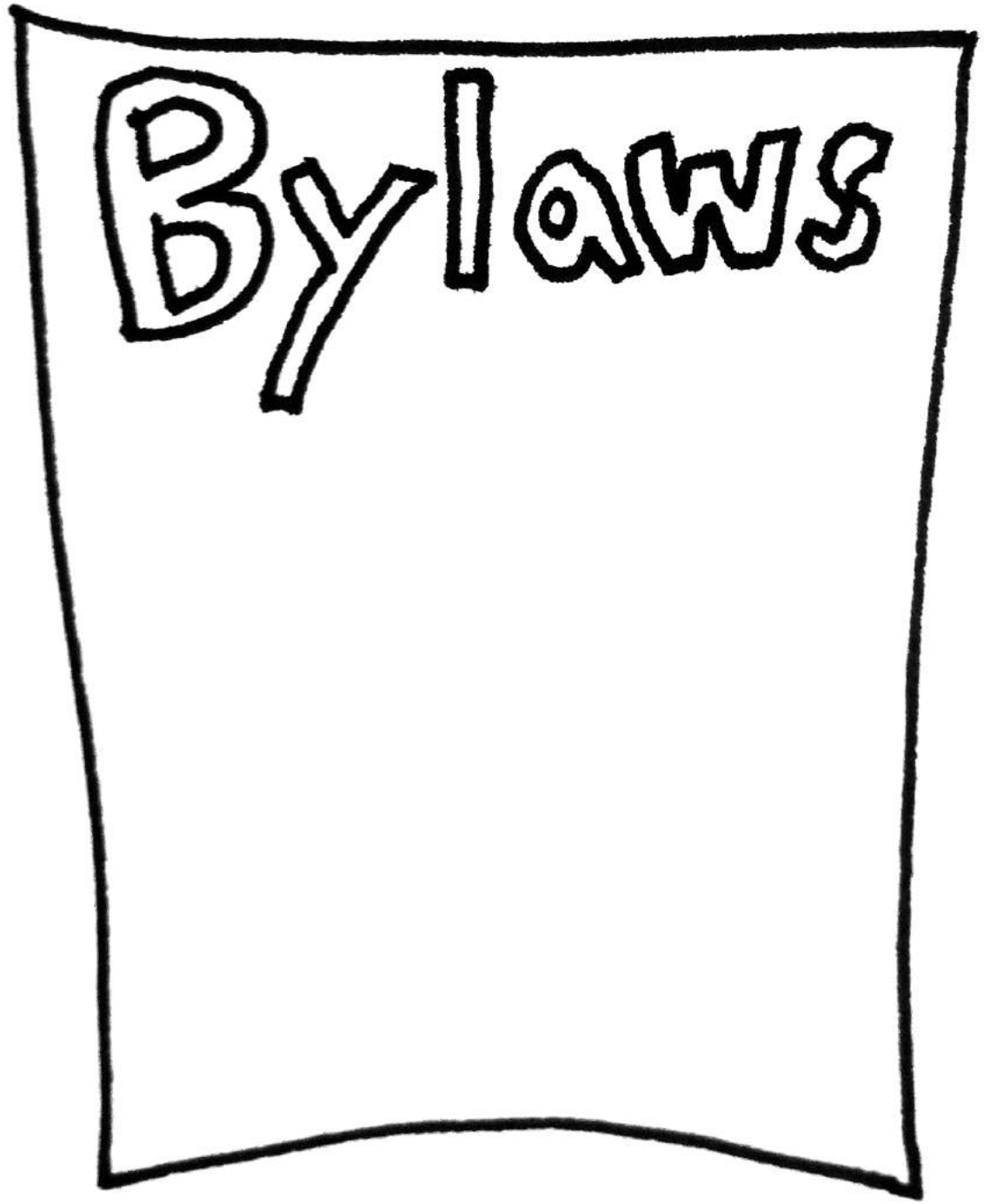
Conventional Business

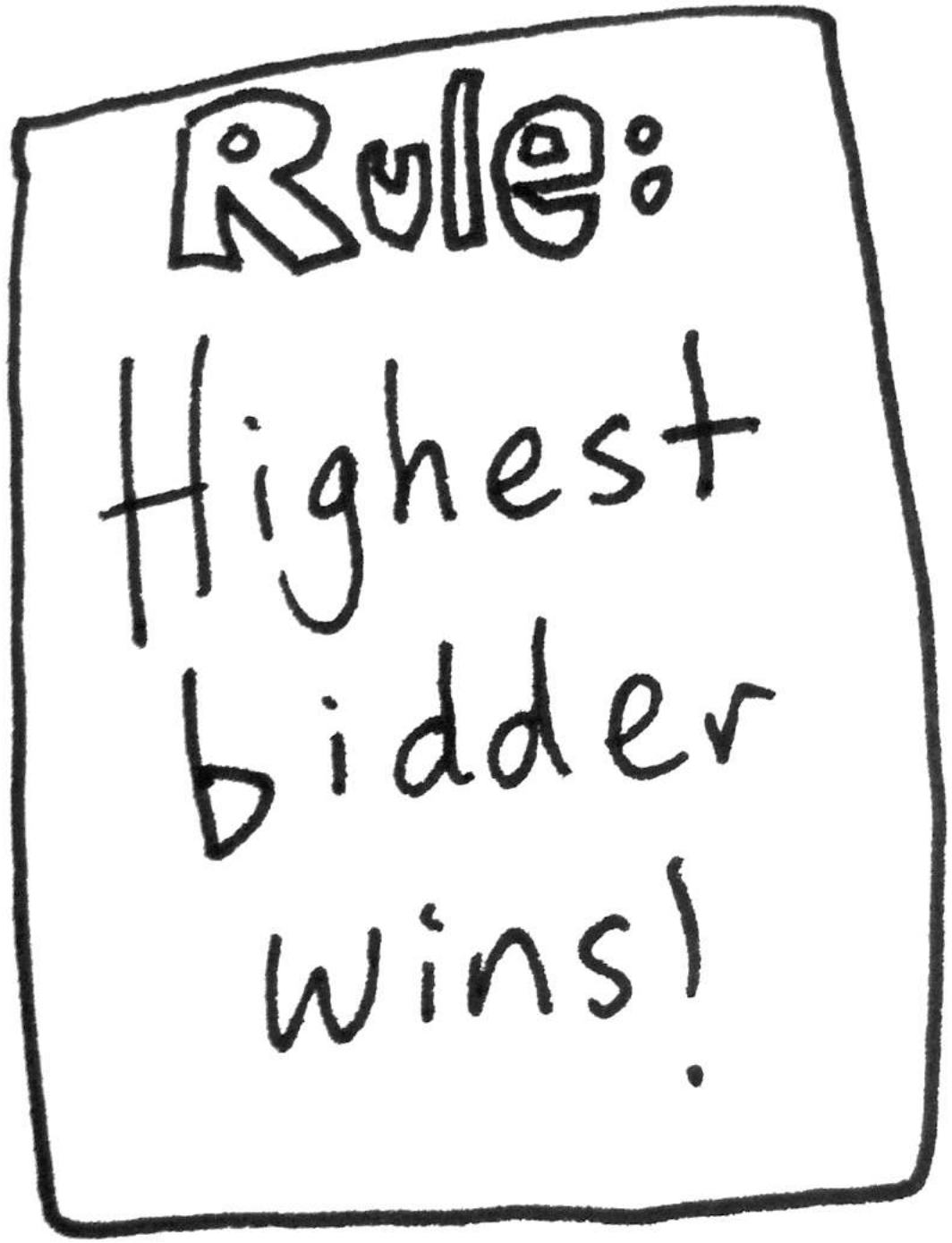


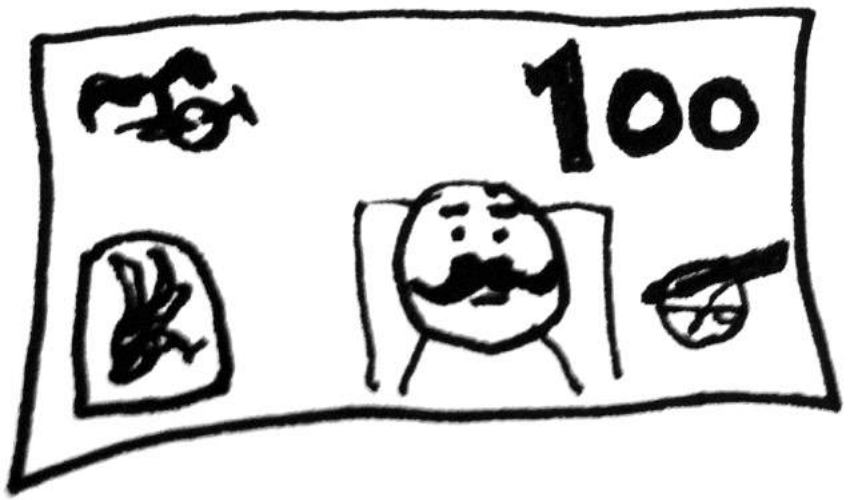




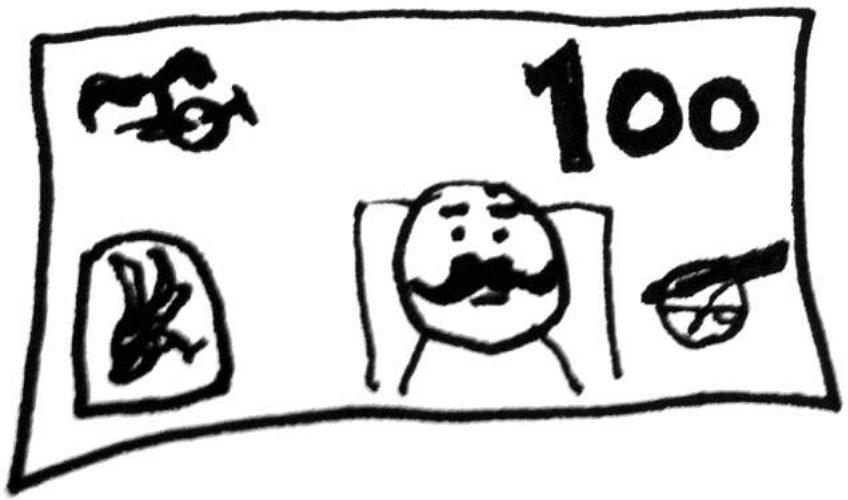



Bylaws

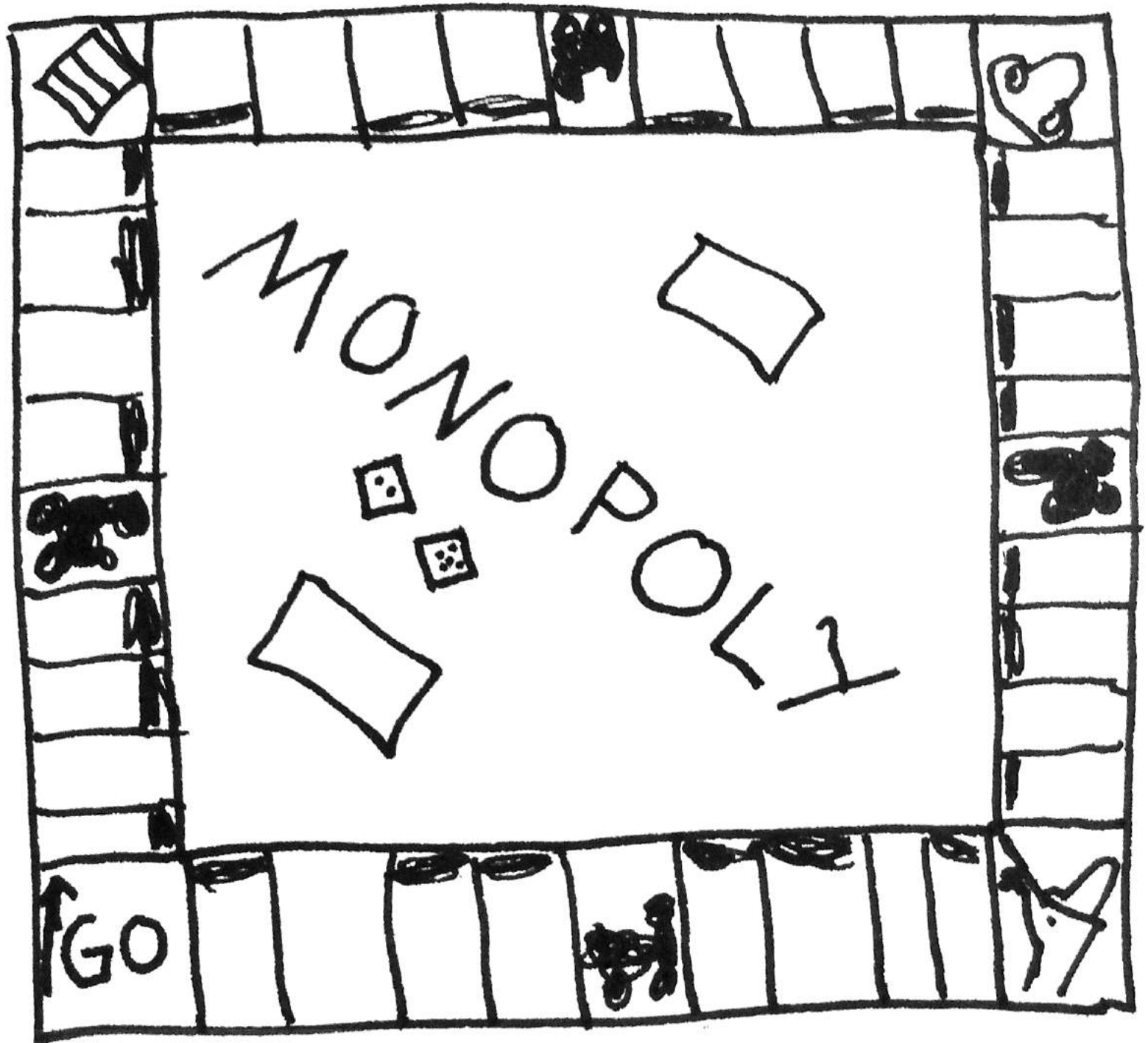

Rule:
Highest
bidder
wins!

