

# Pwiic.com

The first digital cooperative arrives in Brussels to launch a European project.

*Cooperatives exist in all sectors of the economy. And this is the web version of those cooperatives. Welcome to the world of cooperative platforms (PlatformCoop).*

08/30/2017

PRESS RELEASE

#Shareconomy #Cooperative #Bot

## Send your first #Pwiic!

*Looking for a carsharing, a service or a particular item of some sort? Simply send a Pwiic! A Pwiic is a 200-character phrase that PwiicBot (our intelligent bot) is able to interpret, understand and then send to the right people in your local area.*

Pwiic.com is a digital **platform** that enables local actors to exchange peer-to-peer services (between private individuals), consume professional services (call in local professionals), share costs and expenses (e.g. carsharing and shared vegetable plots), and make shared use of equipment and items. The system is artificial intelligence (AI) based: PwiicBot, an intelligent bot, can understand phrases (200-characters long), pinpoint their locality and send them to the appropriate persons. i.e. those who match the request and are located close by. Pwiic.com is to date the only collaborative platform equipped with an integrated bot. However, we are not staking everything on AI. We seek the active collaboration of the people who join us on the website. Each PwiicHum can elect to take on tasks – such as writing a blog article or dealing with a question from a new member – and in return receive credits to spend on the site. And even better still, Pwiic.com is a **cooperative** that belongs to its users. The cooperative model is now coming fully into its own thanks to digital technology, and thanks to the collaborative economy. What we are talking about is a collaborative economy that places power in the hands of local actors via participative management and the sharing of the value created.



New ways of doing things and of consuming goods and services are emerging all over the world.



The **sharingeconomy** is filtering into all sectors: housing, transport, person-to-person help services, and even food and knowledge sharing. Asking a neighbor to look after your dog while you're away, car sharing and the sharing of vegetable patches or gardens are all examples of what are known as "collaborative" practices. Borrowing a lawnmower from your neighbor instead of owning one yourself is both more economical and more environmentally friendly as it provides a way of reducing overconsumption – and thus saving the planet – through a simple everyday action.



*Pwiic.com*  
*We find everything!*



Pwiic.com brings all the various kinds of collaborative practices together on a single platform. But because everything can be found on Pwiic.com, local tradespeople and **professional** service providers (plumbers, electricians, photographers, Chinese teachers, etc.) are present on the platform too. Pwiic.com is not exclusive. The collaborative economy is not intended to replace the traditional economy. On Pwiic.com, we want to see an evolution taking place, not a revolution. The collaborative economy can integrate with the traditional economy without competing with it on an **unfair basis**. Our business model on Pwiic.com is not based on **worker insecurity**. In fact we are going to try to fight against this kind of insecurity by operating our company with high process of governance : Pwiic.com supports the values of freedom, solidarity and equal opportunities.

