

The NfX

Marketplace Scorecard

Target Customer

B2B B2C

Marketplace nfx Type

2-Sided 2-Sided Asymptotic

3-Sided N-Sided (*Market Network*)

Require Geographic Density?

No Somewhat Yes

Does Your Marketplace Have:

- Economic Advantage for Supply Side?
(can vendors make more money selling with you than somewhere else?)
- Economic Advantage for Demand Side?
(are products or services cheaper to buy with you than elsewhere?)
- High Frequency on Supply Side?
- High Frequency on the Demand Side?
- High ASP (Average Sales Price)?
- Many Suppliers That Would Use the Marketplace?
- Many Buyers That Would Use the Marketplace?
- Control of the Payment Flow?
- Enough Resources (Time or Money) to Solve the Chicken or Egg Problem?
- A Way to Avoid Multi-Tenancing on The Supply Side?
(prevent sellers from simultaneously listing their offerings on other marketplaces)
- A Way to Avoid Multi-Tenancing on the Demand Side?
(prevent buyers from browsing or purchasing on other marketplaces)
- A Way to Prevent Disintermediation?
(Block buyers and sellers from taking transactions with each other off-marketplace to avoid the rake)
- High Fragmentation on the Supply Side?
- High Fragmentation on the Demand Side?
- Asymmetries To Leverage for Growth?
(a surplus on one side of the marketplace that can be strategically targeted)
- A New Experience for Supply?
- A New Experience for Demand?
- Solutions That Address All Needs of the Supply Side?
- Solution That Address All Needs of the Demand Side?
- Large TAM (Total Addressable Market)?
- Market Expanding Properties? (Does your market have high potential to grow?)
- Affordable, High Volume Growth Channels for Demand?
- Affordable, High Volume Growth Channels for Supply?

To calculate your score, add up the total number of checks you have. The higher your score, the better. Each marketplace is different, and the nuance matters. But we hope this is a helpful compass as you build your company.

22 Total Score

NfX

NFX is a seed & Series A venture firm.

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