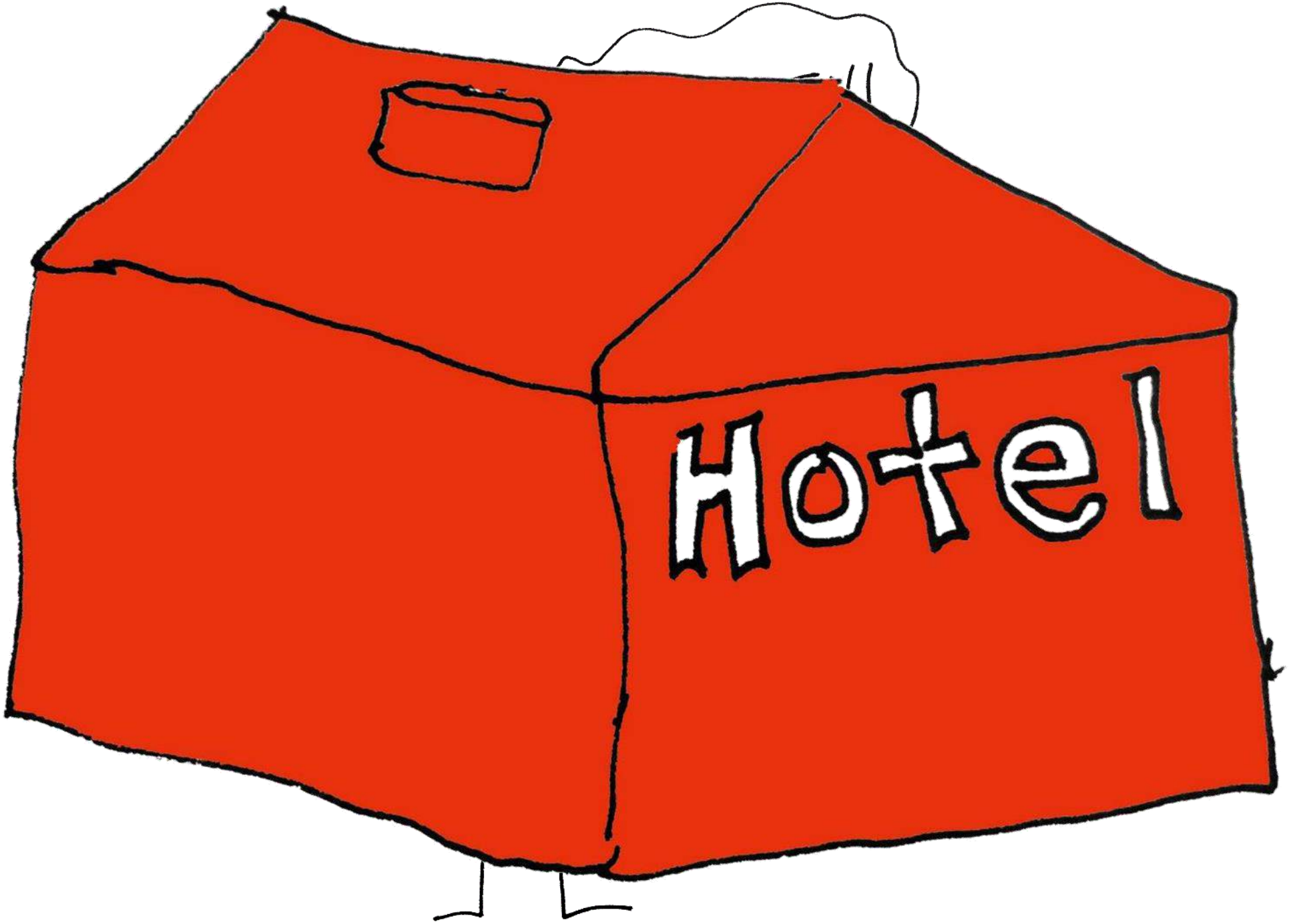


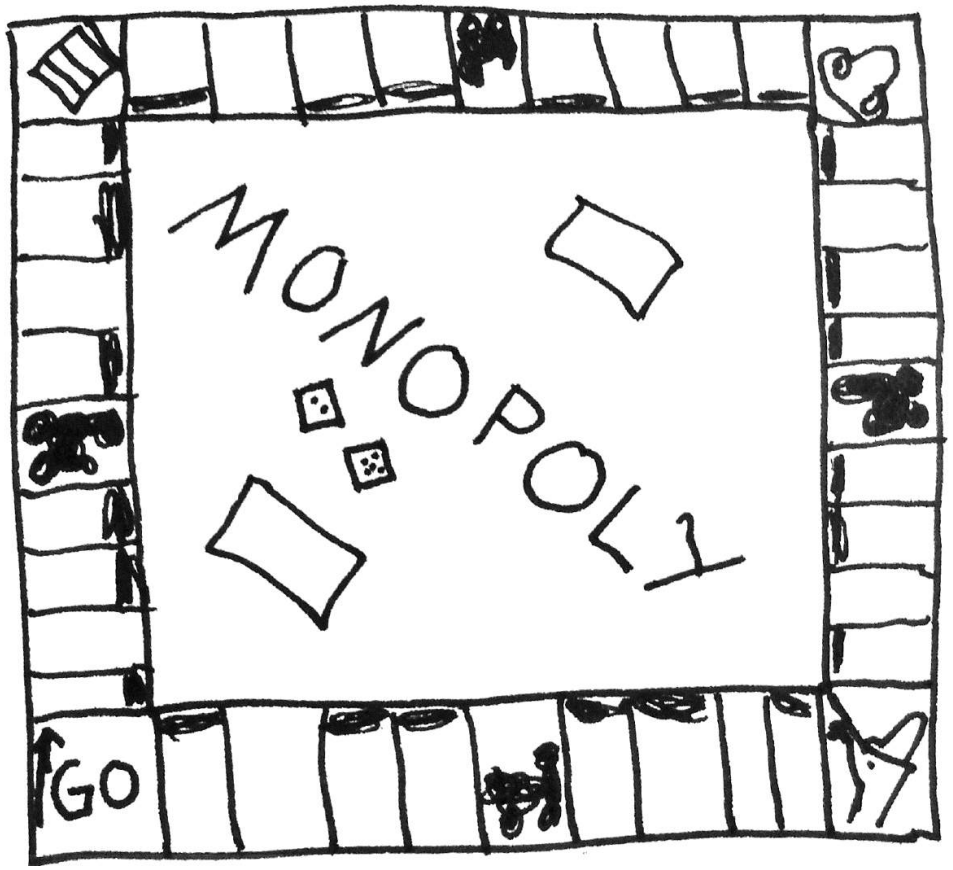
= Power



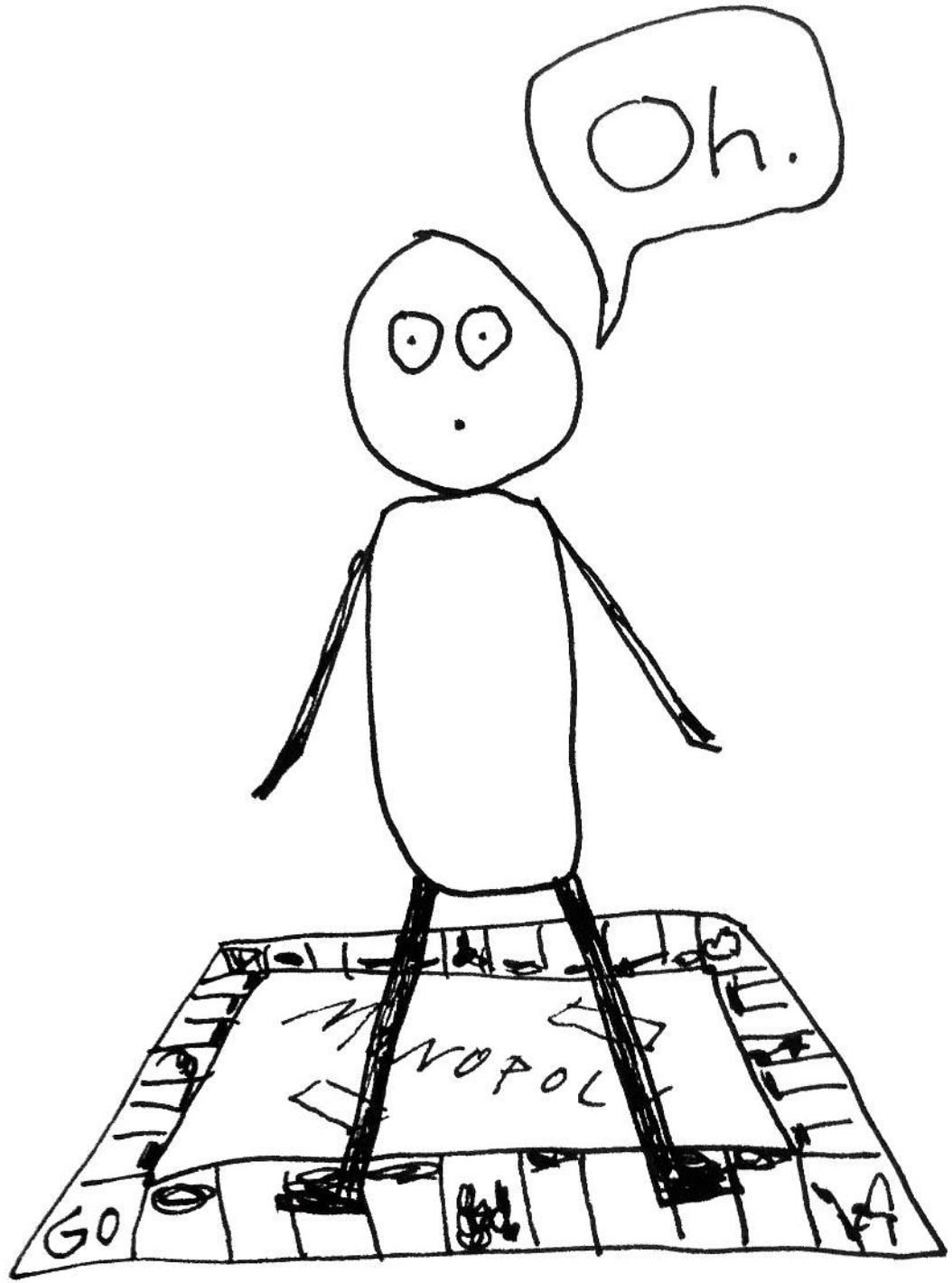
= Profits


MONOPOLY
GO

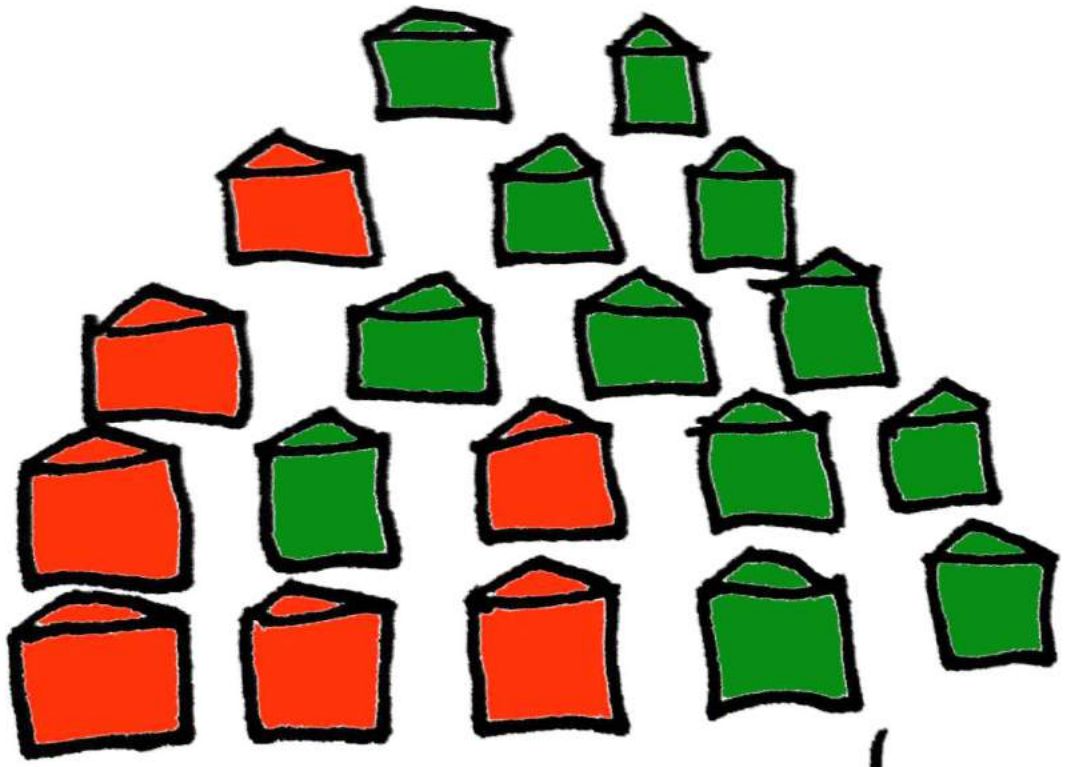

Hotel



A little too real for comfort


Oh.
GO

94.5%

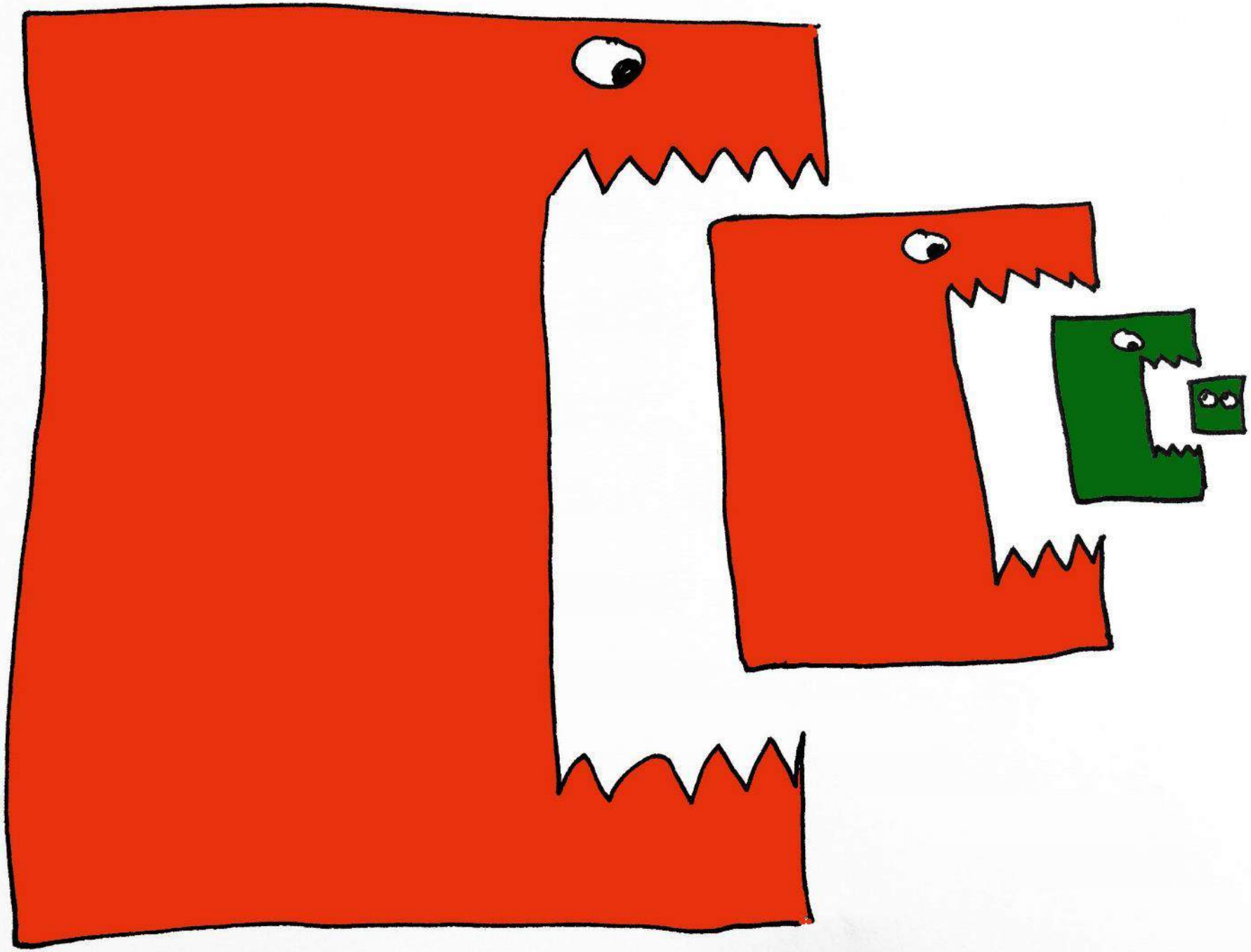


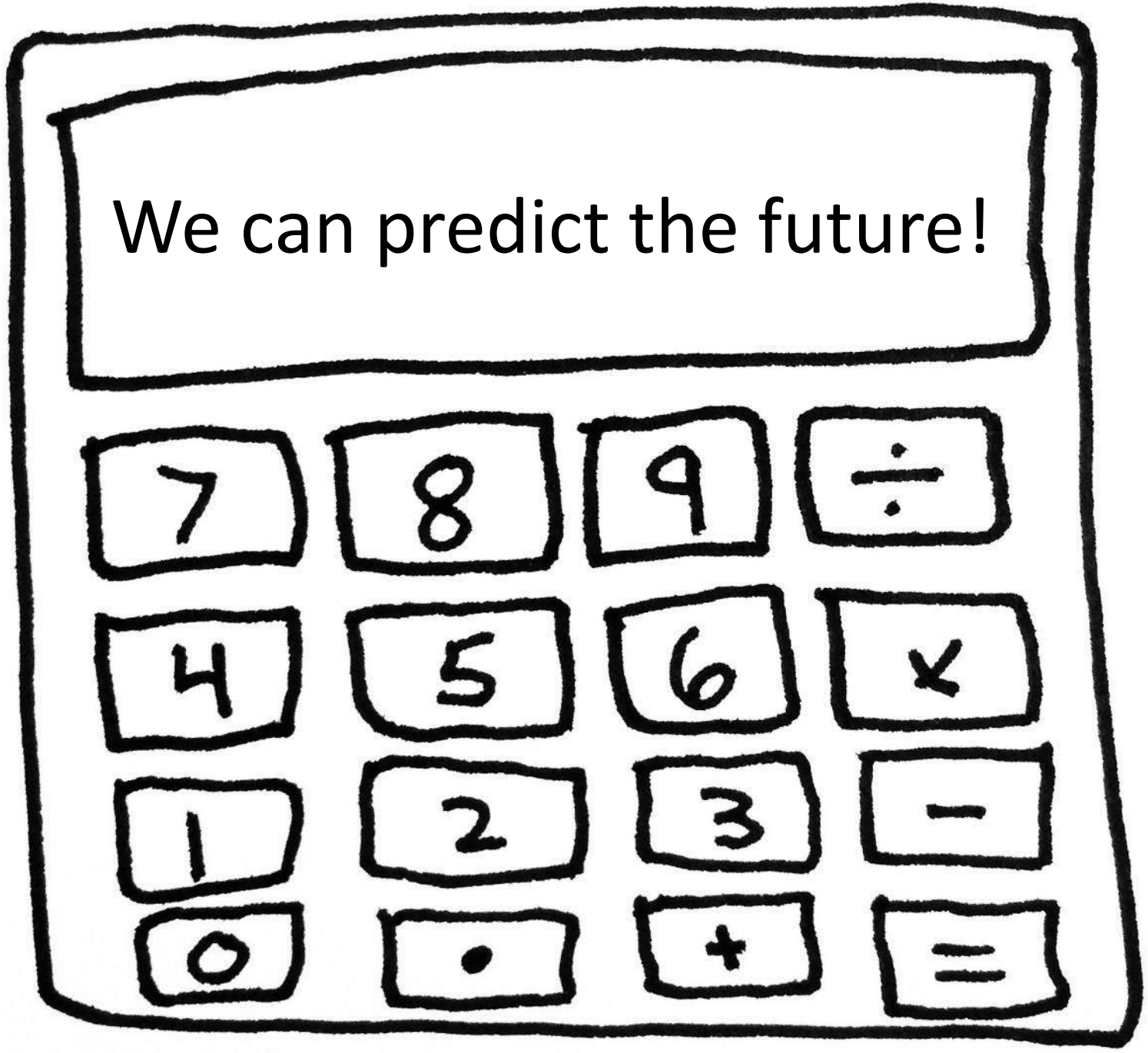
Wealthiest

20%

5.5%

80%




We can predict the future!
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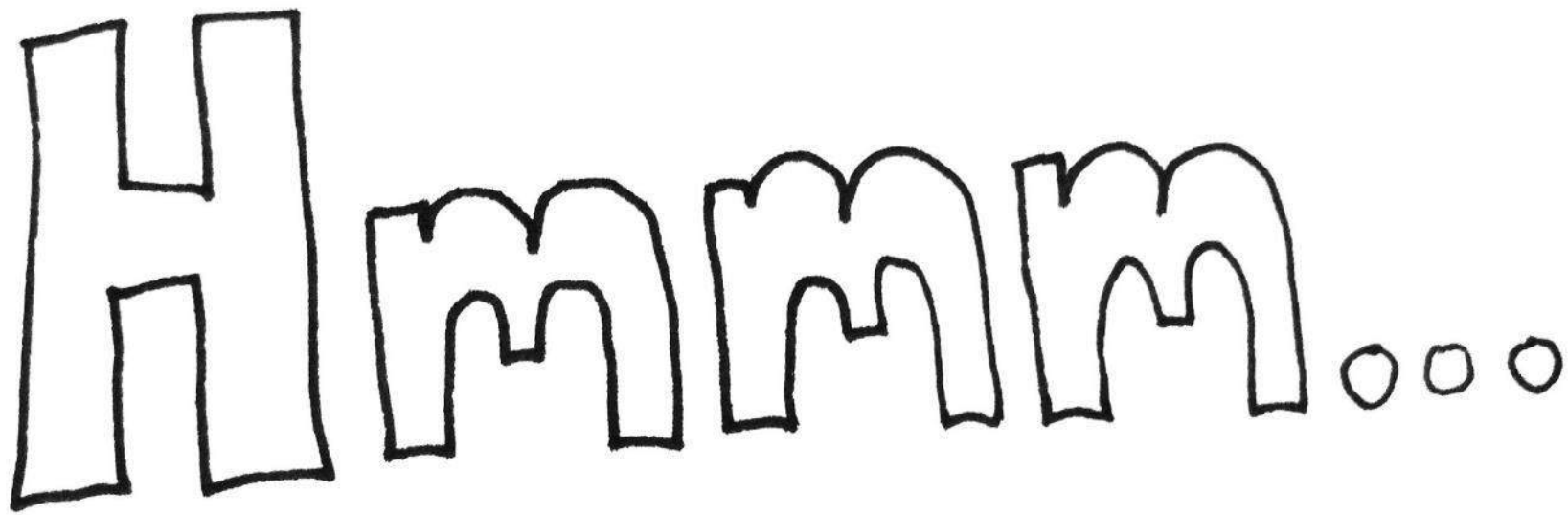
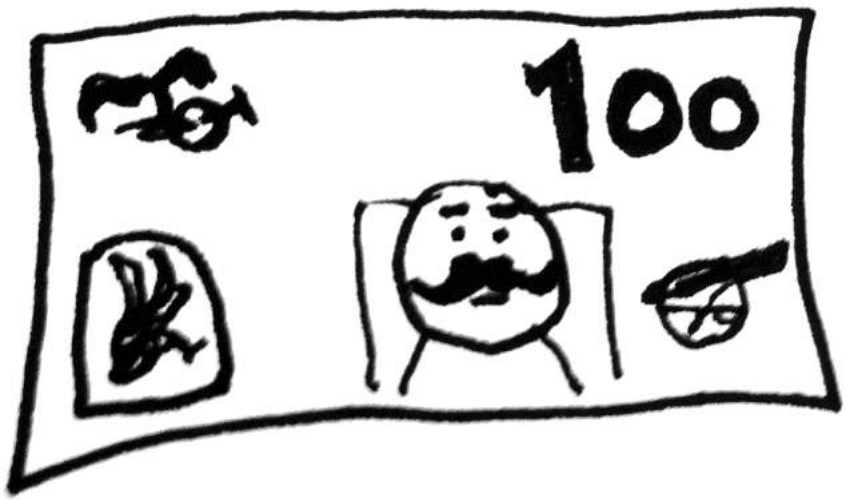
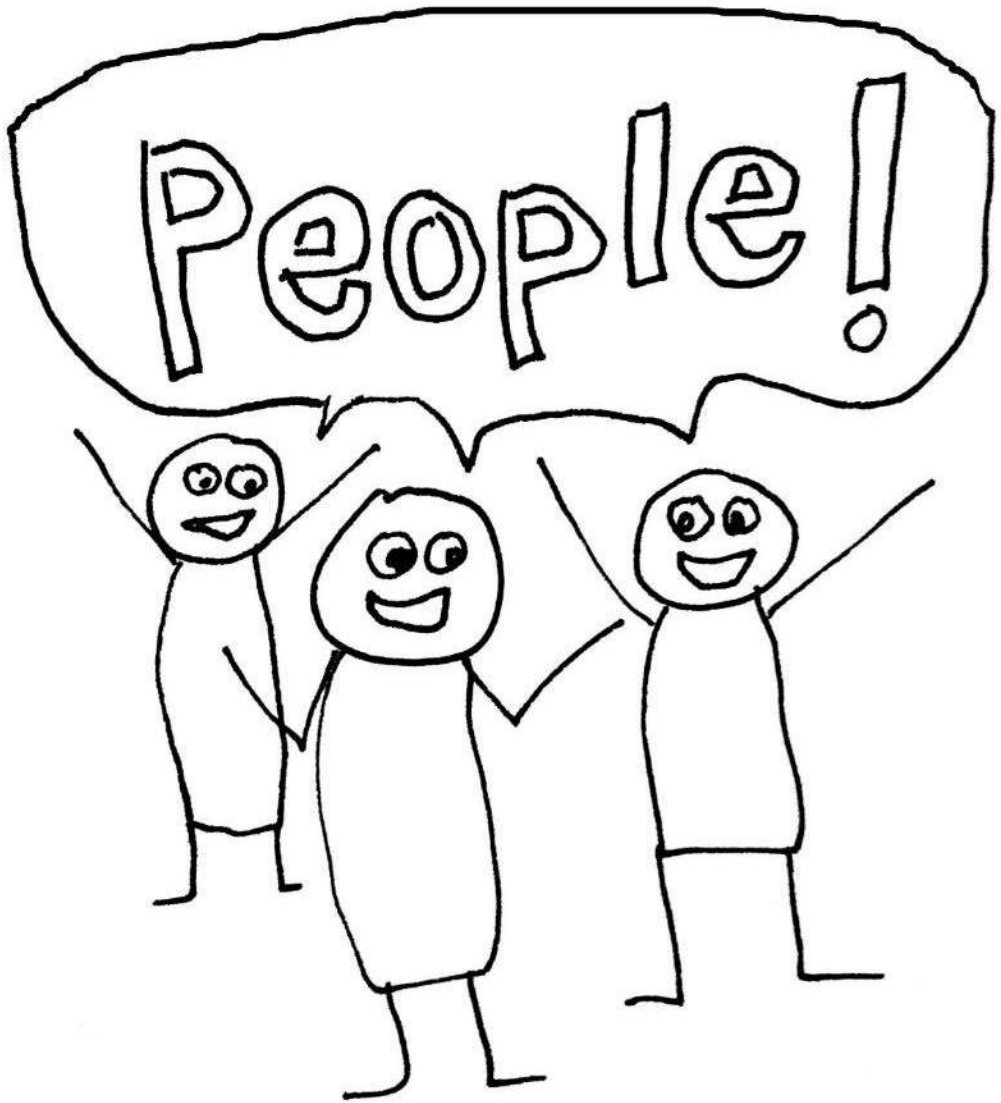

Hmmm...

Duh!
People!

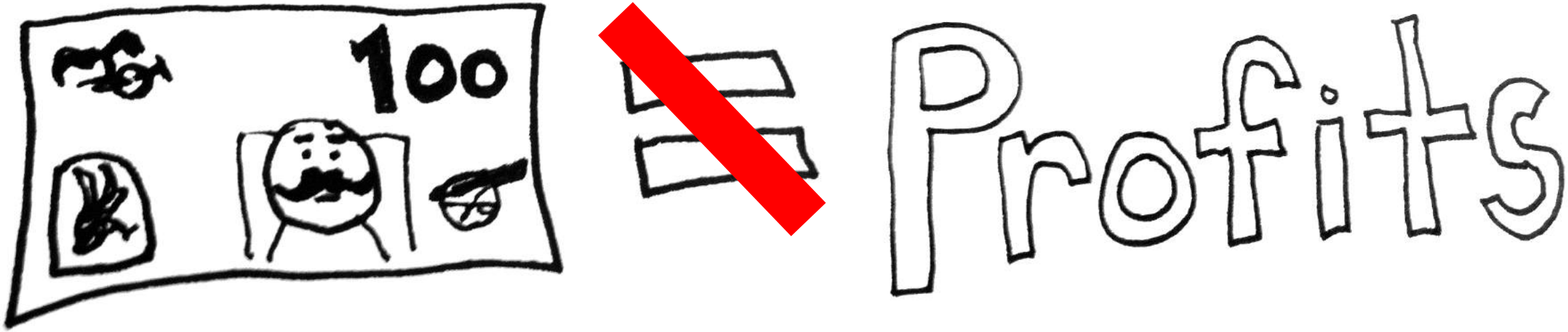
Cooperative
New
Rules!