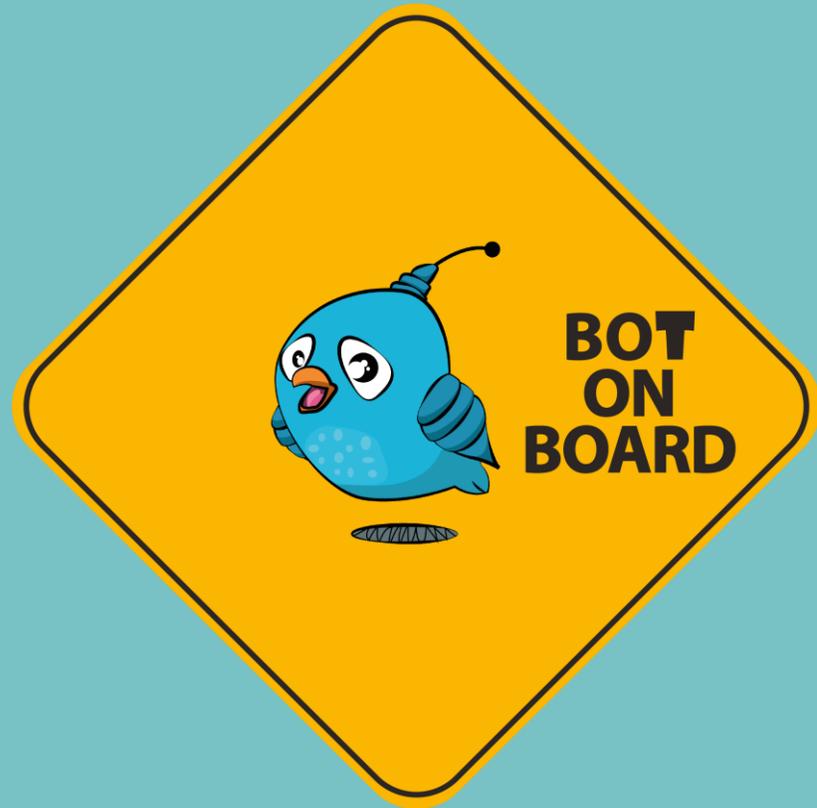


*Pwiic.com*  
*We share everything!*



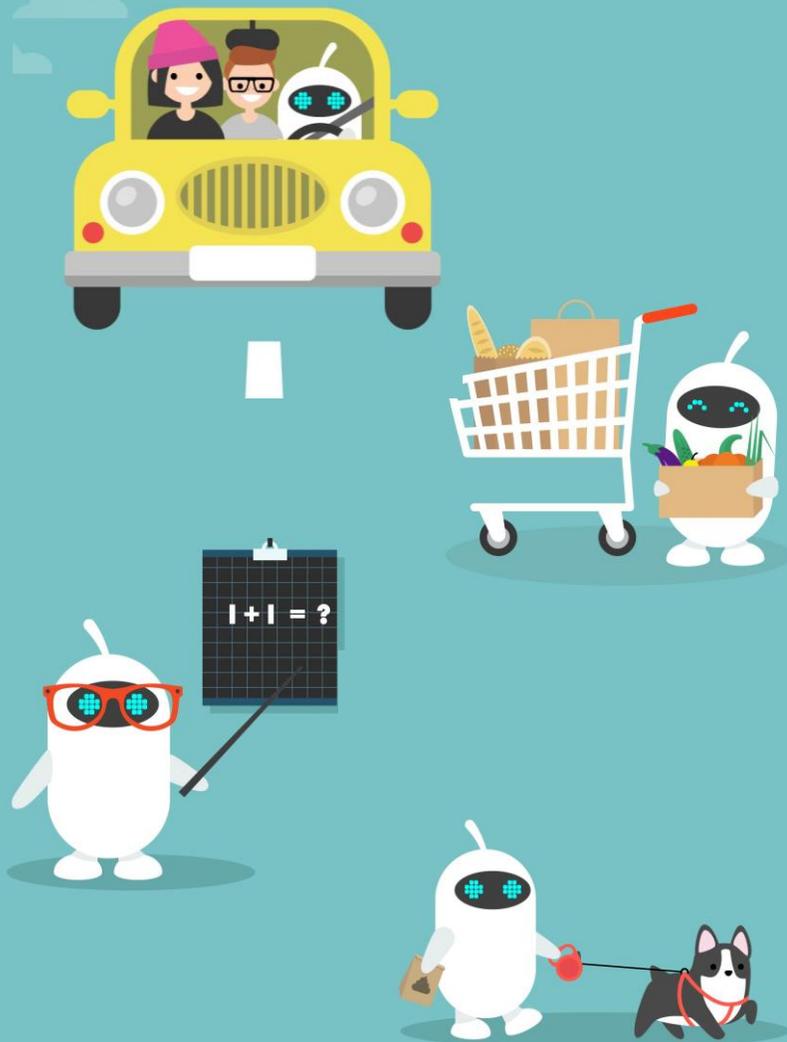
But how do you go about establishing this kind of solidarity with a start-up? It's simple! Pwiic.com is a **digital cooperative**. This means that on Pwiic.com, everything is shared, including the start-up itself! Cooperatives exist in all sectors of the economy. And this is the web version of those cooperatives. Welcome to the world of cooperative platforms (PlatformCoop).





Technology must remain at the service of humans, because technology will never replace humans. It is for this reason that the humans of Pwiic (PwiicHums) will be working hand-in-hand with PwiicBot. In order to keep making PwiicBot more and more intelligent, it needs humans to enrich it and teach it to improve itself. The more PwiicBot is used, the better it will become. Without the PwiicHums, PwiicBot would simply remain a baby bot incapable of interpreting anything.





*The robotization of the world is not a problem. So long as the value created through this progress is shared.*

Imagine a future in which the internet does not belong to the giants of the web but to all the people who use it... Imagine robots doing the work in our place and the fruit of that work being shared equitably...

Pwiic.com is a new way of doing things, of creating and sharing value, of communicating, of consuming, of working, of cooperating...



## Pwiic = sharingeconomy

What are  
the constitutive  
elements  
of Pwiic?

