# Platform Co-ops: A Primer

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| What it is | What it isn’t |
| A business that is owned and governed by those who depend on your platform the most – your employees and users. | A startup pipeline to sell your venture to a bigger company or external investors. |
| A way to embed social purpose and values from the beginning of your business journey. | The loss of your purpose and creative control to the demands of investors. |
| A way to invite your employees and users to become co-owners of your existing business. | An option that is only suitable for brand new start-ups. |
| A way to empower your employees and remain transparent and accountable to your users. | Unnecessary bureaucracy that slows down decisions and makes it less agile than investor-owned businesses. |
| A member-centred approach that allows you to build better products and services, faster. | An inexpensive way of crowdsourcing ideas and acquiring customers. |
| A broad range of flexible membership models that can work for any platform business. | An undynamic legal model that is inflexible and unwieldy for contemporary digital culture. |
| As with other business models, suitable for all sectors and industries. | Just for developers or technology-first businesses. |
| A new option for scaling your business. | A business model that can only scale through offering large financial returns to its investors. |
| A way to raise investment from your community through equity crowdfunding. | A charitable initiative that relies only on donations and grant funding. |
| An opportunity to be part of a global movement of ethical entrepreneurs transforming the digital economy. | A disruptive sector that is built on and dependent on undermining regulation, suppresses wages, and creates poor working conditions. |

*See* [*www.unfound.coop*](http://www.unfound.coop) *for more information about UnFound.*

*UnFound is for founders looking for a different way to set-up and run a platform business. It brings together entrepreneurs that would like to develop their digital business in a more collaborative and equitable way.*