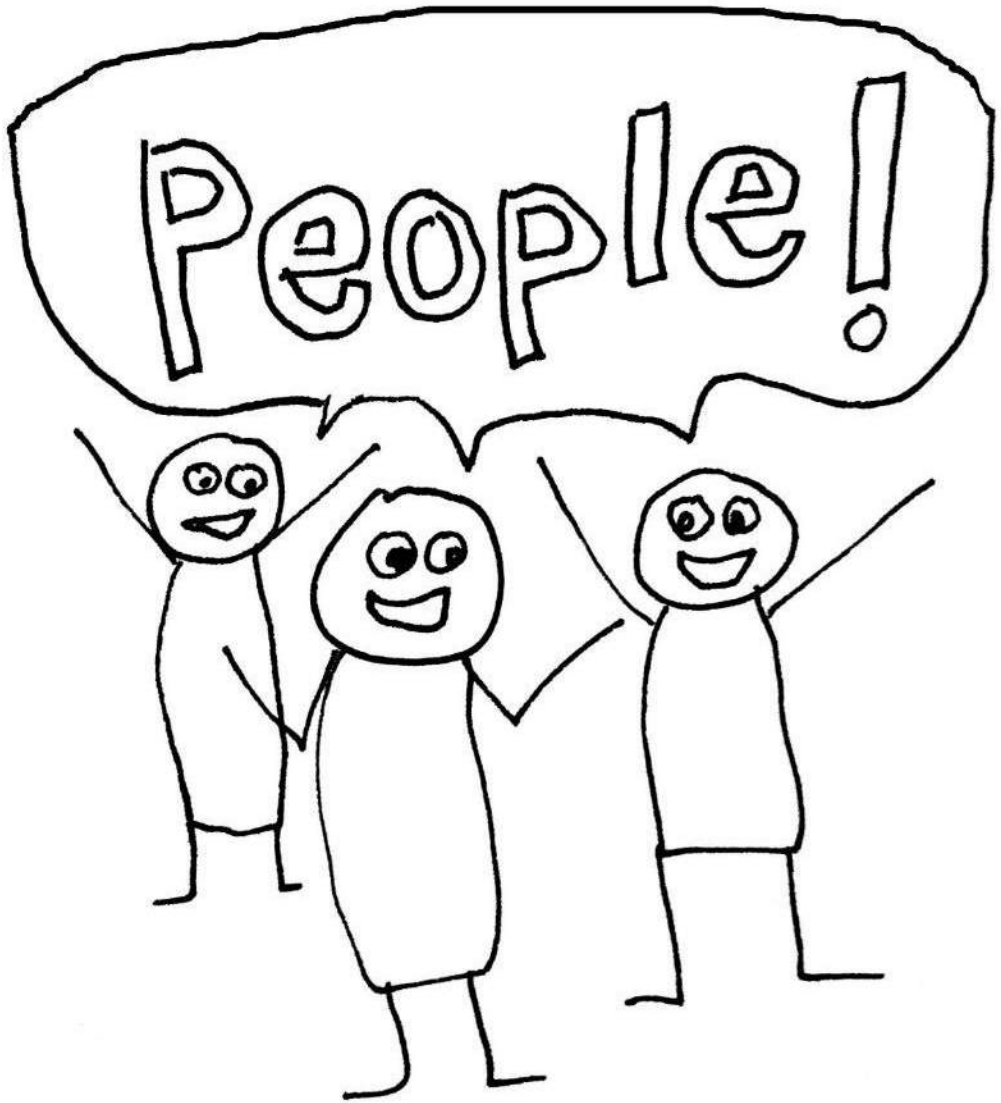


≠ Power

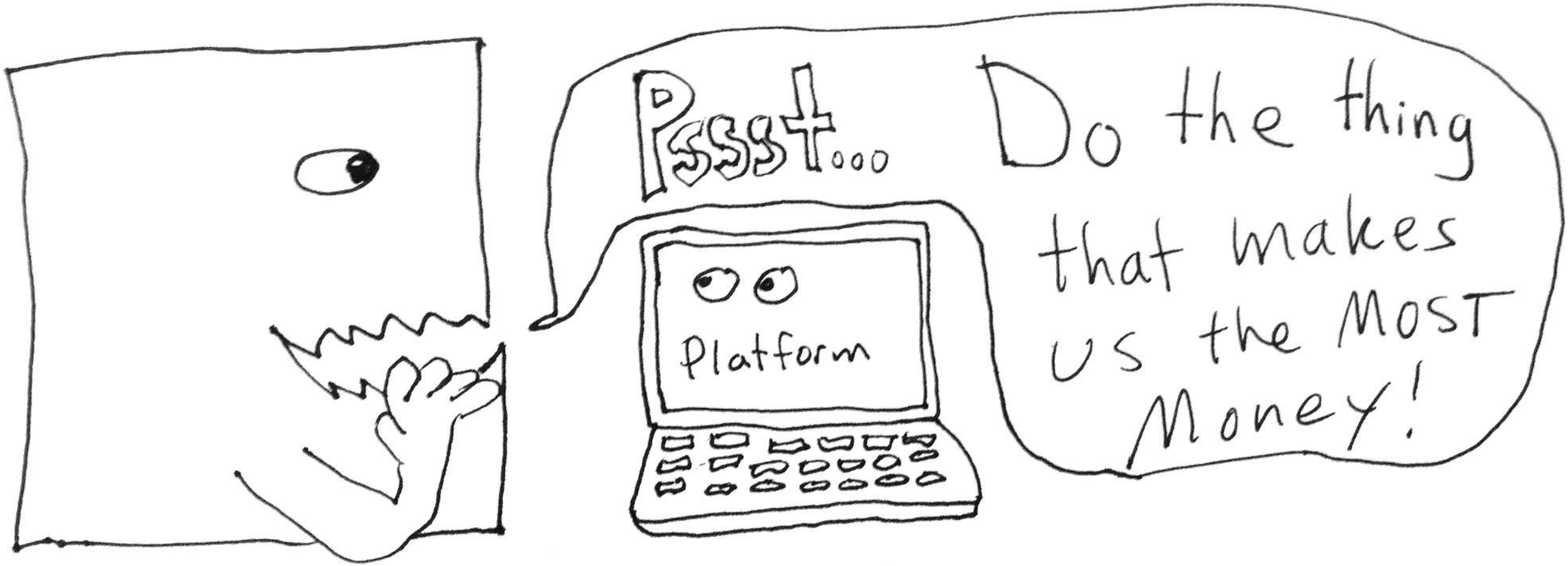


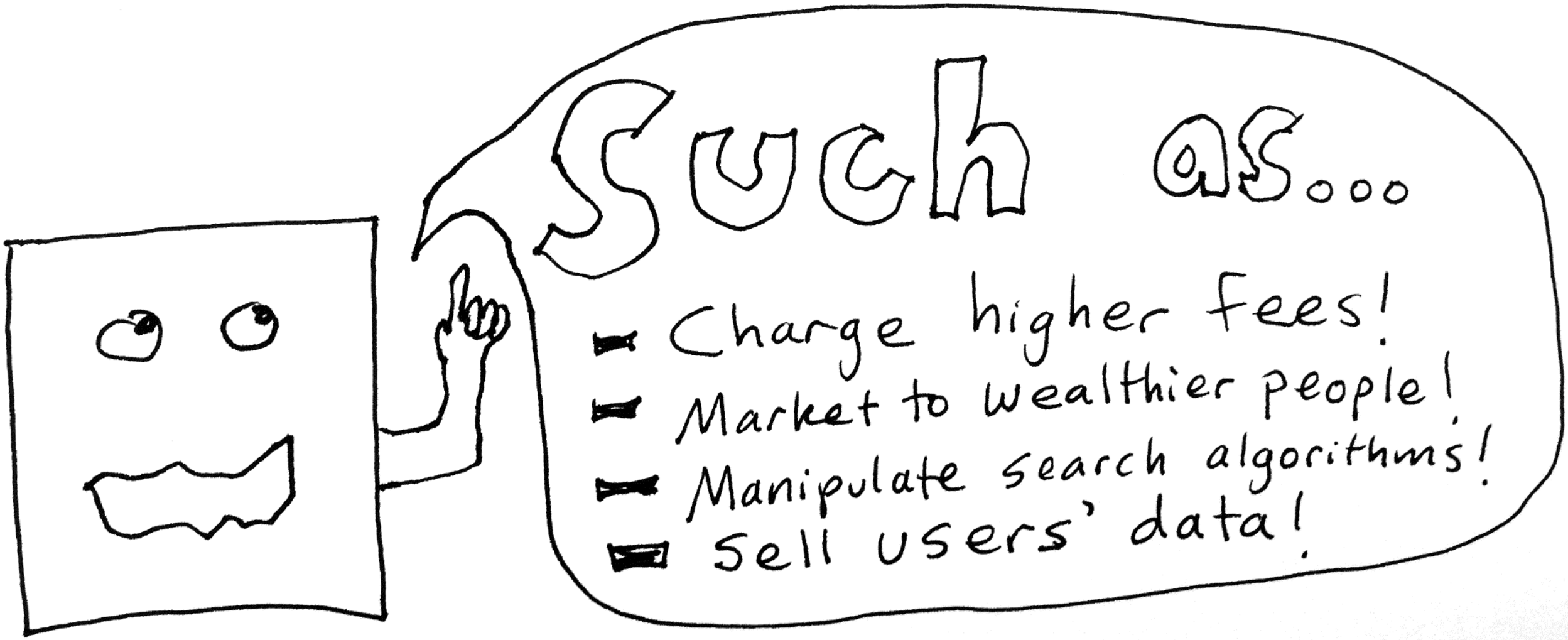
= Power

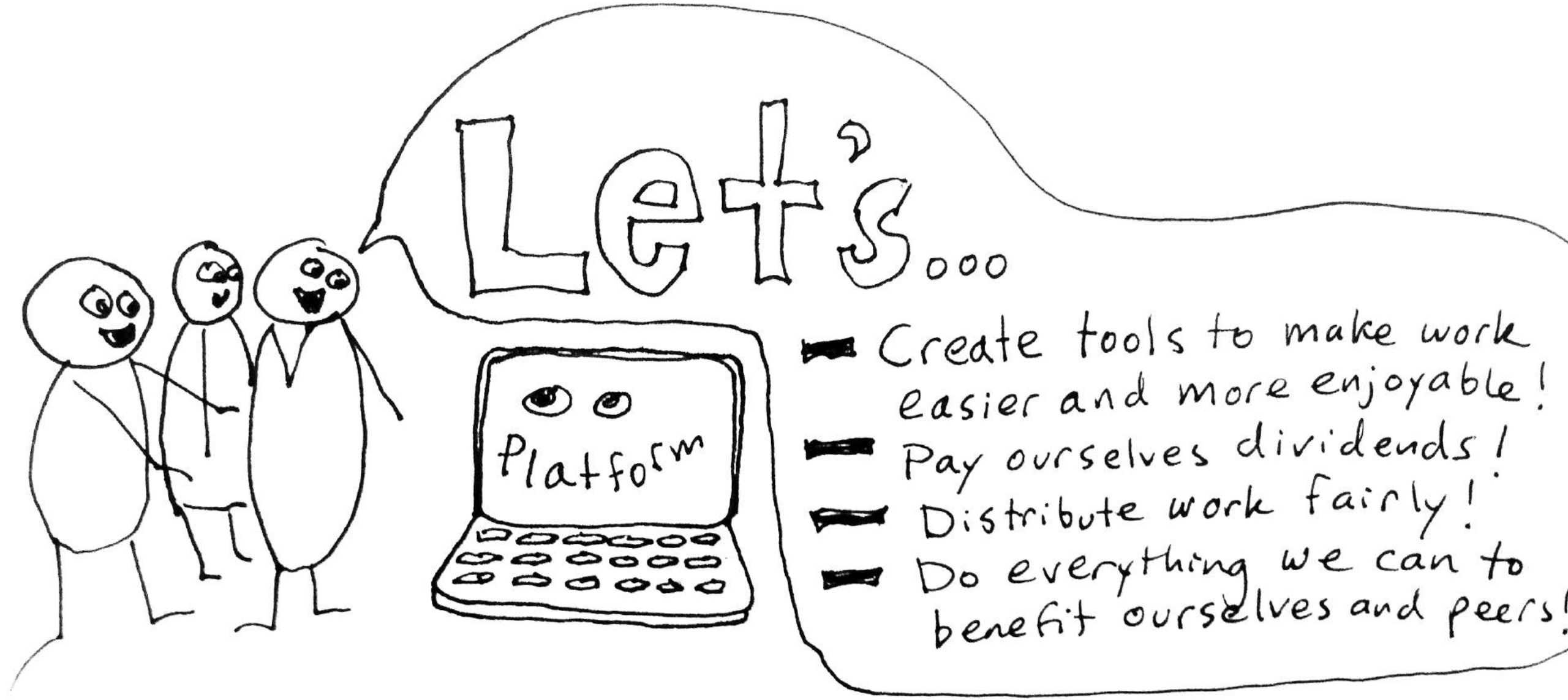

100
≠ Profits



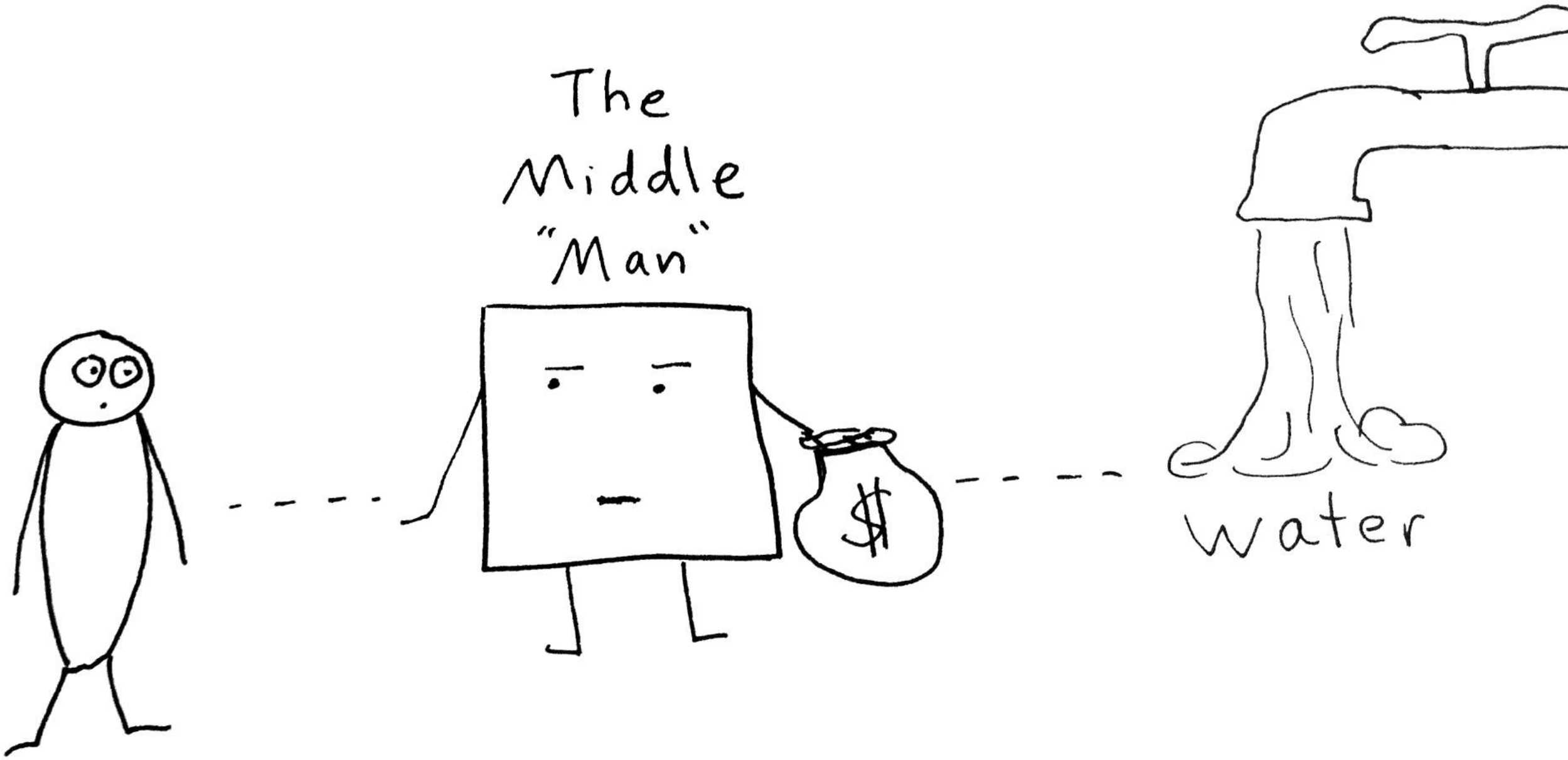
= Profits


Pssst...
Platform
Do the thing that makes us the MOST Money!

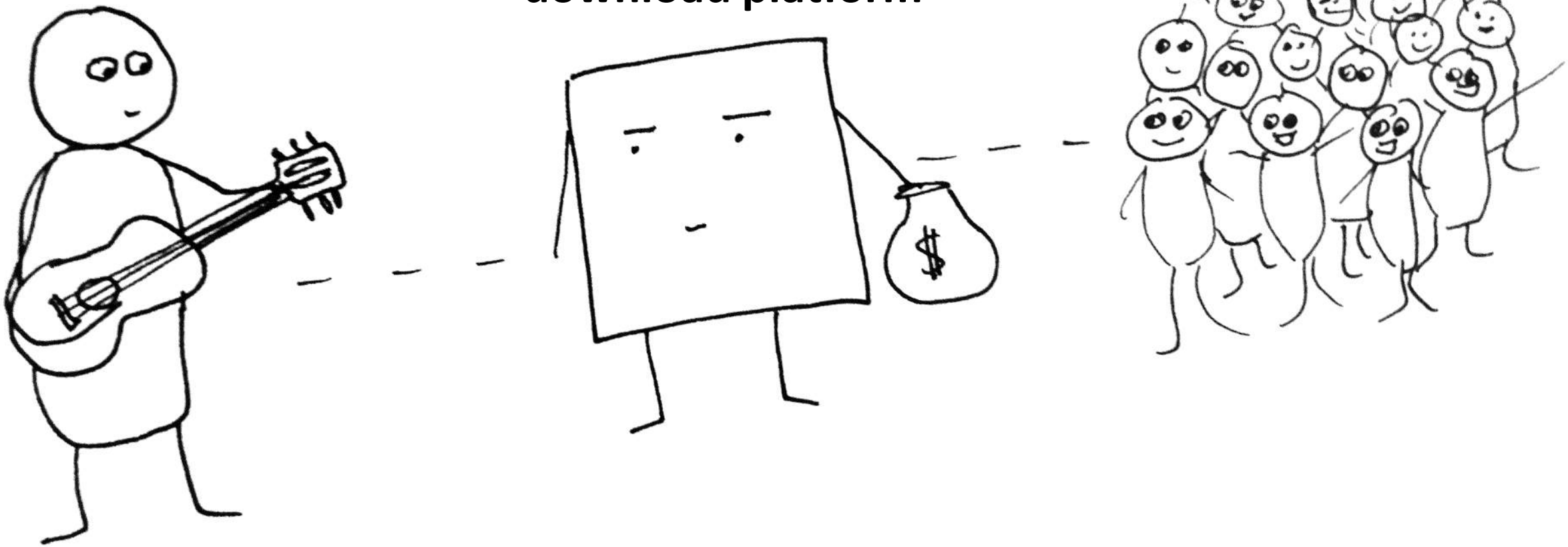

Such as...
- Charge higher fees!
- Market to wealthier people!
- Manipulate search algorithms!
- Sell users' data!

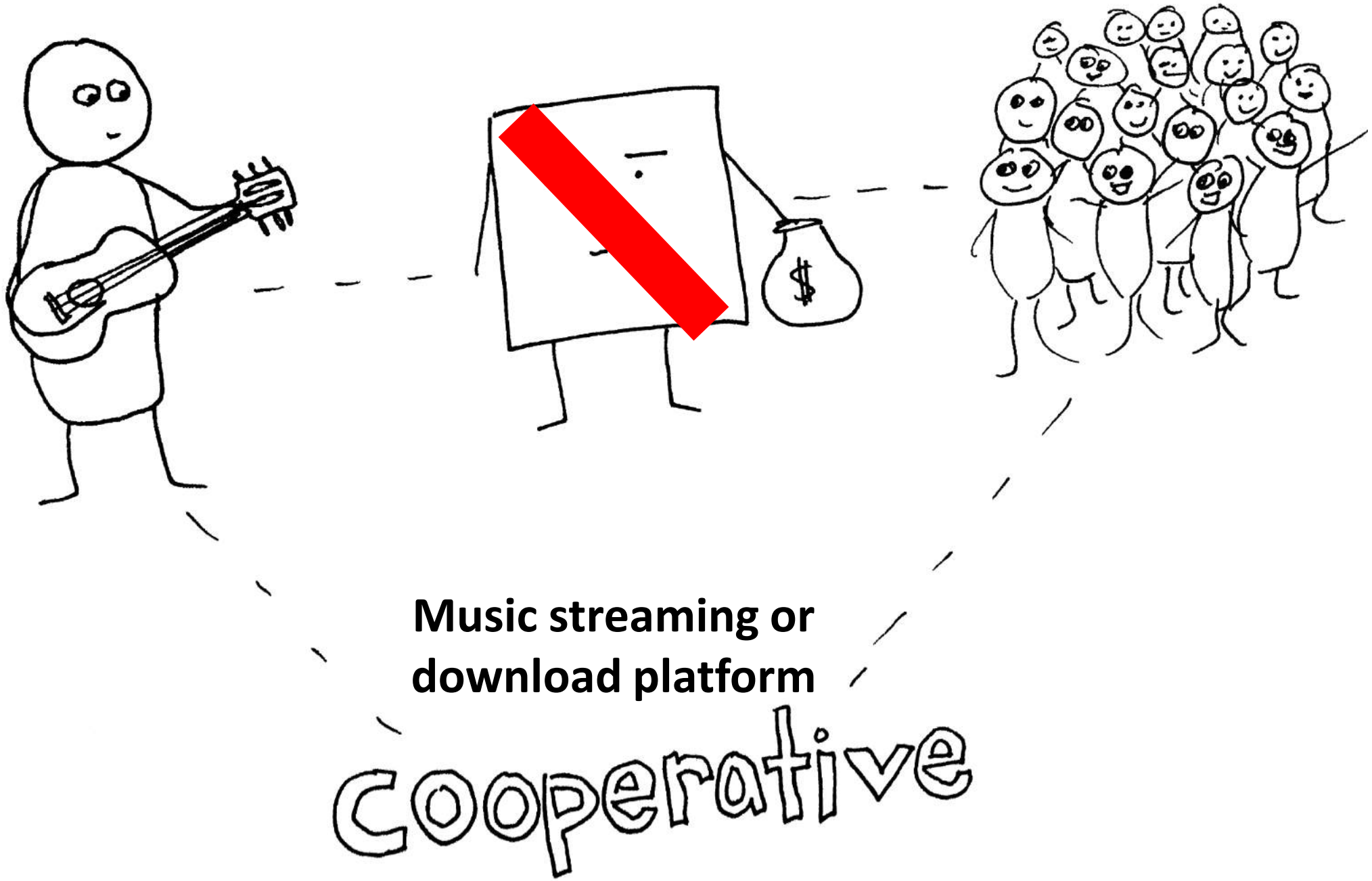

Let's ooo
Platform
- Create tools to make work easier and more enjoyable!
- Pay ourselves dividends!
- Distribute work fairly!
- Do everything we can to benefit ourselves and peers!

Another way to put it:


The
Middle
"Man"
$
water

Music streaming or download platform

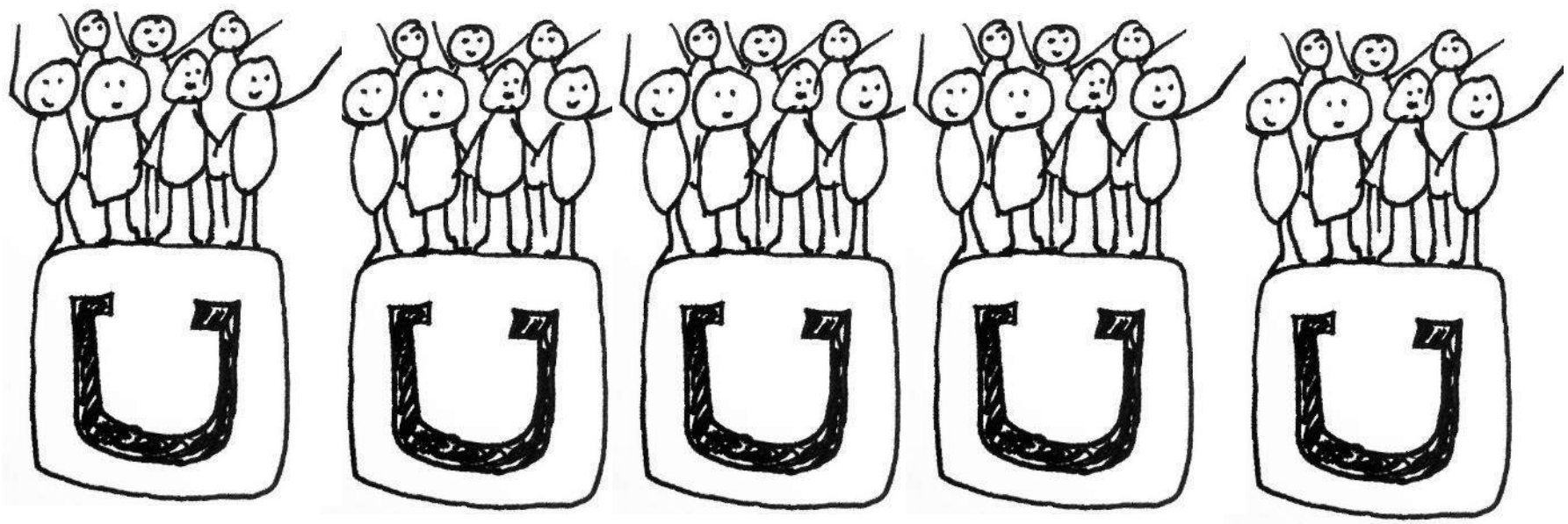



Music streaming or
download platform
cooperative

1. Technology

```
if{parameters.contains("name")+ —
=SQL}public.String=title__
if((!=null))<Person>=System
query+code.thing+stuff!!;
```

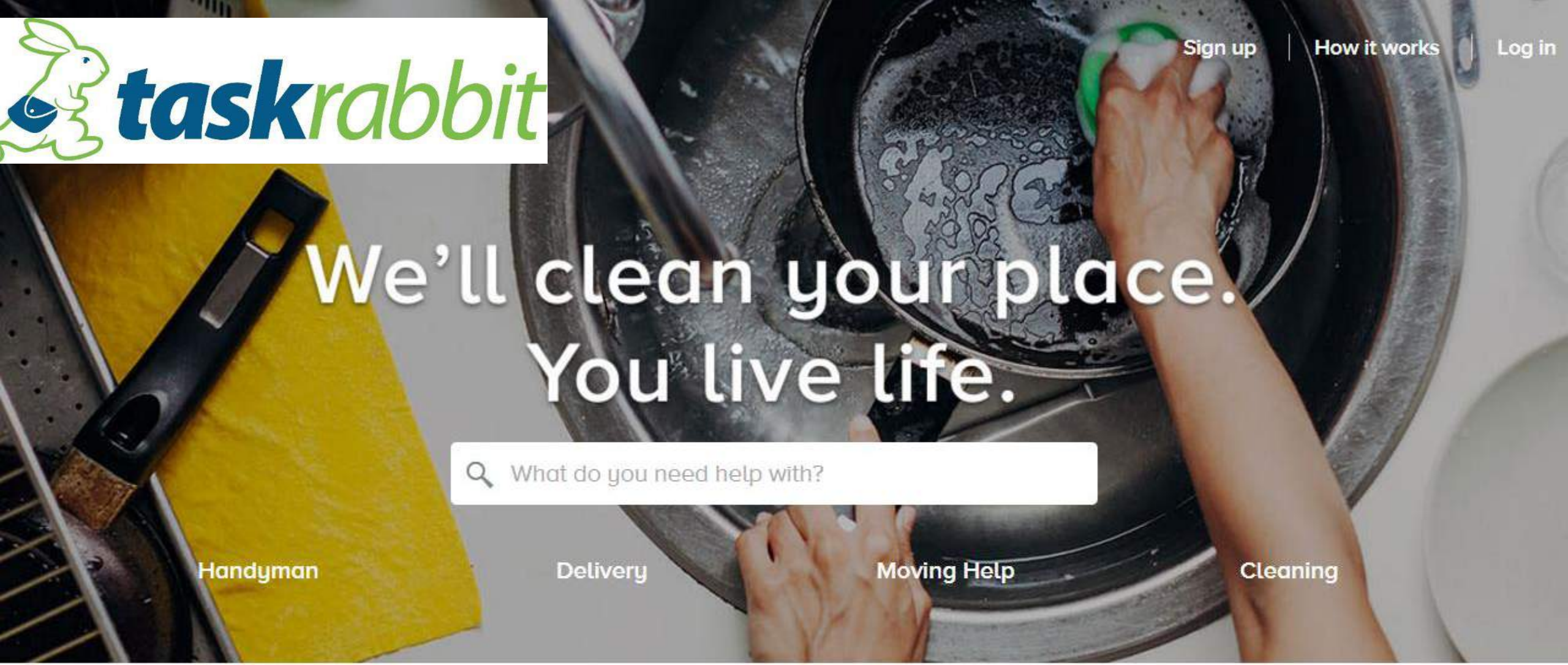
2. The captive attention of a lot of people:



Good News

```
if{parameters.contains("name")+ -
=SQL}public.String=title__
if((!=null))<Person>=System
query+code.thing+stuff!!;
```

```
=clone
```


taskrabbit
Sign up
How it works
Log in
We'll clean your place.
You live life.
What do you need help with?
Handyman
Delivery
Moving Help
Cleaning

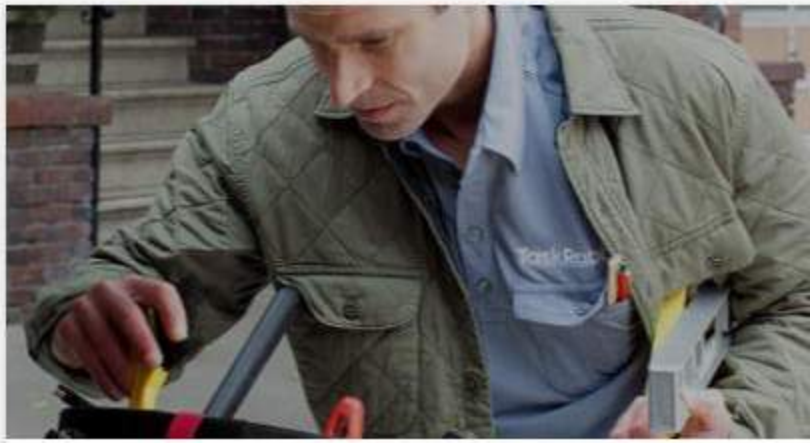
How it Works

Cleaning

We'll make your home sparkle!