Pwiic is a collaborative economy project. Is the collaborative economy an innovation in itself? The process of exchanging and sharing has been taking place since time immemorial. People were swapping and trading things before the web existed. However, the digitalization of the economy is both making exchanging and bartering easier and accelerating the movement's development. Over the next 10 years, the economy is going to become increasingly digitalized. It's an inevitable process. All enterprises are destined to become digital platforms, and all individuals and objects/devices are going to be connected online. Some professions will perhaps disappear due to this process of digitalization, but new ones will be created. As long as the human element remains the central focus, this evolution will not be a bad thing. All technological projects should first and foremost be based around the human aspect, and this is especially a priority for platforms targeting the "collaborative" market.



*Pwiic*

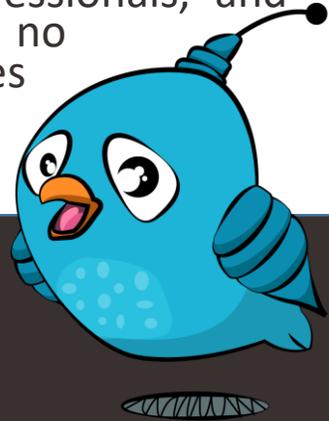
*We share everything!*

Pwiic = p2p

What are  
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The collaborative economy is usually presented as an economy operating on the basis of peer-to-peer (P2P) relationships. i.e. direct relationships between private individuals. This definition raises two questions: Are these Direct relationships? Are these relationships exclusively between private individuals?

With respect to the second question, Pwiic.com's conviction is that this is not a good choice, for two reasons. The first is that it does not constitute a good strategy, either with respect to efficiency or in social terms, to have individuals and professionals competing with each other. Good and bad service providers exist among both private individuals and professionals. This also extends to the prices they charge for their services. And as things currently stand, some types of tasks are better suited to a professional than a private individual, and vice versa. There needs to be choice available. But most important of all – and this is the second reason – things have to be looked at in terms of an evolving process: the line separating private individuals from professionals is going to become blurred. If P2P succeeds, it will become less ad hoc and casual, it will professionalize, and it will become more widespread. Additionally, private individuals will adopt practices normally associated with professionals, and professionals will evolve towards greater flexibility. There will no longer be this clear distinction between the two. Pwiic.com does not limit itself to particular types of services, and even less to a niche strategy.



*Pwiic*

*We share everything!*

# What are the constitutive elements of Pwiic?

Pwiic.com is seeking to provide a general solution and wants to bring together providers of services covering everything from DIY skills and Italian lessons through to website development and tailored dress making. Of course, this broad and comprehensive range of services will not be available immediately. But this is definitely the intention, i.e. to be THE site people turn to when looking for a service or a particular item, whatever it may be, or when providing a service or item, whatever it may be. With respect to the first question, is it really about direct relationships in the collaborative economy? It has to be acknowledged that in the majority of cases, the platform responsible for organizing collaboration between private individuals both decides and organizes things unilaterally, has all the power, and claims most of the added value for itself. Some even select their own service providers, make them wear the brand T-shirt, train them, reject them if they feel they are not good enough, etc. This is not what P2P is about. Expressed in marketing terms, P2P is basically C2C. And this C2C often becomes C2B2C, with the B being the platform itself. Pwiic.com wants to avoid this trap by managing and controlling the process of facilitating contact as little as possible (a minimal amount is necessary, but the control, the evaluation process and the confidence must come from the users themselves) and by charging as small a fee as possible.

And this can only happen if our structural costs are low and if we are free from the obligation to remunerate investors – a combination of a low-cost structure and no major capital raising. How is this achieved?

Through two things: the use of artificial intelligence (PwiicBot) and collaboration between members (PwiicHums).



# Pwiic

## *We share everything!*

Pwiic = = Artificial intelligence : PwiicBot

What are  
the constitutive  
elements  
of Pwiic?

We will achieve our aim of providing a general solution (all services and all kinds of items) at minimal cost thanks to AI. PwiicBot makes it possible to both significantly improve the user experience and offer any number of services and items. There is no limit. Pwiic.com is to date the only collaborative platform equipped with an integrated bot. This is a major advantage, given that the internet is going to develop in this direction over the next ten years.



*Pwiic*

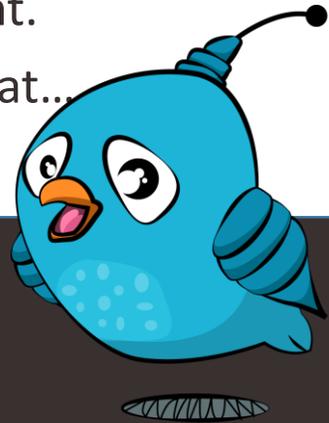
*We share everything!*

Pwiic = Human : PwiicHums

What are  
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elements  
of Pwiic?

