

THEMES	CATEGORIES	SUB-CATEGORIES	EXAMPLE QUESTIONS
Motives & Expectations	Shareholders/ stakeholders		What are their societal and alternative market goals?
	Customers/Users	Multi-lingual challenges	What are the motives to participate?
Regulatory Framework	Market access requirements	professional vs peer-to-peer (non professional) provision of services; information society services vs other services	
	Liability regimes	exemption from liability (electronically stored information)	
	Protection of users	distinction between traders and consumers (frequency of the services, profit-seeking motive, level of turnover)	Who is a trader? Who is the weaker party?
	Workers' rights	temporary, part-time jobs; multiple job-holding	
	Taxation	keeping pace with new business models	
Platforms	Design	<p>Users' needs and concerns Aspects of the user experience IoT futures</p> <p>Information representation Ageing & vulnerable populations Accessibility</p>	<p>What are the key user experience design elements (e.g., trust, sociability, value, meaning) platforms' designers should explore within current (and future) platforms?</p> <p>How can we account for the needs of ageing populations?</p>

	Control	<p>Exclusion issues</p> <p>Control over audience and shared content</p> <p>Aspects of privacy: context collapse, disclosures, ownership, personal data handling</p> <p>Monitoring: use of automated agents (e.g., bots)</p>	<p>How current access control mechanisms mitigate concerns of privacy, audience management?</p> <p>How can automated agents facilitate content moderation/curation (e.g., dealing with hate speech, racist comments)?</p>
	Technological challenges	<p>Challenges of onboarding</p> <p>Challenges of establishing and maintaining platform</p> <p>Centralized vs decentralized (e.g., DAOs) architectures</p>	<p>What technological tools (e.g., platforms, services, artifacts) are being used to facilitate local collaborative economies (e.g., of sharing personal possessions)?</p> <p>What is missing in terms of technology that could support current (everyday) sharing practices?</p> <p>How can blockchain-based ecosystems support (online) exchange communities?</p>
Business Venture	Business model	scalability, unique selling points	
	External business advantages & obstacles		

	Human resources	skills shortage, employee autonomy, recruiting strategies	
	Organizational forms	decision making process	
	PR/marketing		
Ecosystem (Relationship with)	Market competitors/colleagues		
	Advocacy groups (NGOs)	social movements	
	Official institutions (local, regional, national)	power relations between top-down institutions and local communities	
	Investors		
	Local community	social inclusion e.g. low-income, ethnic minorities, race, gender, age.	
Impact (on)	Labor market	casual employees vs. part-time workers vs. flexible employment	
	Organizations of "conventional" economy	enhancing fair vs unfair competition	
	Socio-political environment	enhancement of social capital	
Trust (in)	Platforms	Urban-rural differences Value of rating systems	
	People	Accrual of the reputation Effects of the reputation	How does the existence or lack of trust influence the shaping of the narrative and the realization of the project? How is trust built on the various levels?