Shopping + Delivery

Get anything from groceries to furniture



Handyman

Hire a Tasker for help around the house

Moving Help

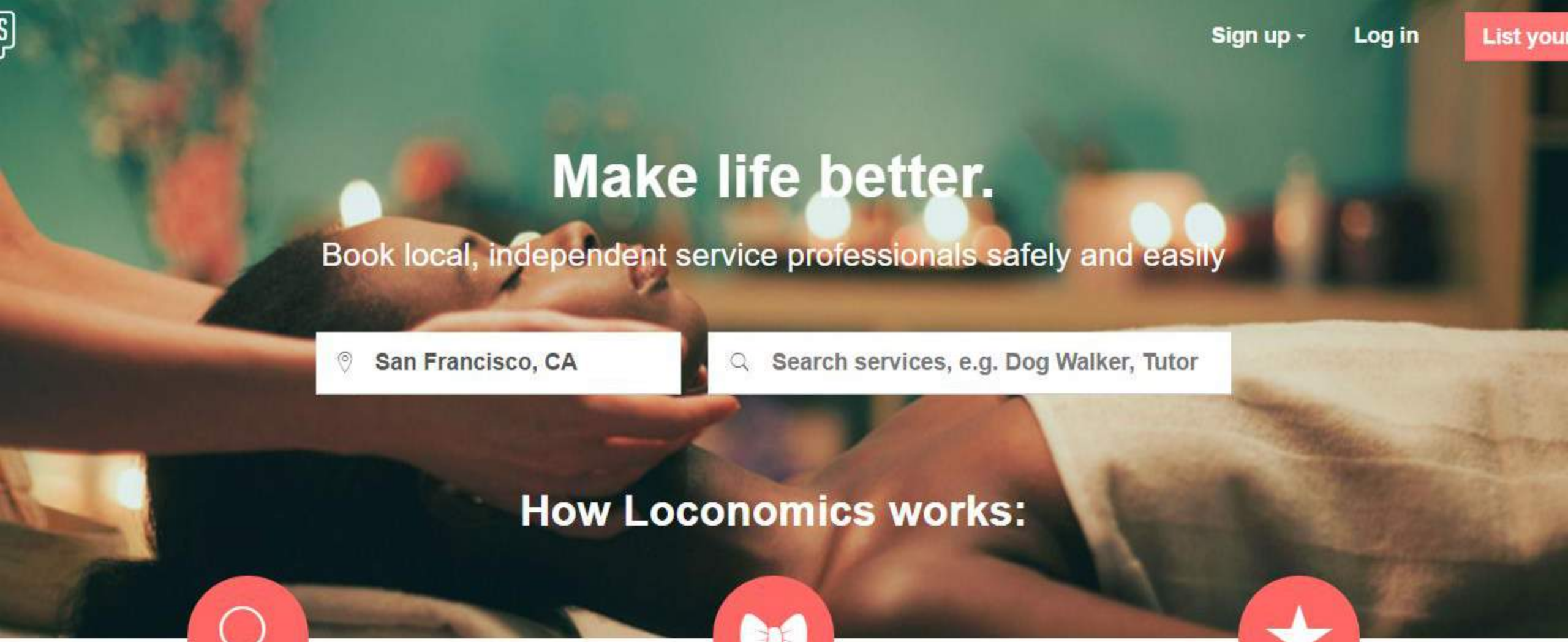
Let us help with all your moving to-dos!

General Help

Yep, there's a Tasker for that

Upgrade Your Home

Help with projects big and small



How Loconomics works:

Search and book

Find the perfect person to help you with your service needs. Profiles include clear pricing and verified reviews.

Service completed

Let the professional do the work and focus your efforts on enjoying the time and stress you've saved.

Review & repeat

Help imporve your provider's services & share the love of them with your neighbors. Karma is good.

Search for a (e.g. Garderner, Tutor...)

Sign up | Log in | List your

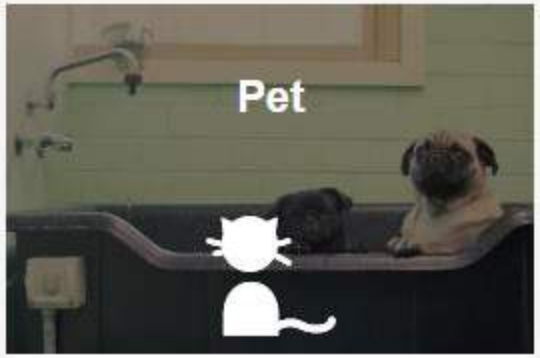
Browse by category

Need some help around the house? Painters, housekeepers, handymen and more await you.

View and book

Help your child learn a language, play an instrument, or give you a night out on the town.

View and book



Throw your dog a bone. Treat your pet to grooming services, walkers, sitters, and more.

View and book

You need a massage. Personal trainers, music teachers, and a number of therapists are here.

View and book

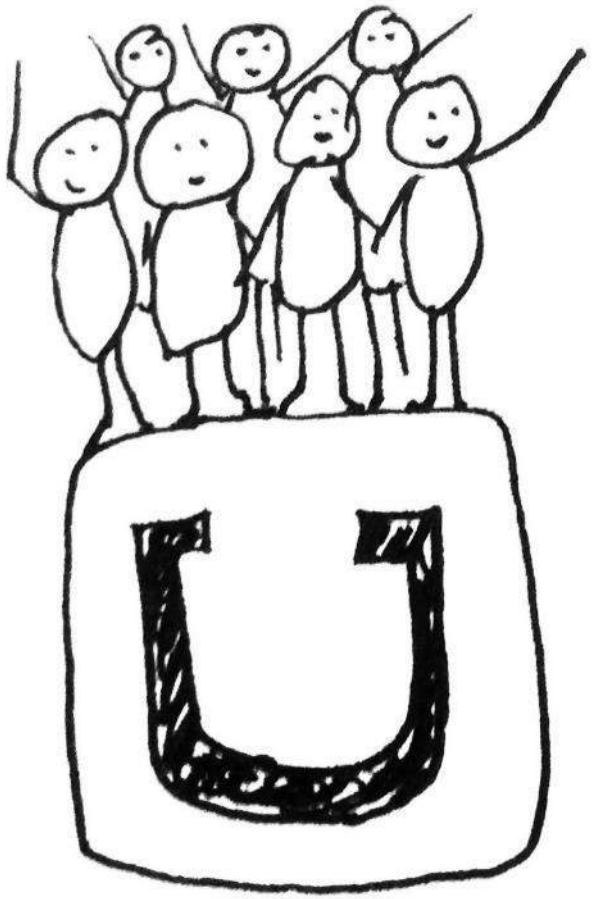
Now's the time.

A marketplace owned by the people doing the work.

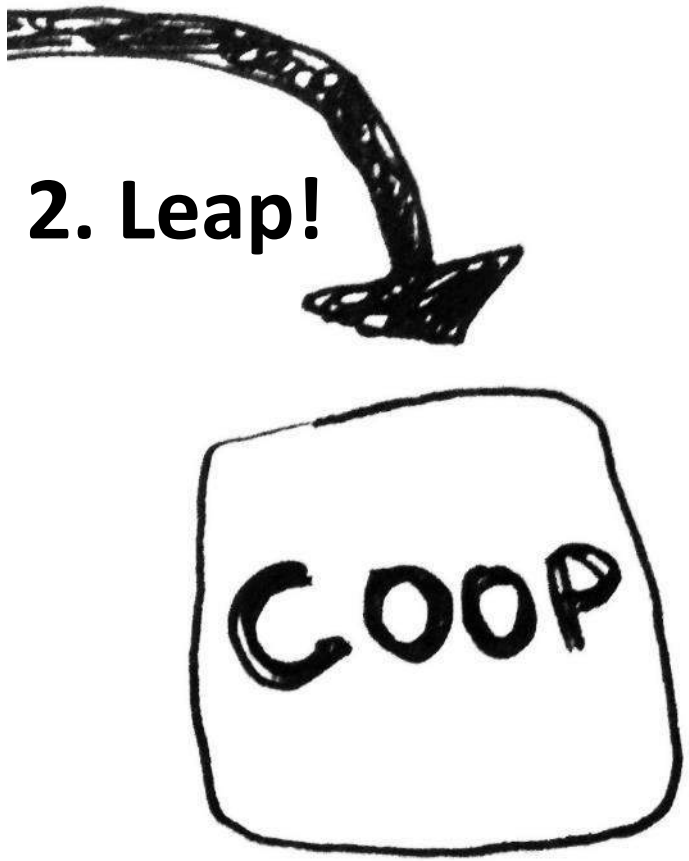
Sign up for the beta

Good News

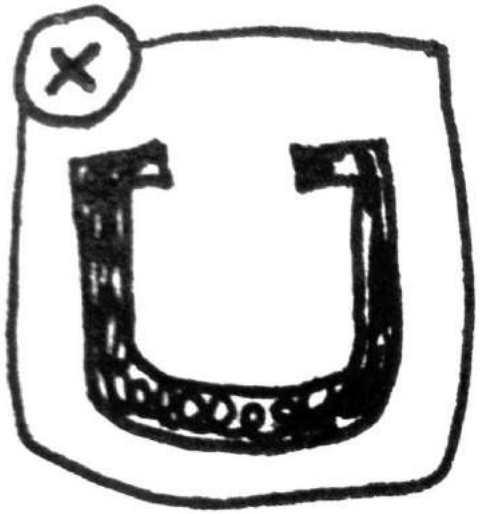
1. Organize!



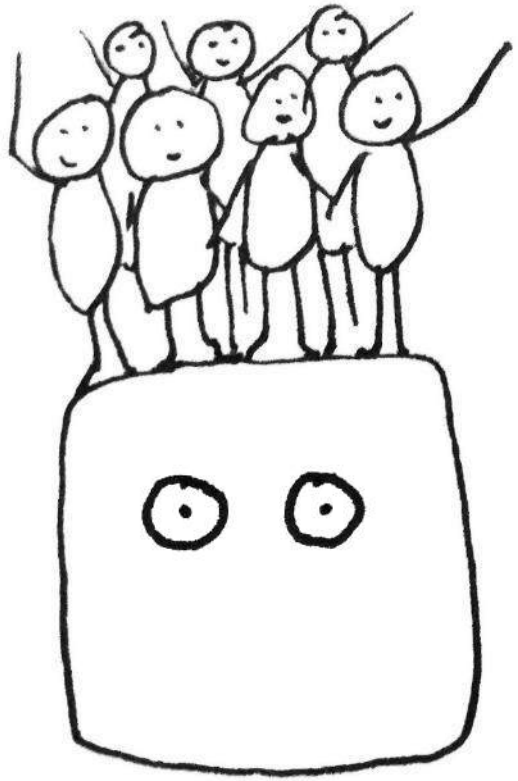
2. Leap!



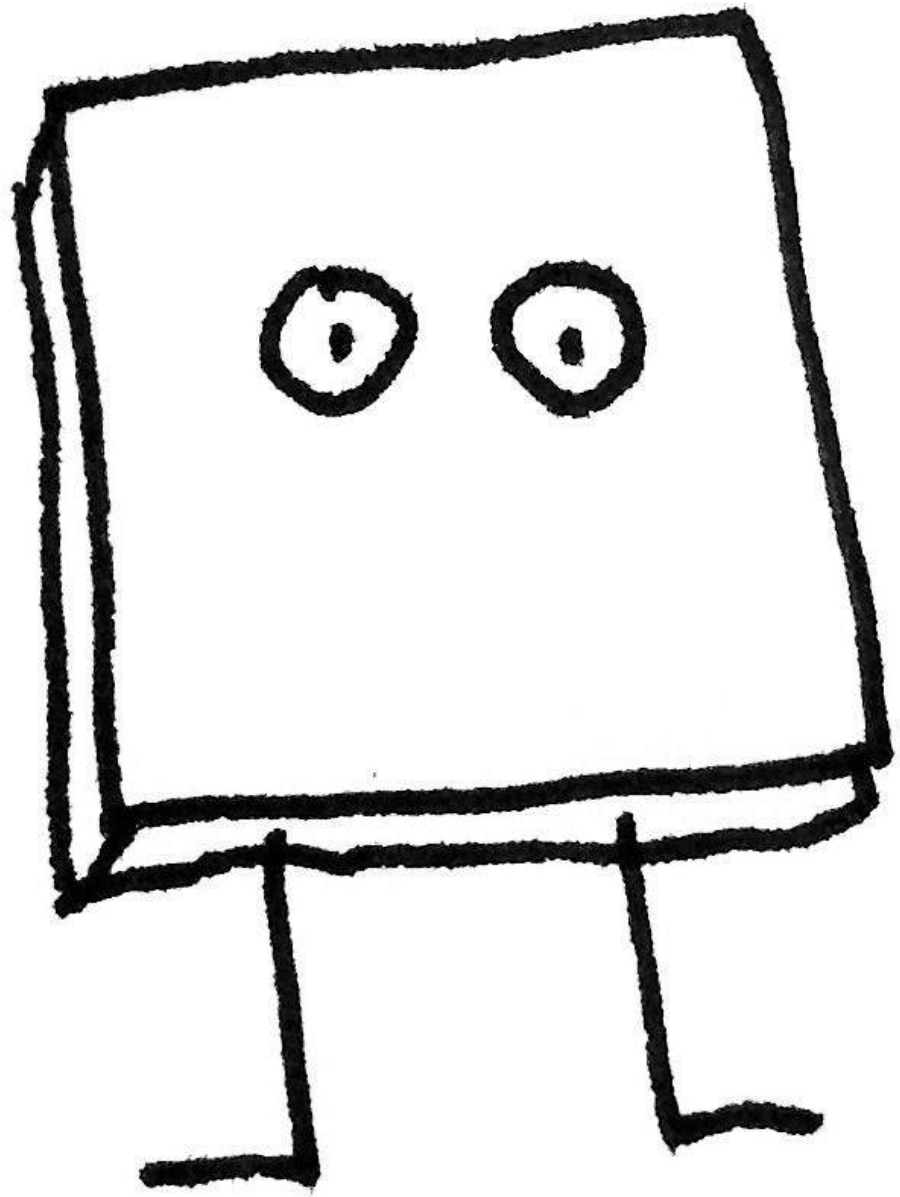
3. Delete!

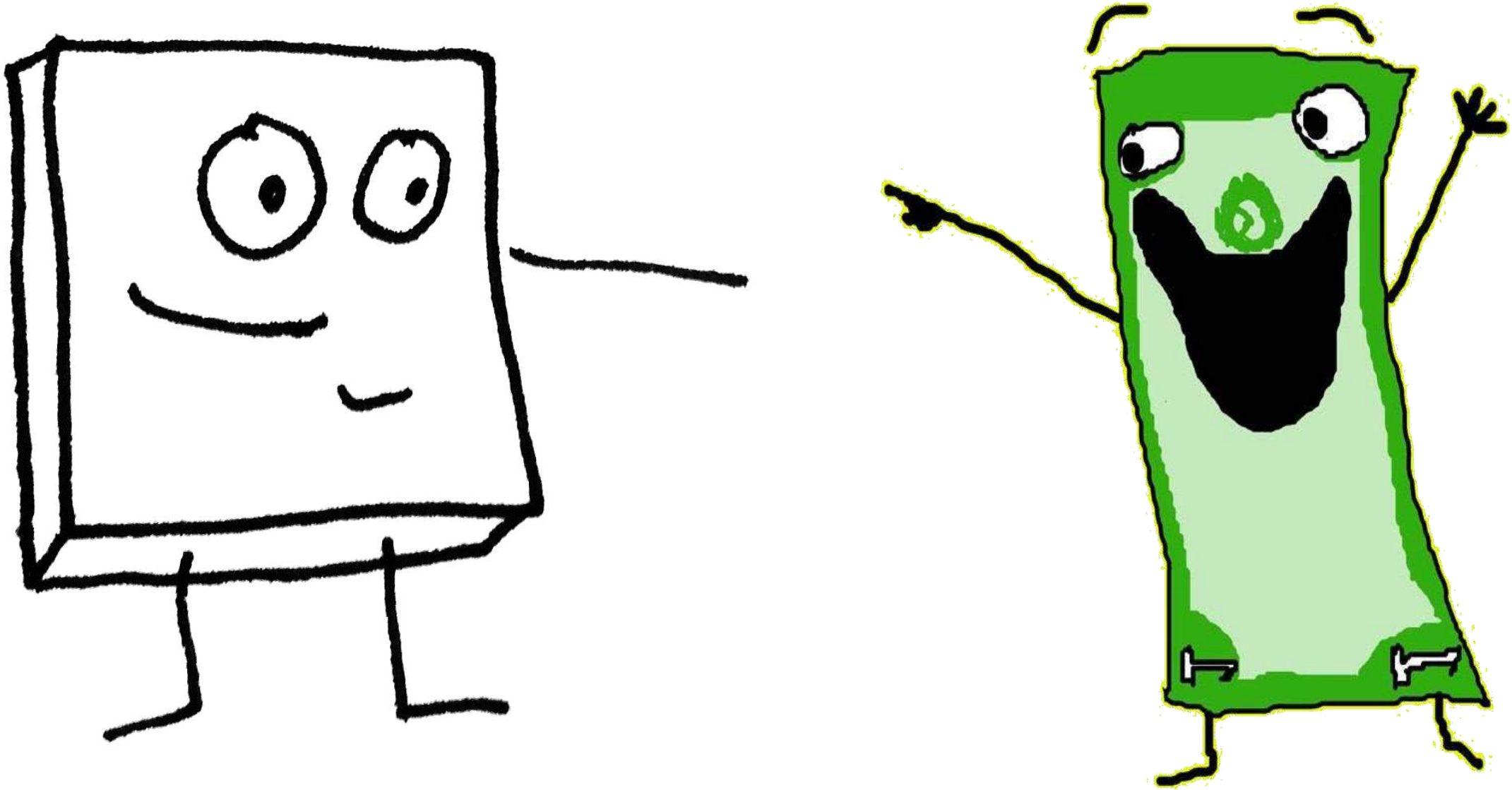


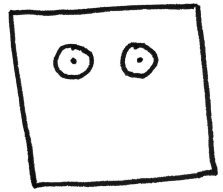
4. Repeat!

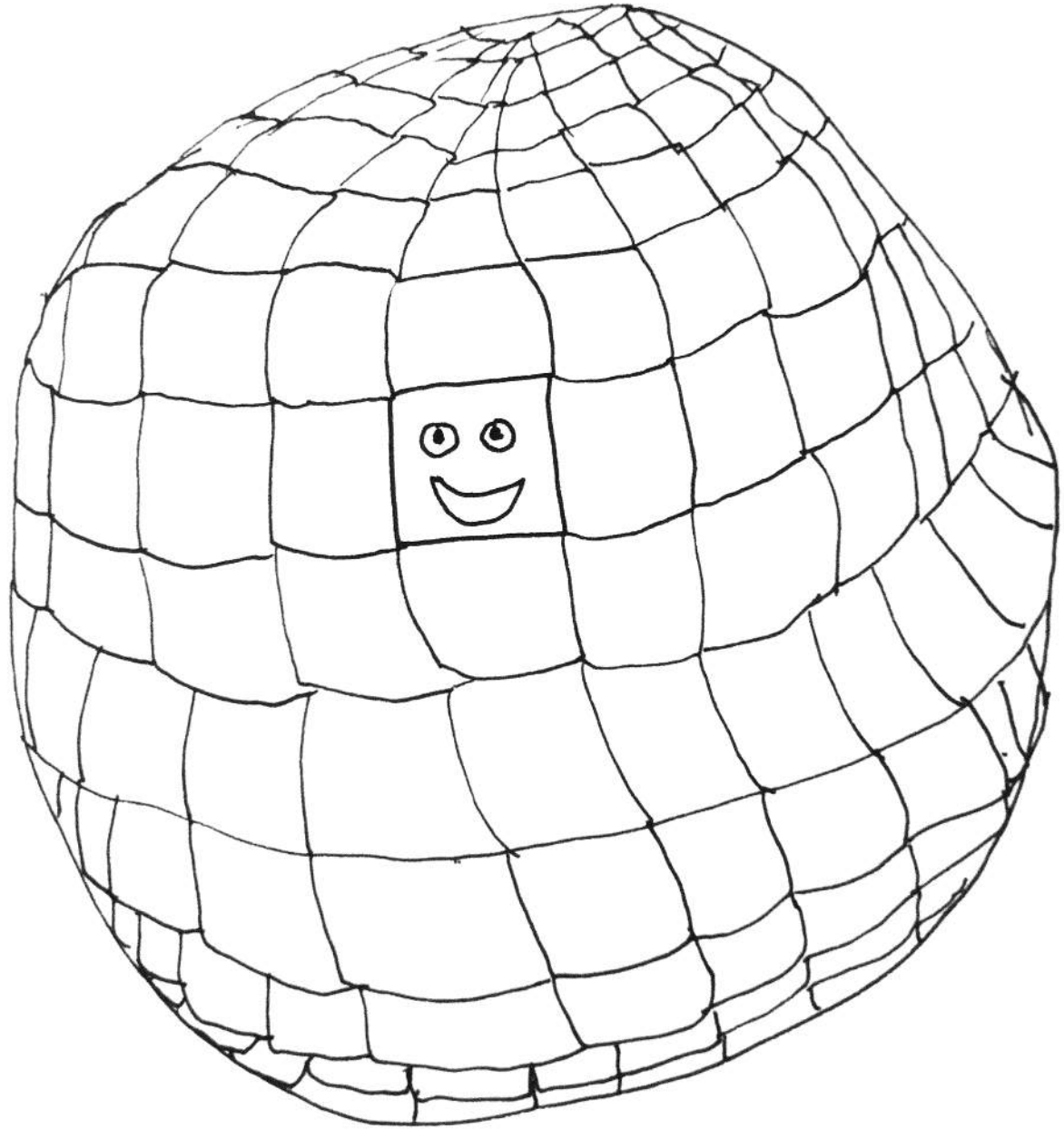


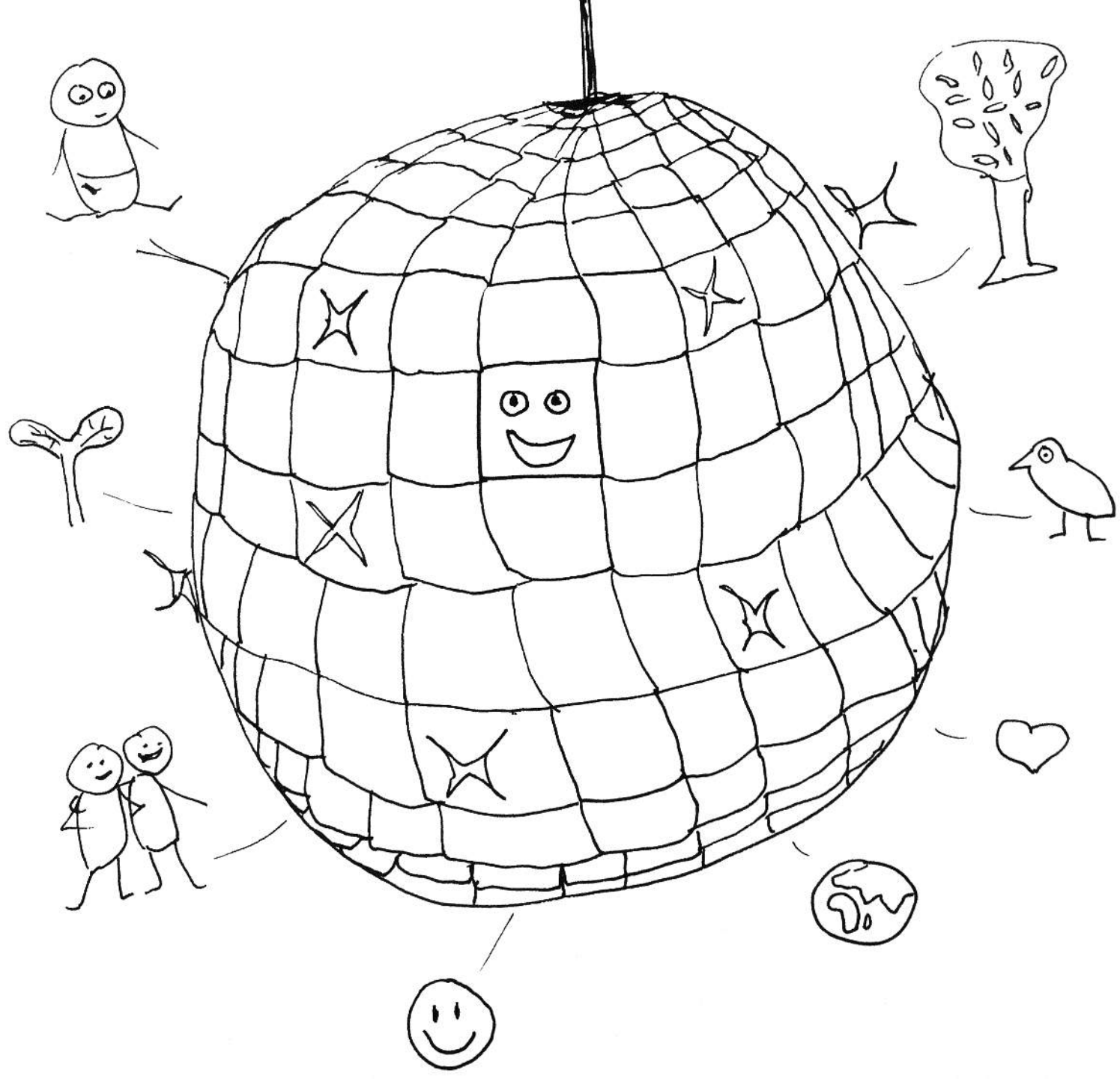
But, what will motivate people to create cooperatives?

