

By Paul Belleflamme, 4 April 2014

## A 'multisourced' case-study of a multisided platform



To paraphrase a famous Belgian surrealist artist: **"This post is not a post"**. More precisely, it is not a post yet, but it should become one once all your comments will be pieced together. My goal, in a very *lazy* educational way, is to build a case study of a specific multisided platform through crowdsourcing (which is, according to [Wikipedia](#), "the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people").



Source: cooltownstudios.com

The platform that I would like you to study could be of some interest for you if you plan further studies. Its name is MYBS, which stands for [Mind Your Own Business School](#). Its purpose is to help you "find your perfect business school among 1023 masters in 185 cities".

Here is a list of questions that you can choose to address in your comment (depending on the available information).

- Why can MYBS be described as a multisided platform (for a definition, see [here](#))?
- Which sides has MYBS brought on board?
- Are there other sides that MYBS could bring on board?
- If yes, what are the pros and cons of such strategy?
- What is the price structure chosen by MYBS?
- What are the main functionalities and features of the platform?
- How do they facilitate the interaction among the members of the various sides?
- What are the governance rules (regulating access and interactions) put in place by MYBS?

- How do these rules affect the members of the various sides?
- In your view, did MYBS choose its functionalities and rules in an optimal way?
- Are there similar (online or offline) platforms competing with MYBS?
- Do these competitors share the same business model as MYBS (in terms of number and identity of sides, price structure, features and functionalities, governance rules)?
- What are the prospects for a platform such as MYBS?

As background readings, refer to the [various posts on multisided platforms](#) already published on this blog. Two other useful references are [Hagiu \(2014\)](#) and [Eisenmann, Parker and Van Alstyne \(2006\)](#).