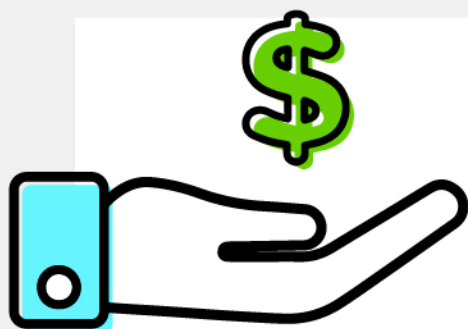


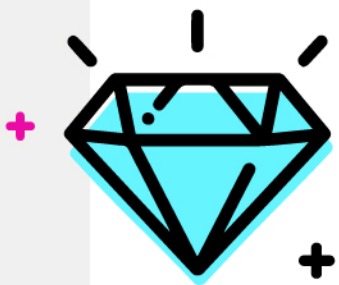
# THE CHICKEN AND EGG PROBLEM

Sellers will join a platform only if there are many buyers, but buyers will join only if there are many sellers.

Solutions:



Subsidize the more price sensitive side



Increase standalone value of the platform



Integrate vertically and become a supplier yourself



Invite marquee users to join either side of the platform



Use piggyback strategy, that is, connect users from another platform