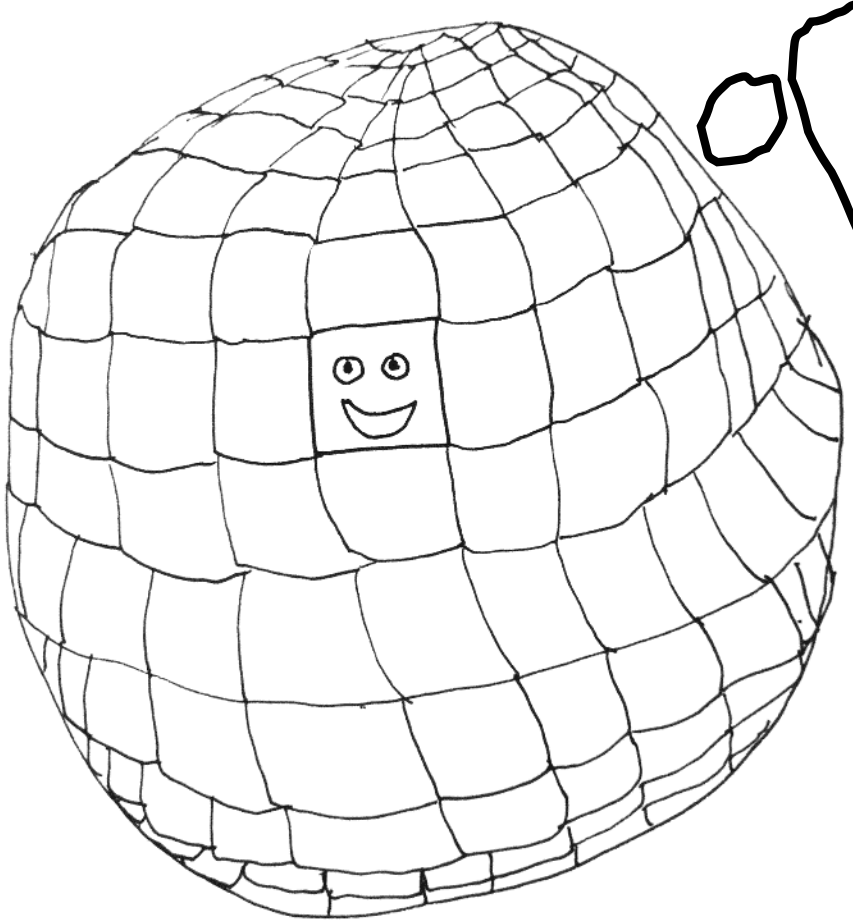












I want **satisfying work,**
where **my voice matters**,
I have **control** over my work,
I can **learn and grow,**
I can use my **creativity**,
build **community**,
advance **equity,**
and have **fun**!

Good News

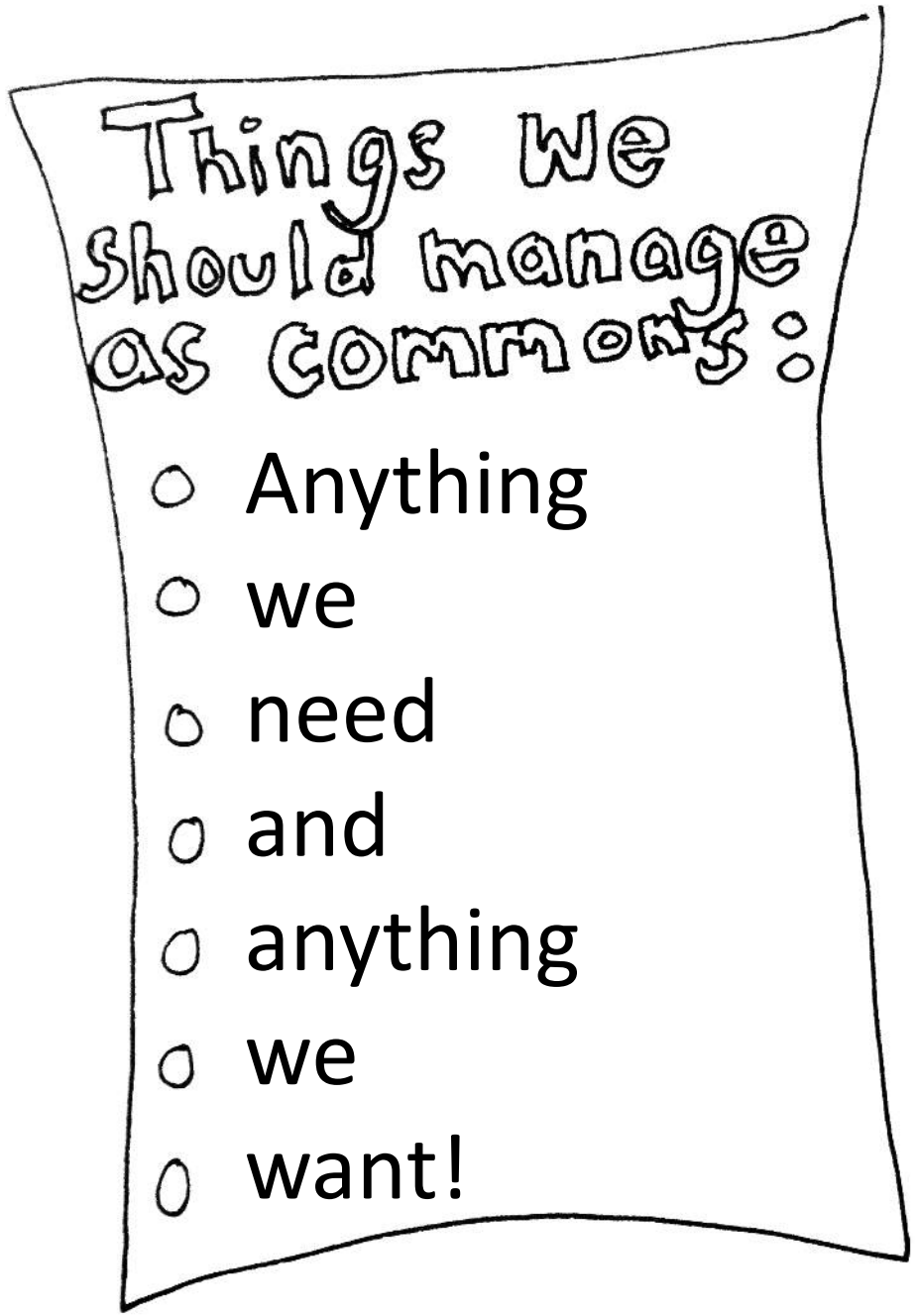
"We can do this, people!"

-- what Nobel Prize-winning economist Elinor Ostrom said (more or less)

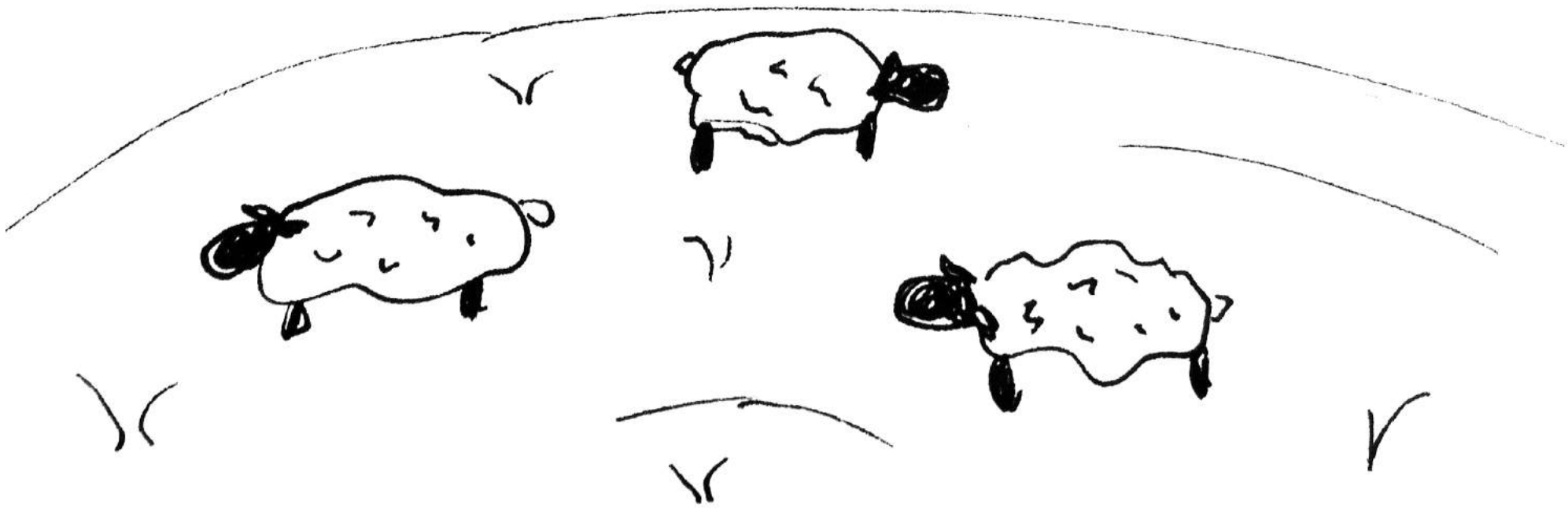
Rule:
Highest
bidder
wins!

The Commons

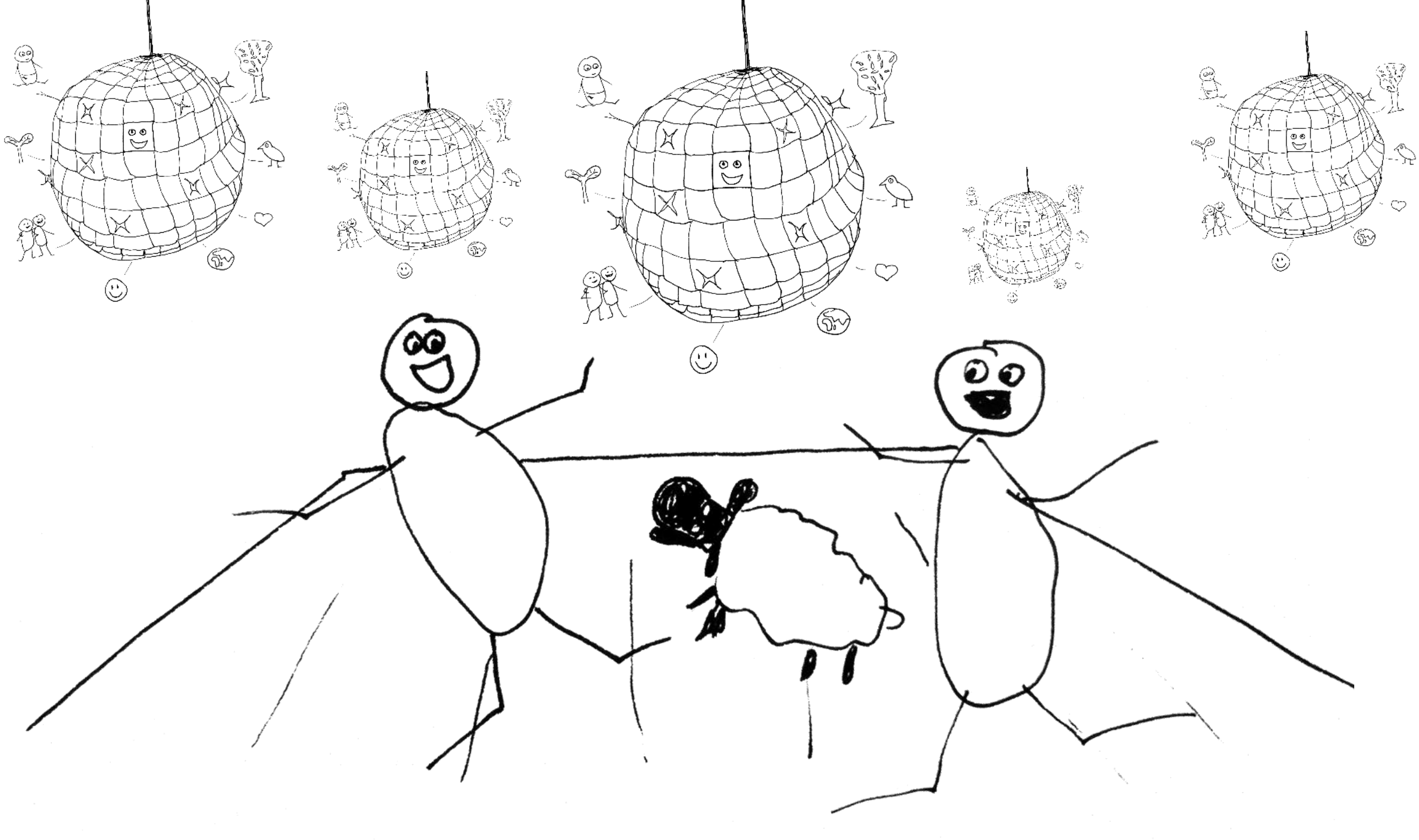
People work together to make decisions and allocate resources, with the goal of providing for and sustaining communities in the long-term.


Things we should manage as commons:
Anything
we
need
and
anything
we
want!

The Commons



The Commons



Good News

It will be….because it HAS to be….

FUN!

Good News

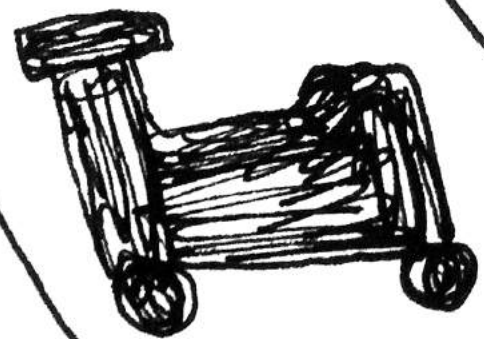
It will be….because it HAS to be….

Meaningful

Coops are more efficient, stable, competitive, etc.

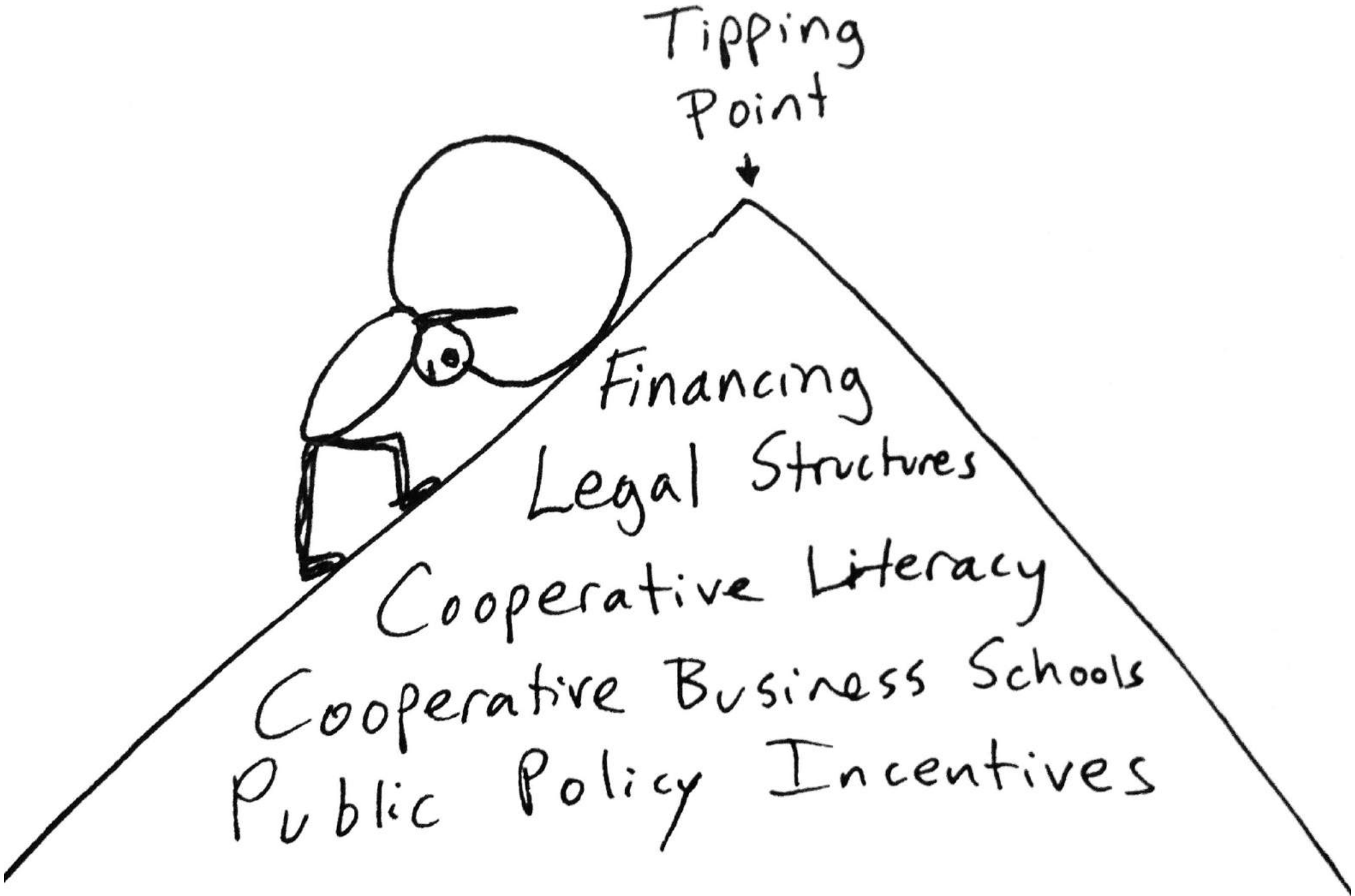
BOARDWALK

COOPERATIVE

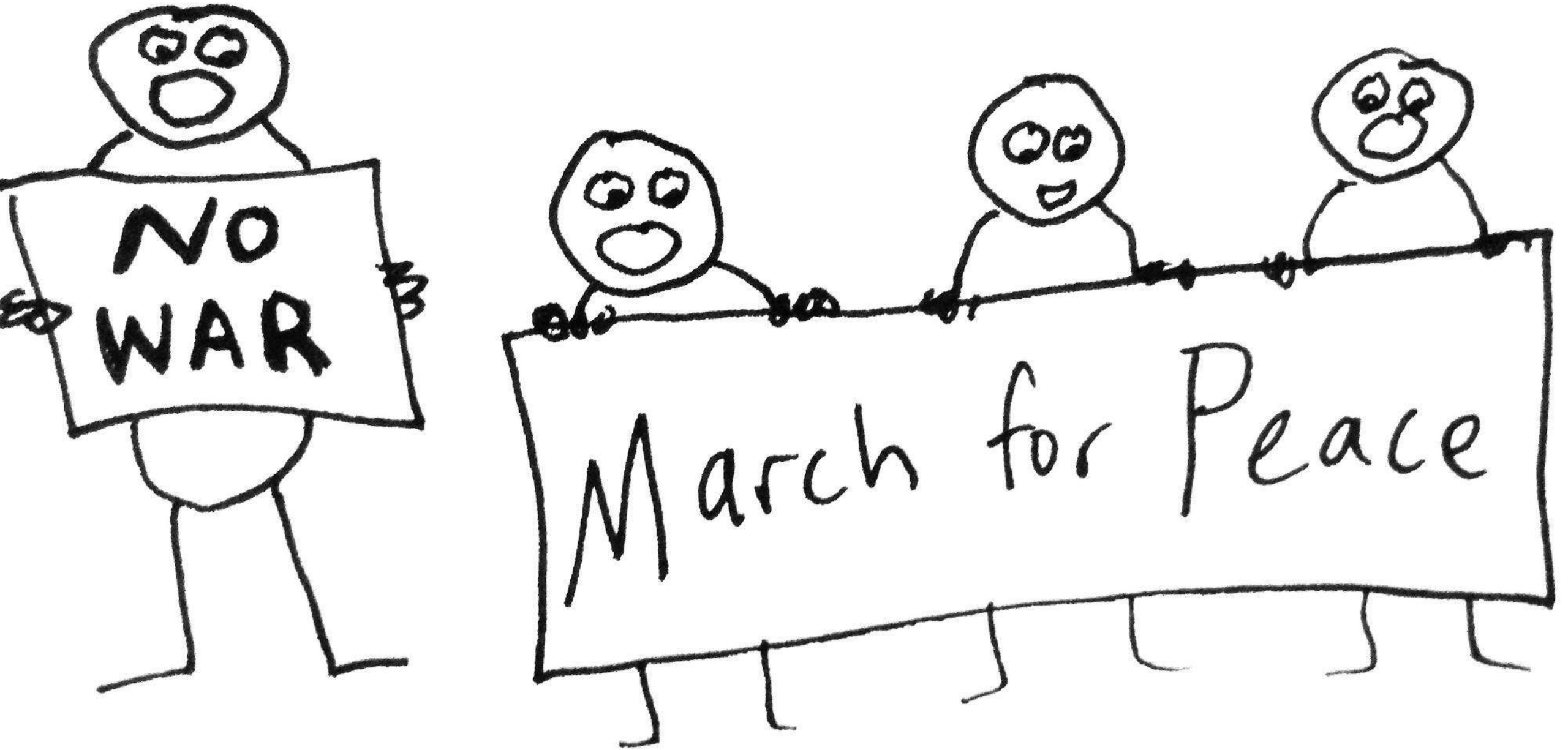


PARK PLACE

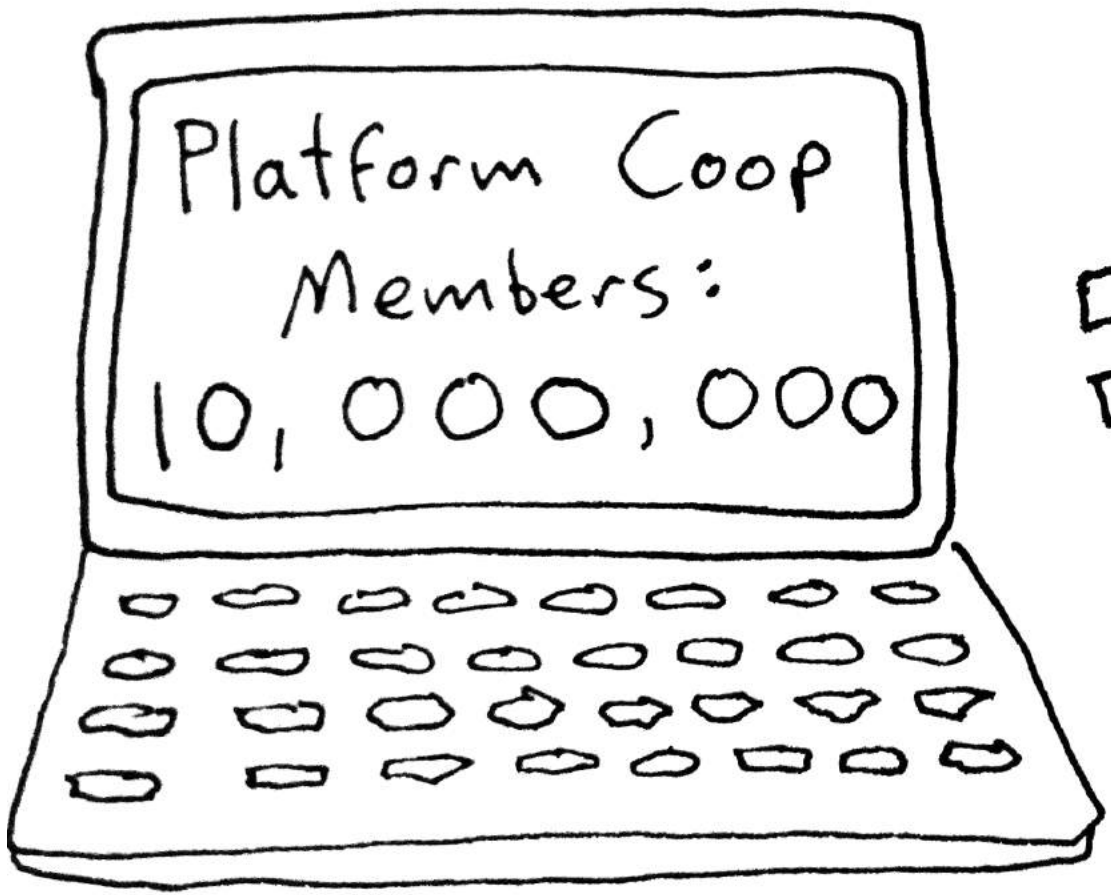
MA
GA


Tipping Point
Financing
Legal Structures
Cooperative Literacy
Cooperative Business Schools
Public Policy Incentives

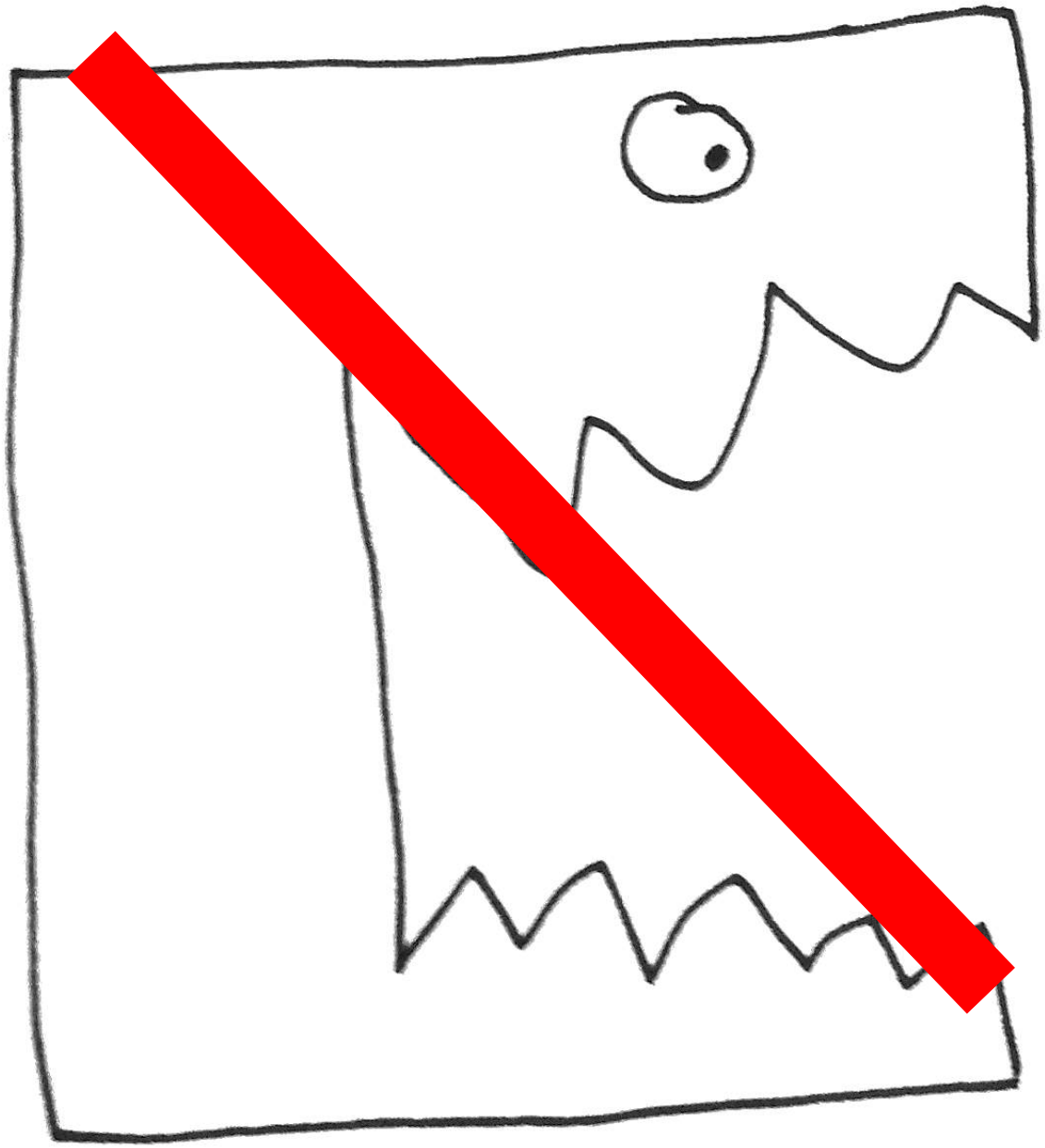
TICKETS
CLOSED

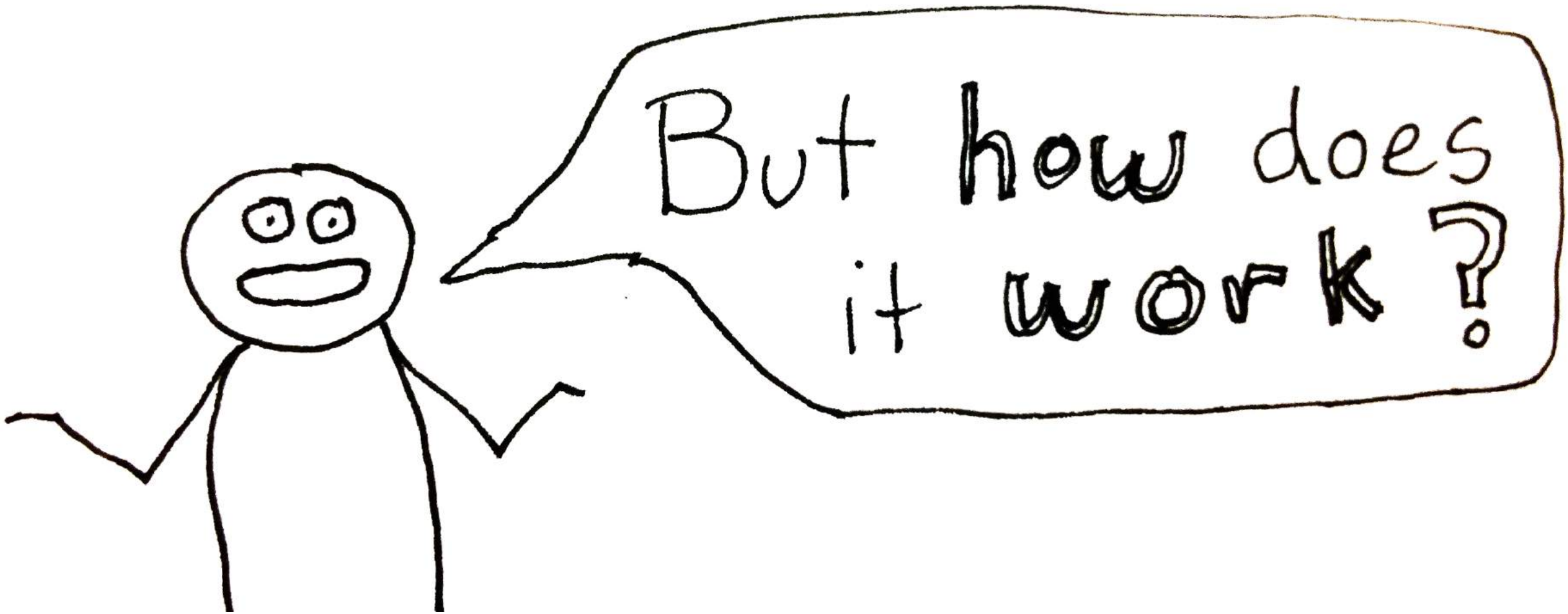

NO
WAR
March for Peace

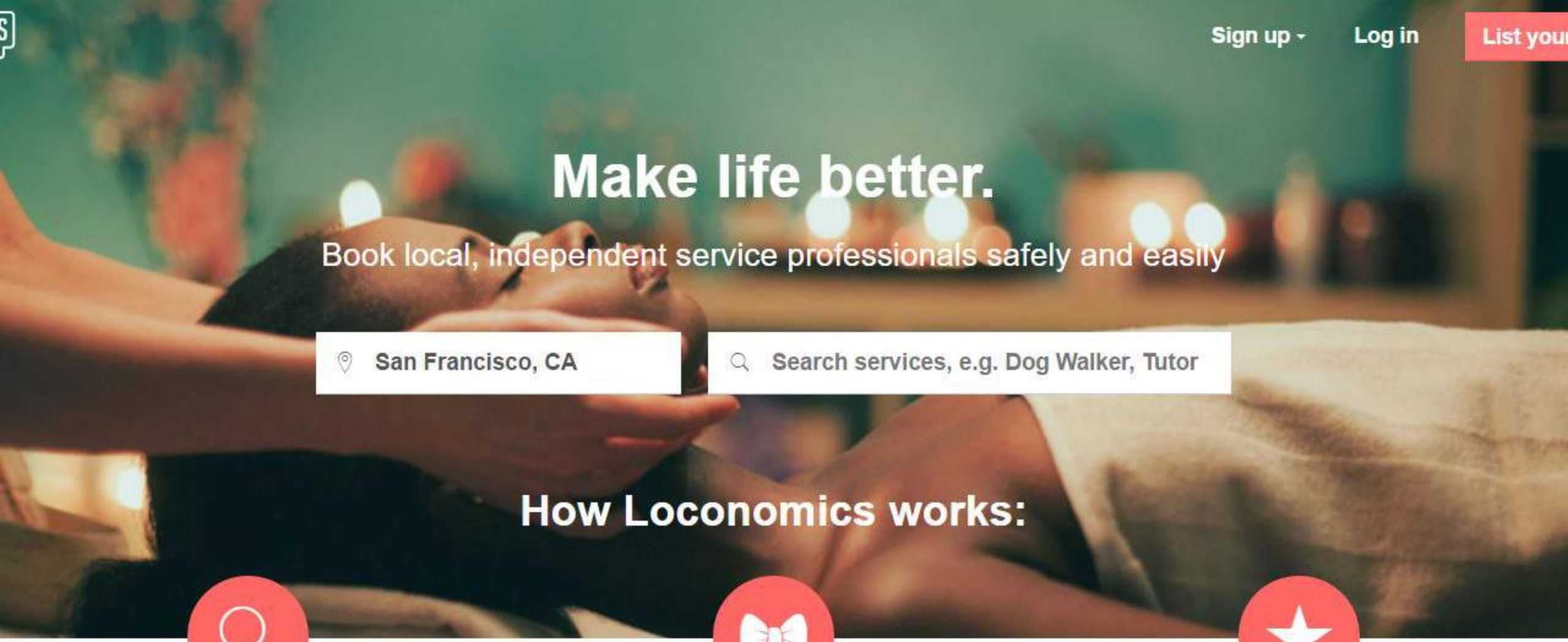
Good News



= People Power




But how does it work?



How Loconomics works:

Search and book

Find the perfect person to help you with your service needs. Profiles include clear pricing and verified reviews.

Service completed

Let the professional do the work and focus your efforts on enjoying the time and stress you've saved.

Review & repeat

Help imporve your provider's services & share the love of them with your neighbors. Karma is good.

Search for a (e.g. Garderner, Tutor...)

Sign up | Log in | List your

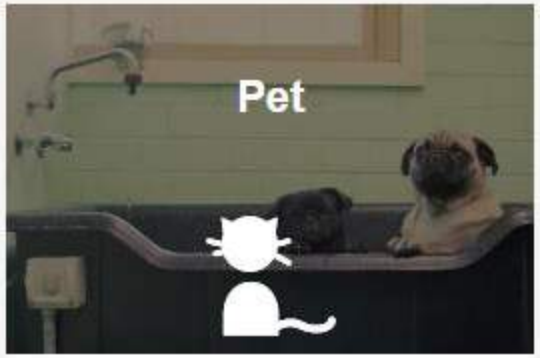
Browse by category

Need some help around the house? Painters, housekeepers, handymen and more await you.

View and book

Help your child learn a language, play an instrument, or give you a night out on the town.

View and book



Throw your dog a bone. Treat your pet to grooming services, walkers, sitters, and more.

View and book

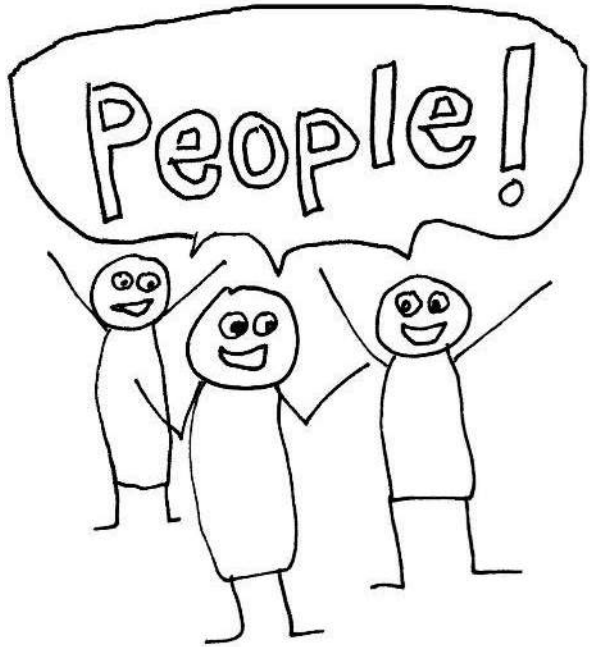
You need a massage. Personal trainers, music teachers, and a number of therapists are here.

View and book

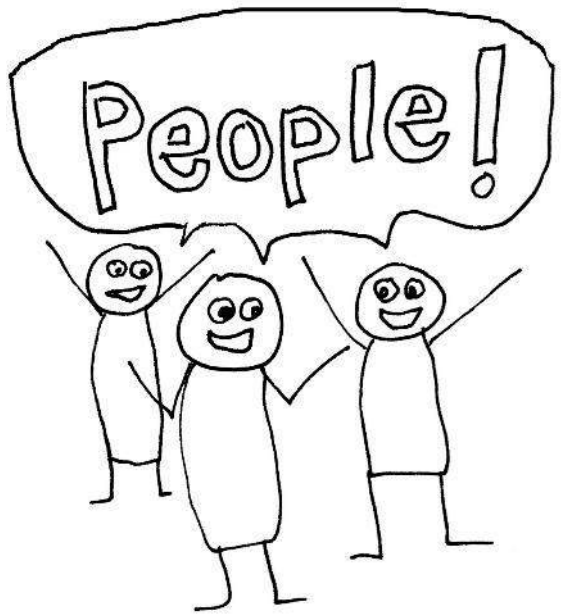
Now's the time.

A marketplace owned by the people doing the work.

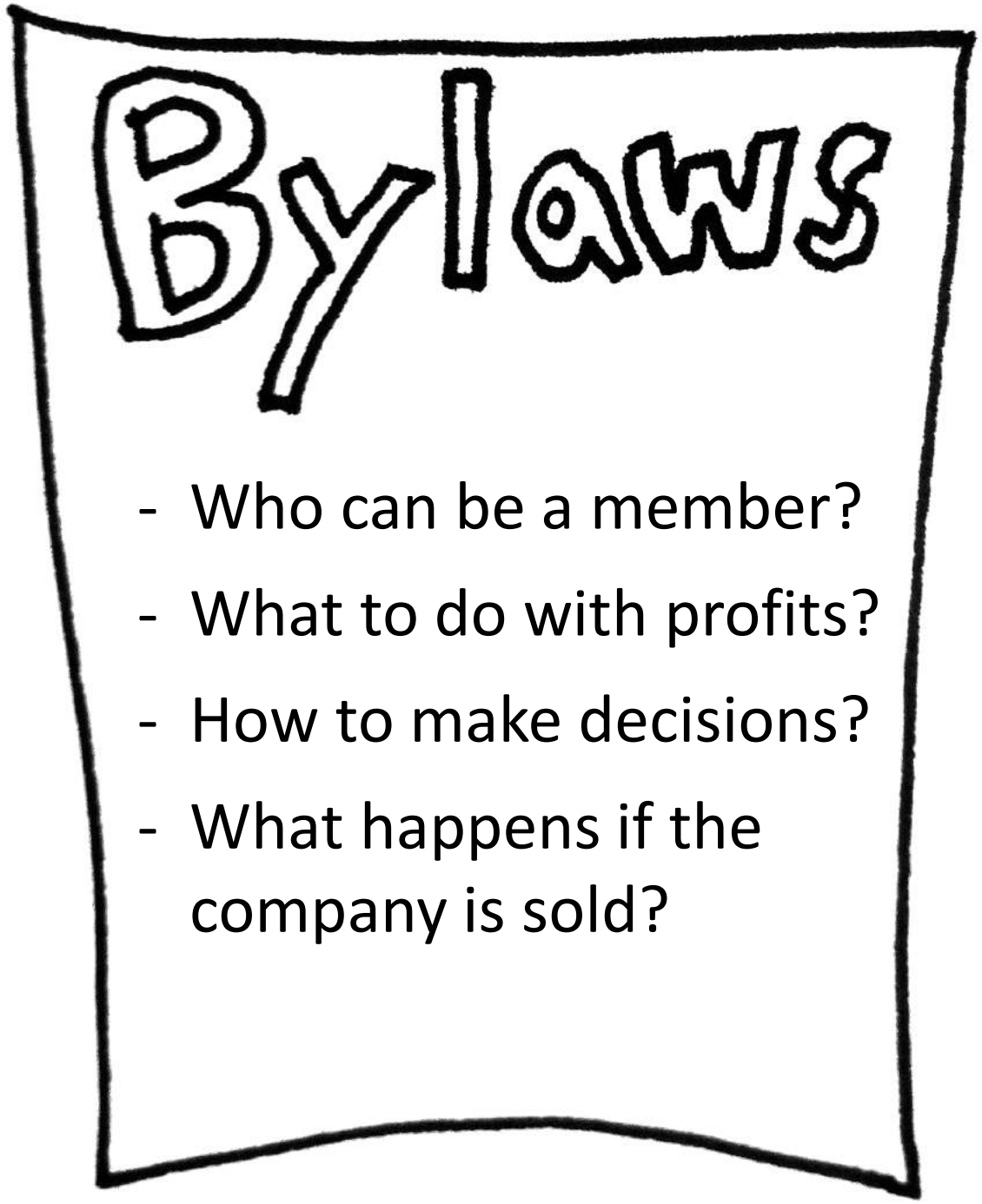
Sign up for the beta



= Power

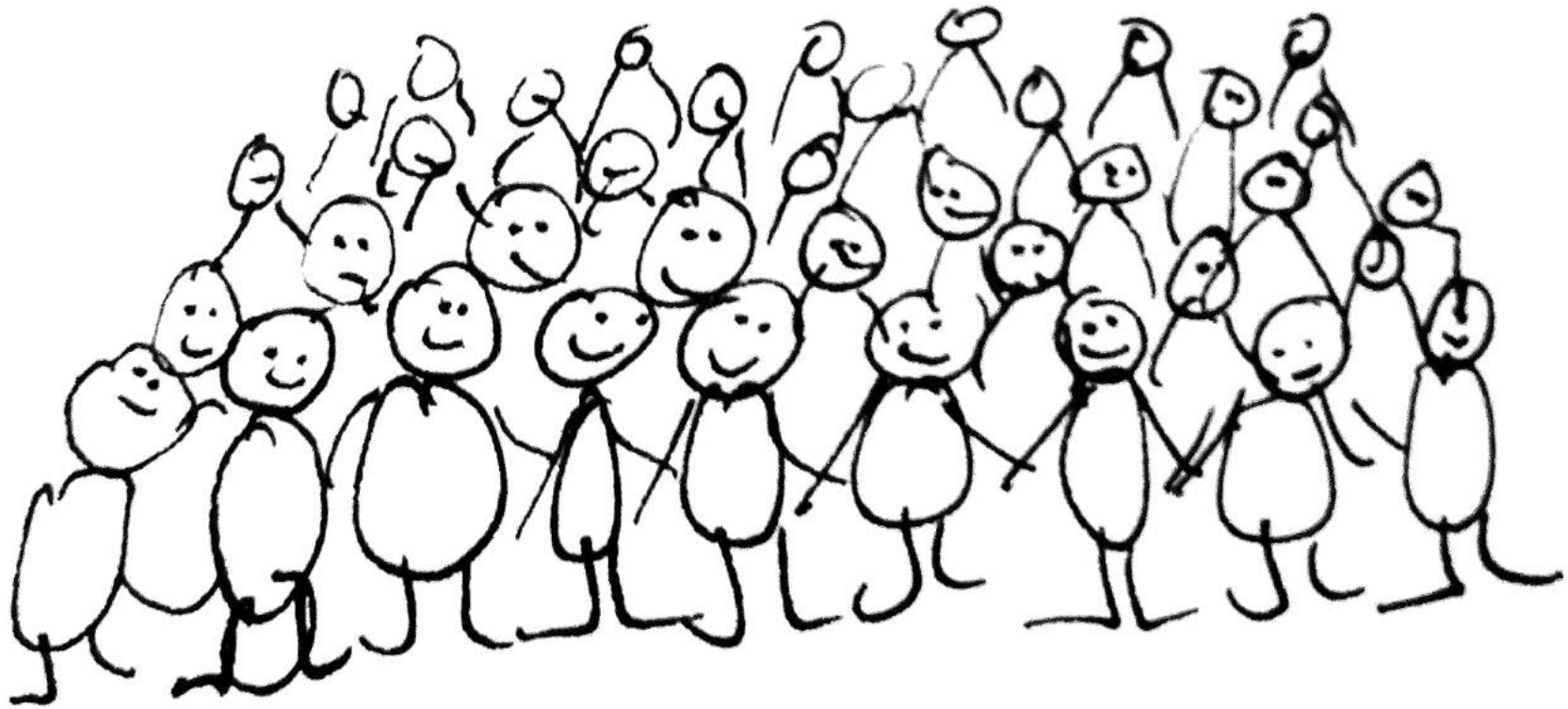


= Profits


Bylaws
- Who can be a member?
- What to do with profits?
- How to make decisions?
- What happens if the company is sold?

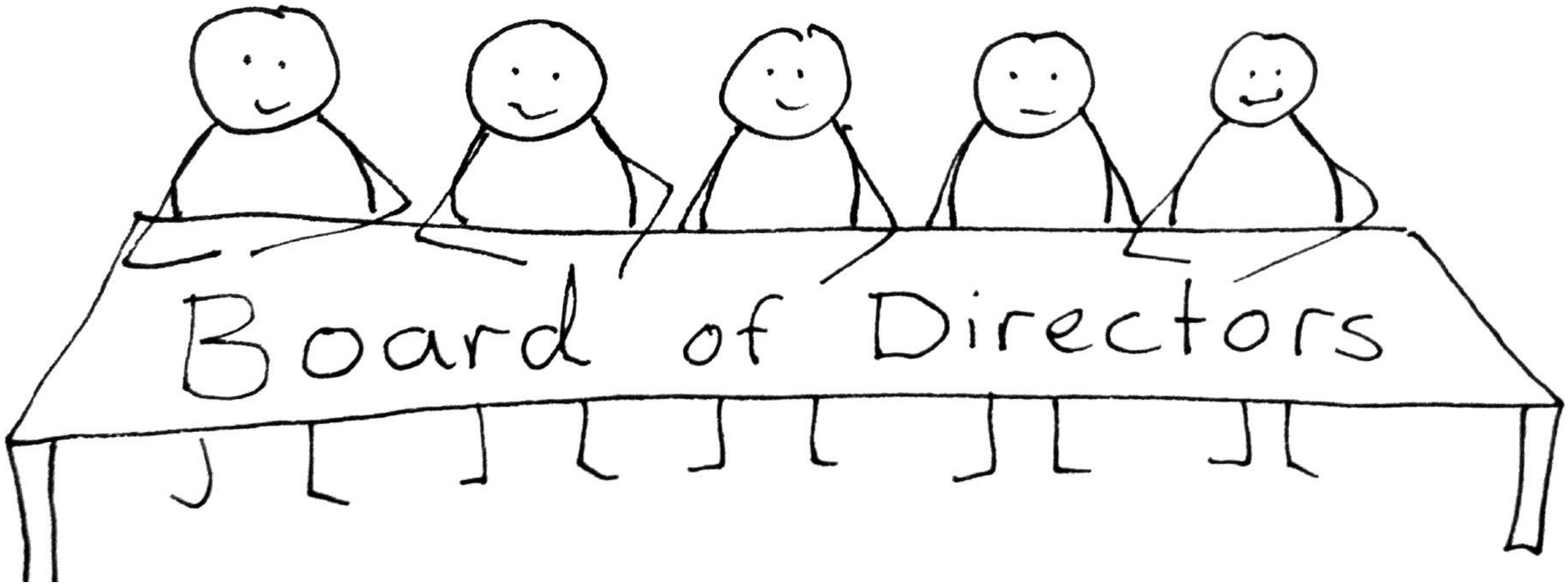
Something tells me that normal won't work here.
Bylaws

Annual Meeting

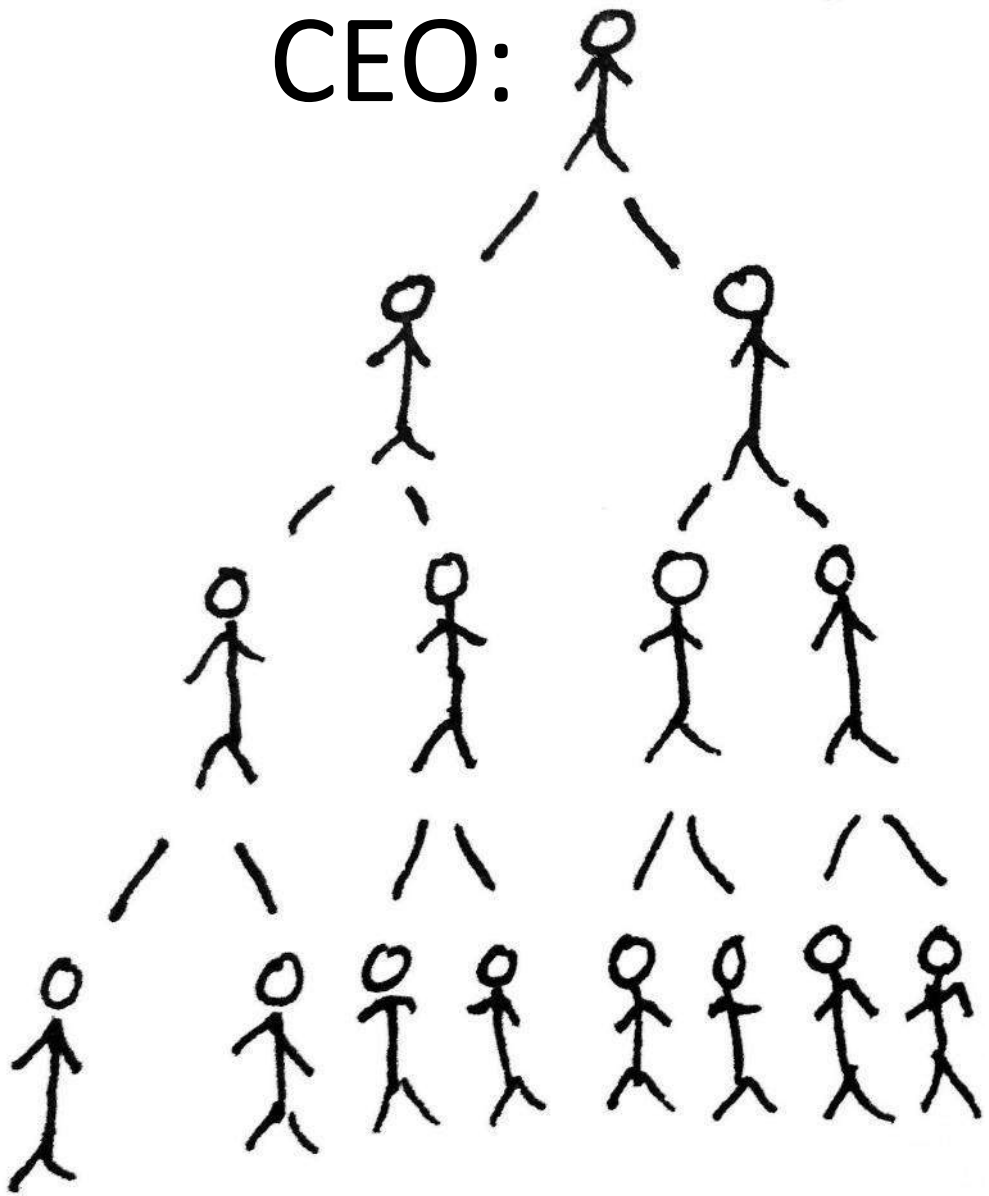


Cooperative Members

Quarterly Meeting

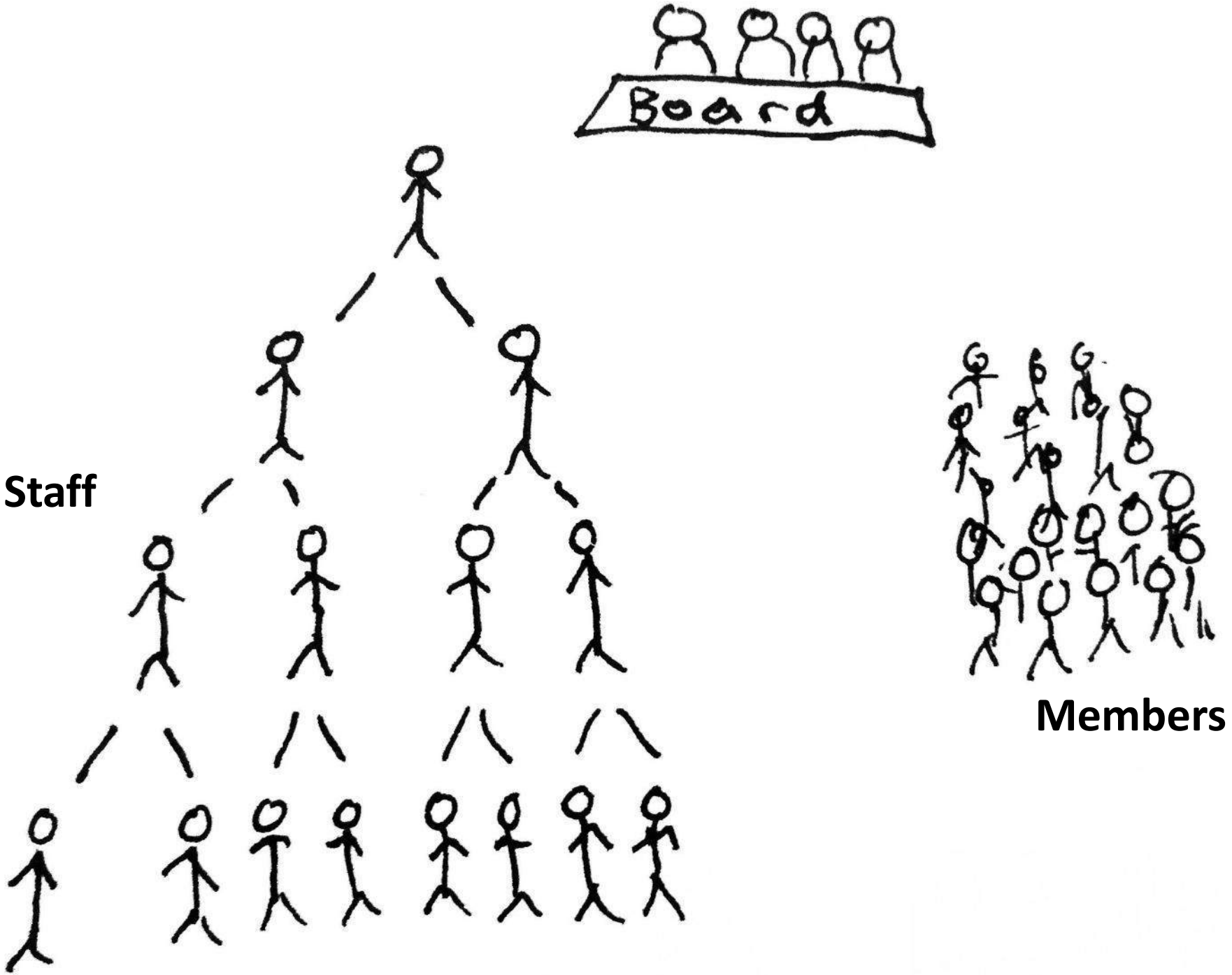


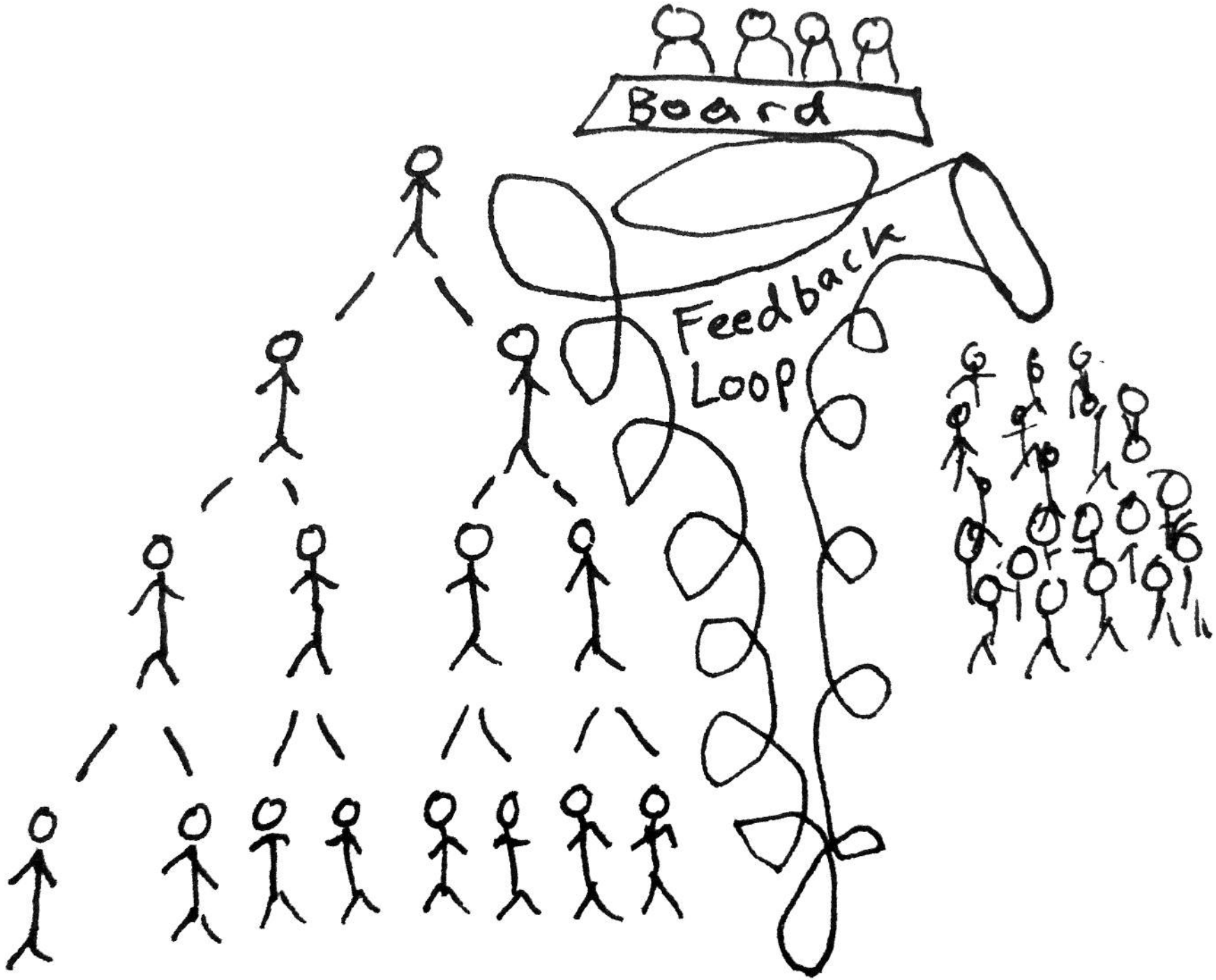
CEO:

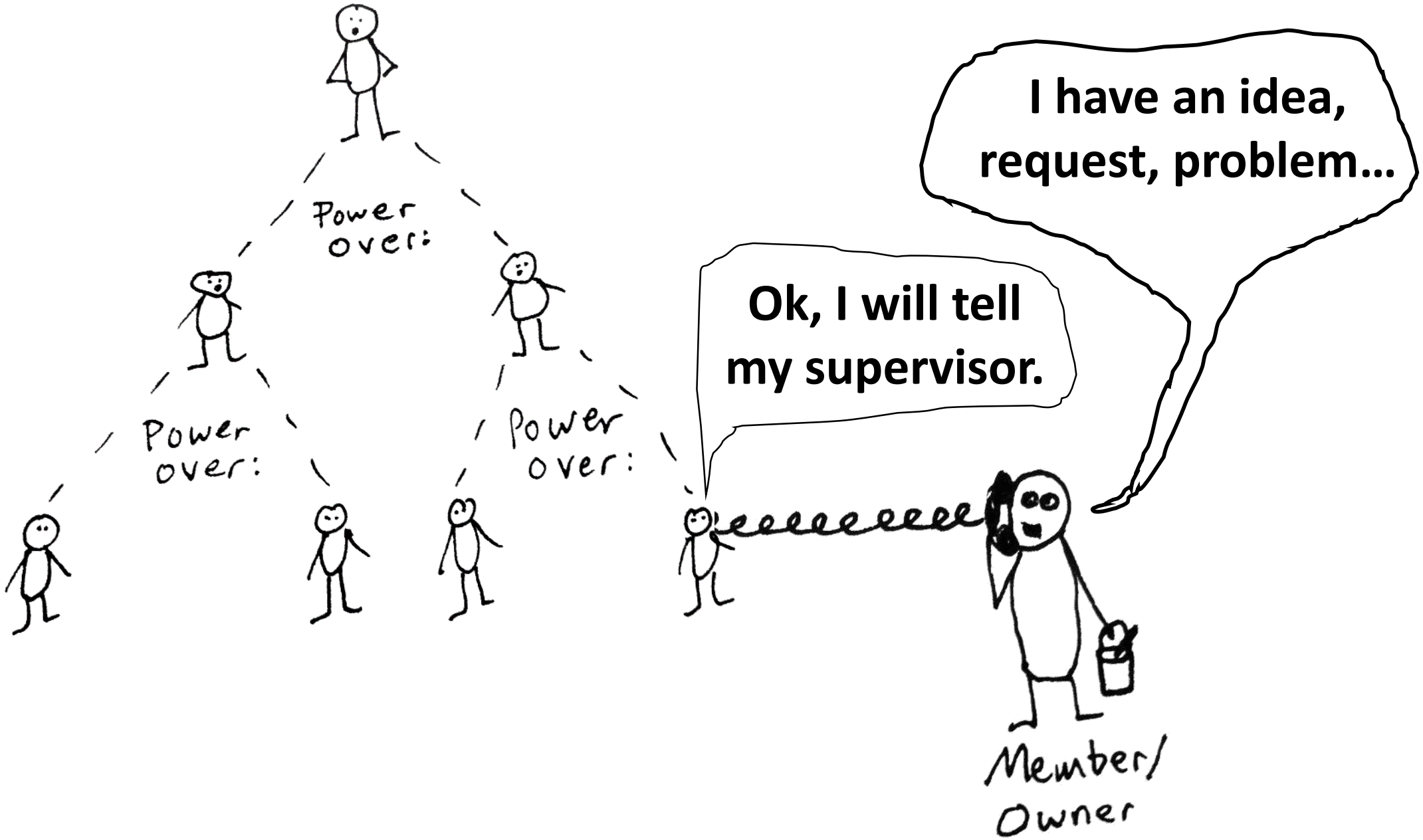


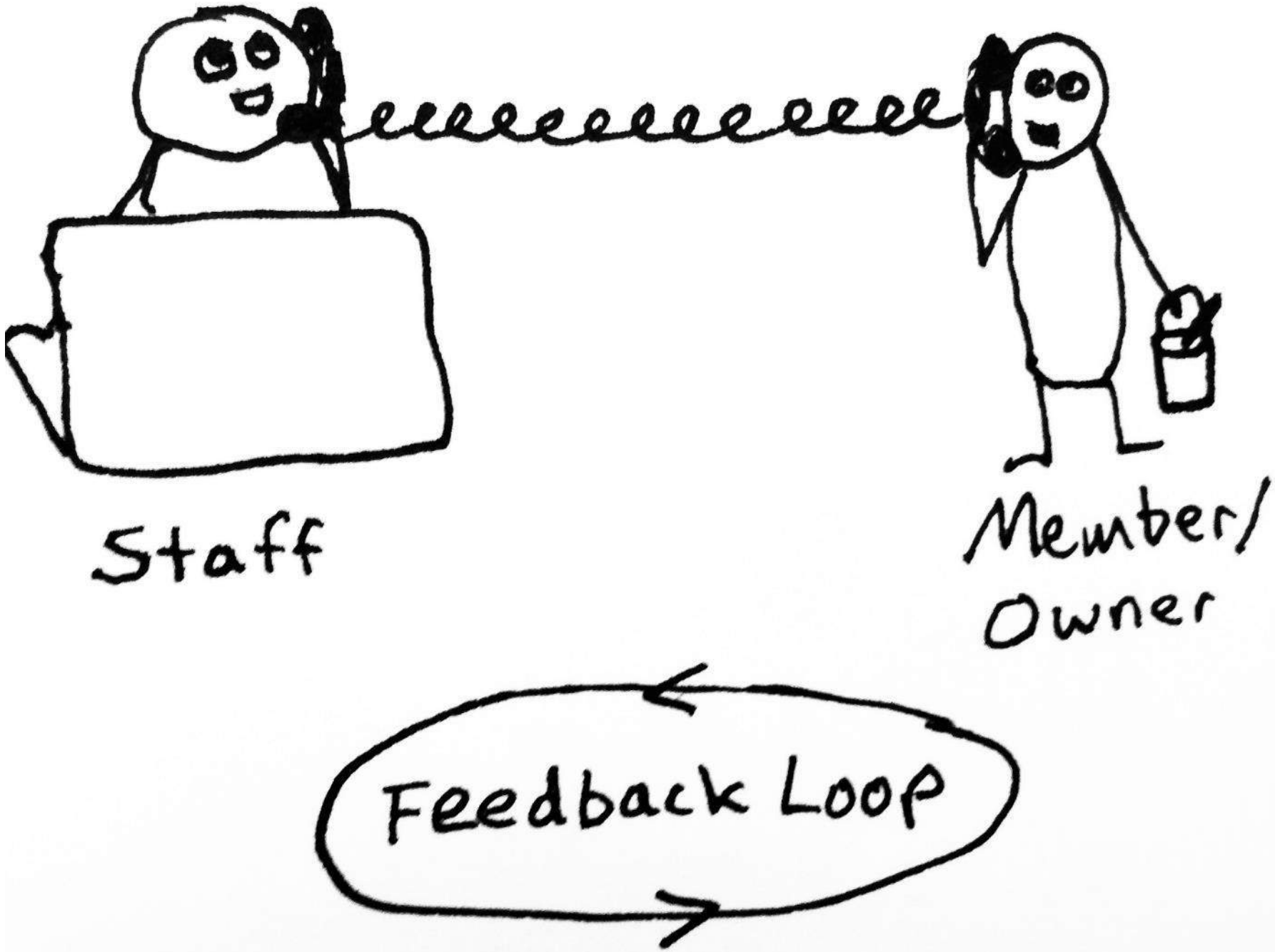
Daily Work

Cooperative Staff


Board
Staff
Members

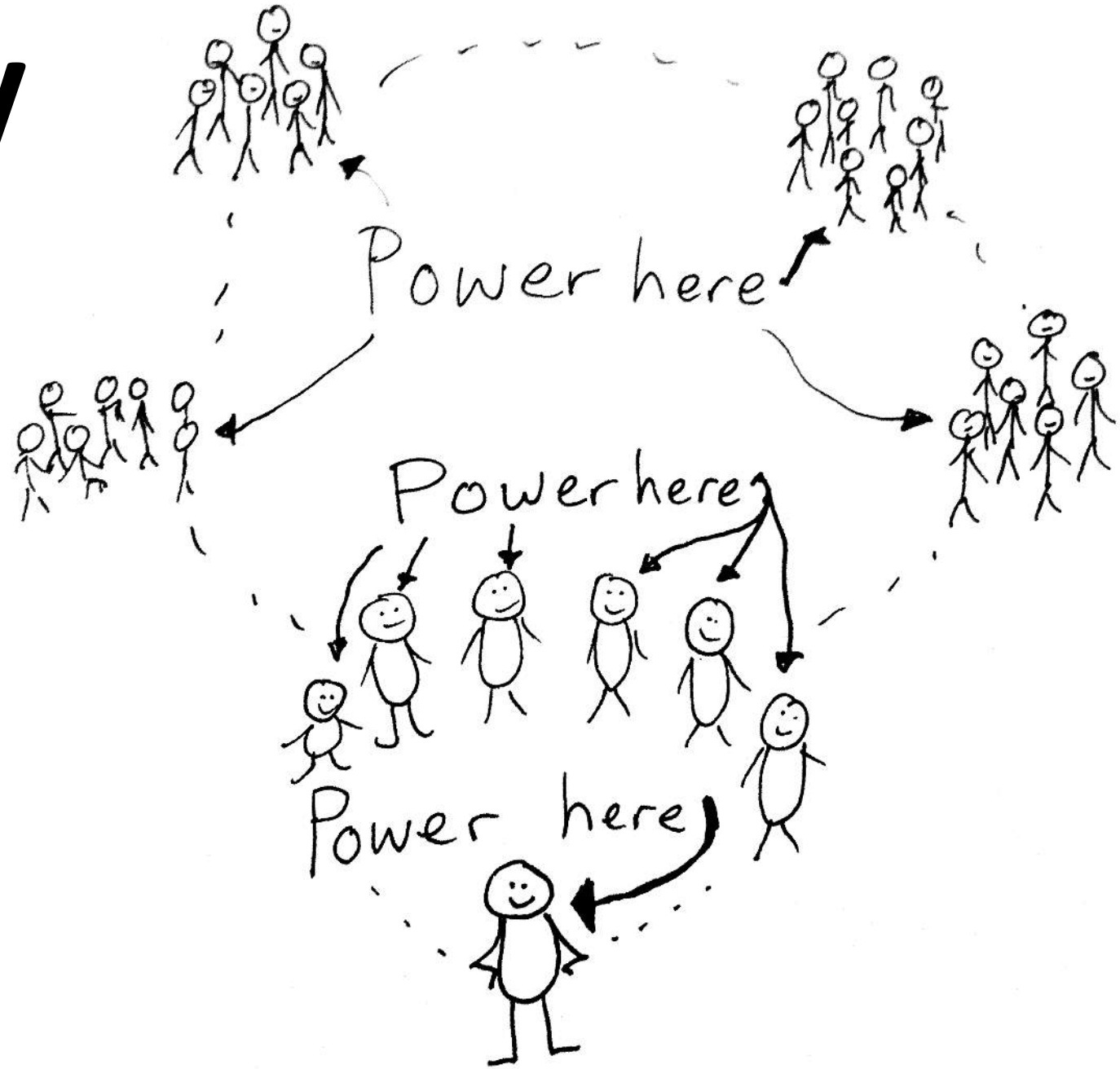

Board
Feedback
Loop


Power over:
Power over:
Power over:
Ok, I will tell my supervisor.
I have an idea, request, problem…
Member/ Owner

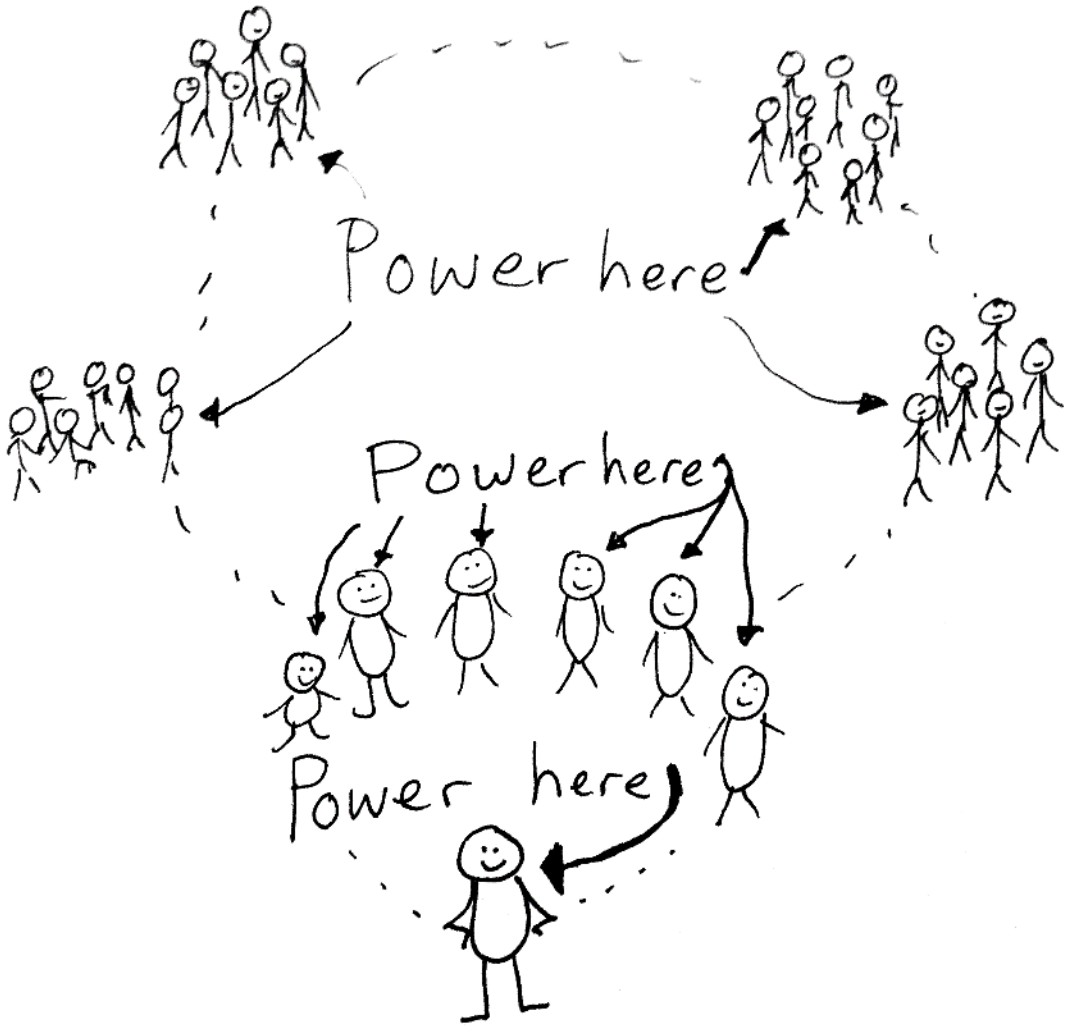

Staff
Member/
Owner
Feedback Loop

Polycentricity

English-to-English Translation:
Many Centers of Power



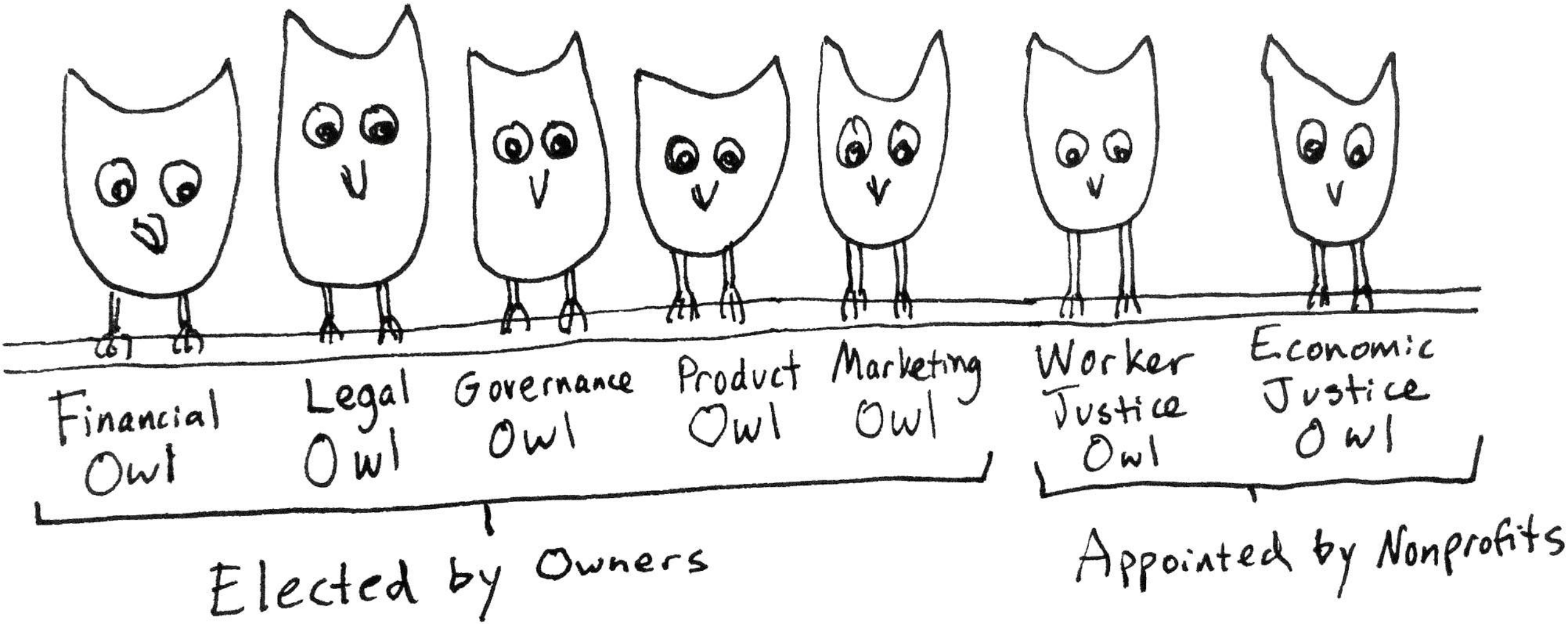
Staff Trusteeship



English-to-English Translation:

ALL staff members are trustees of the cooperative, each with a high level of responsibility AND agency to take action to benefit the members/owners.

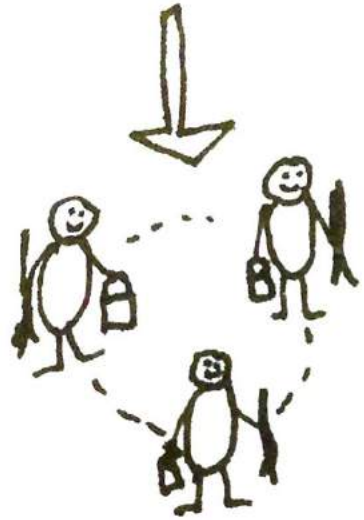
Oversight Board



Loconomics Owners

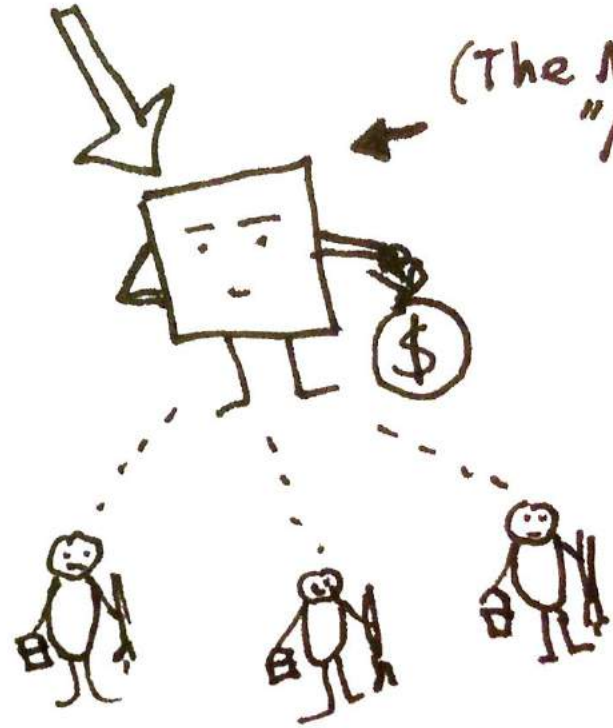
Independent Service Professional

YES



Worker Cooperative of Service Professionals

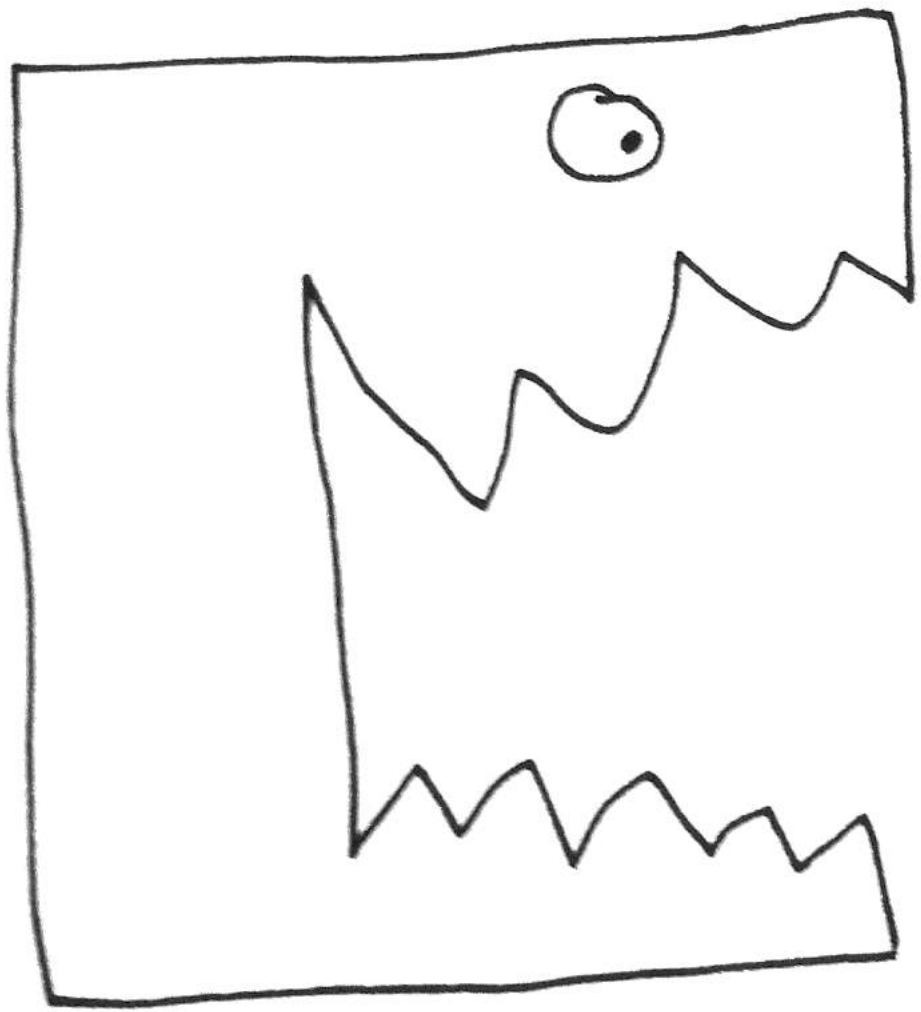
YES



Conventional Employer of Service Professionals

NO

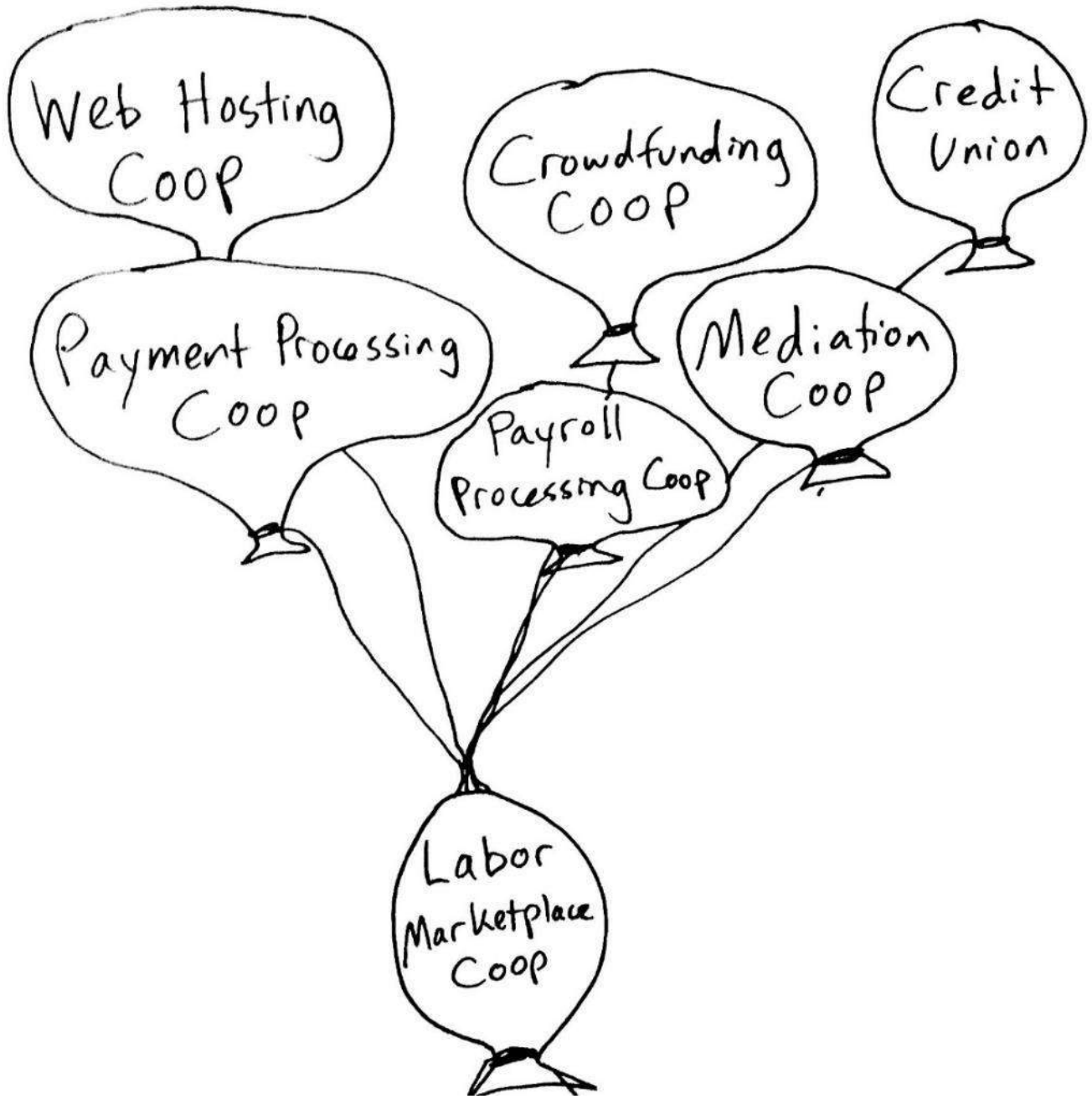
NOT
For Sale

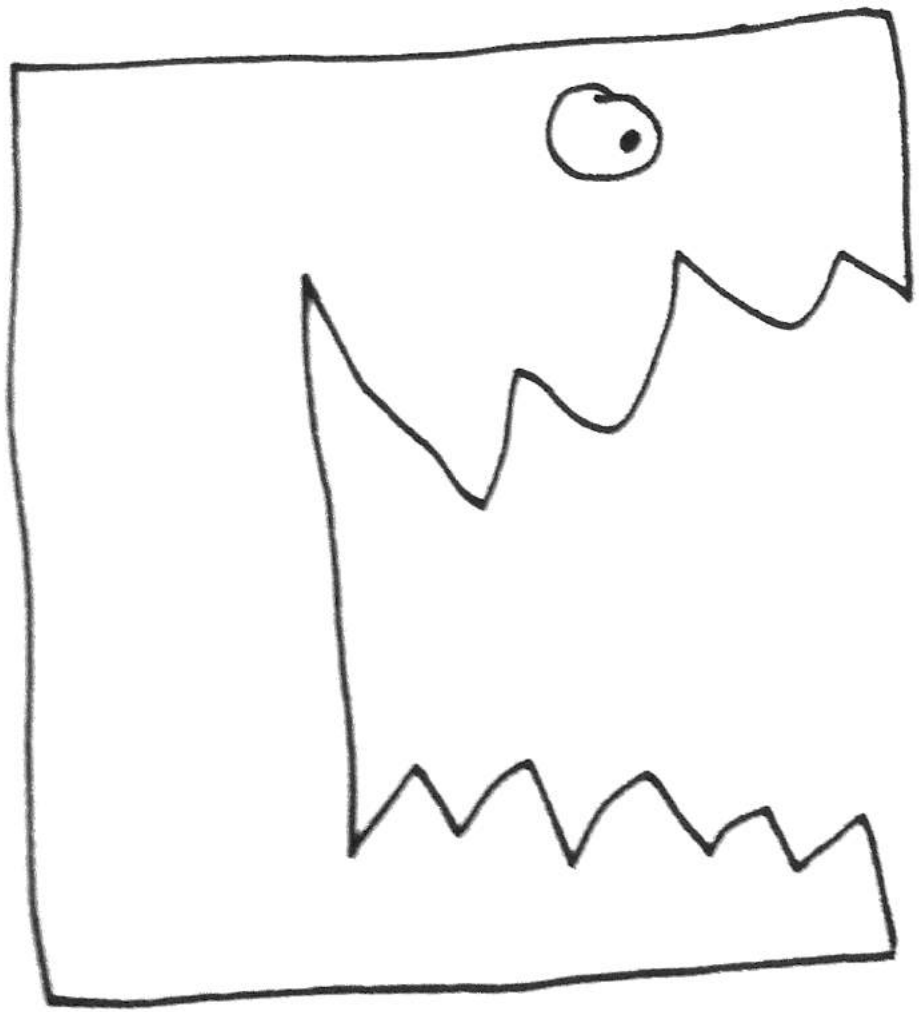


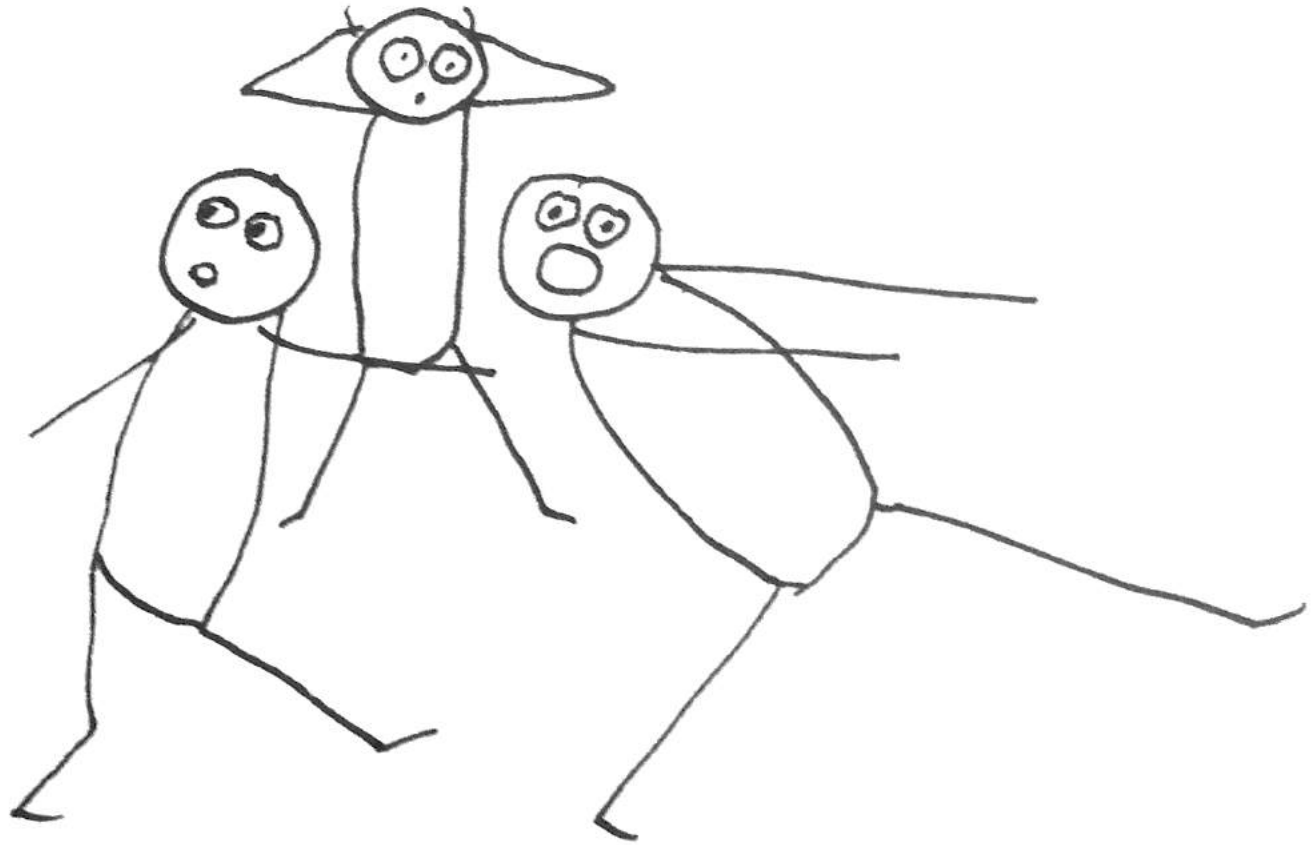
NOT
For Sale

DO NOT FEED
THE BILLIONAIRES

TAKE TAKE TAKE TAKE TAKE


Web Hosting Coop
Crowdfunding Coop
Credit Union
Payment Processing Coop
Payroll Processing Coop
Mediation Coop
Labor Marketplace Coop





What is opposite of an apocalypse?

Q&A Panel Discussion

Submit your questions using #PlatformCoop

- Janelle Orsi
- Prof Nathan Schneider
- Brianna Wettlaufer
- Melina Morrison
- Godfrey Moase
- Antony McMullen

Concluding remarks

Peter Tregilgas
Principal, Social Enterprise
Services Australia & Curator
Creatives Get Mutual

Networking luncheon

With thanks

Principal supporter

Bank Australia
RESPONSIBLE BANKING

Associate supporters

Catholic Social Services Victoria

Employee Ownership Australia & New Zealand
Making it your business