We are not staking everything on artificial intelligence, far from it in fact. We seek the active collaboration of people who join us on the website. We intend the startup to be co-created. It's this very co-creation that will provide us with formidable momentum. On Pwiic.com, any PwiicHum can take charge of carrying out administrative tasks – writing a blog article, dealing with a question from a new member, sharing a post on a social network, etc. – and in return receive credits to spend on the site. Pwiic.com is not a free website, as we are of the opinion that there is no such thing as a free site (or it's you that's the product if there is such a thing). In order to offer your services on the site, you must first acquire credits, which can be earned by carrying out PwiicHum actions or making purchases. Those willing to invest in the startup are therefore recompensed in proportion to their investment.

But willingness to participate goes much further than that...



*Pwiic*

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## Pwiic = Cooperative

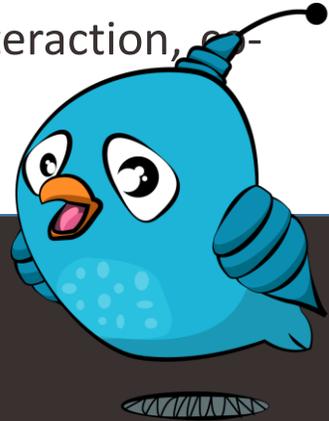
What are  
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We expect even more from our PwiicHums. We want to share everything, even the company itself. What we are talking about is a collaborative economy that places power in the hands of local actors via participative management and the sharing of the value created. This is the reason why Pwiic.com is a cooperative, a digital cooperative that belongs to its users. Imagine thousands of people developing a project together... Imagine if the internet belonged to its users. We want to demonstrate that the cooperative model is now coming fully into its own thanks to digital technology, and thanks to the collaborative economy.

**What does it mean to be a cooperative? Several things.**

In governance terms: adherence to the cooperative principles of the ICA, i.e. free and voluntary membership, financial contribution (modest) of service users to the capital, democratic distribution of voting power at AGMs, limited return on capital, various types of reductions for users, and the guaranteed independence of the company and the platform.

In terms of the daily operation of the site: participation, interaction, creation, solidarity, responsibility, co-responsibility, equality, honesty and transparency.



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Sharingeconomy

+ Genuine p2p

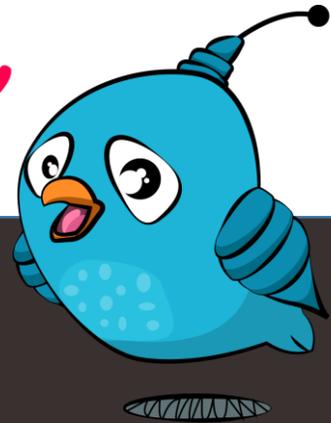
+ IA (PwiicBot)

+ Humans (PwiicHums)

+ Cooperative

=

*Pwiic.com*



*Pwiic*

*We share everything!*



# Pwiic.com

What are  
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of Pwiic?

Though each of the constitutive elements making up Pwiic is not necessarily unique in itself, the whole combined together most definitely is. Do things differently, create value in a different way, and share that value: this is what Pwiic.com seeks to do. We do not want to become a unicorn and raise millions of euros. Should these unicorns one day become profitable, it will be to the detriment of those involved with them. Instead of spending thousands of euros on marketing in order to become established, wouldn't it be easier to ensure that the project produces such a positive response that each user is naturally inclined to tell everyone around them about it. We would then be able to create a startup with very little money. And this is not merely a Utopian idea. If the technology is innovative (PwiicBot) and as long as users like it and are prepared to invest in it (PwiicHums), a startup can be kept light in structure and low in cost.



*Pwiic*

*We share everything!*

Pwiic.com  
arrives  
in Brussels,  
the heart  
of Europe



Brussels is the ideal place to launch a **European project**. Brussels has the potential to become the leading force in a new collaborative economy, a more responsible economy (With the help of cooperative platforms)!

Launched in beta version on 1 March 2017, Pwiic has already acquired 10,000 members in France and 1,000 in the Brussels region. With the exception of a subsidy application submitted to the Brussels region, no capital raising is envisaged for the startup. Pwiic.com is determined to achieve success through the power of numbers and not through capital.



*Pwiic*

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Contact me !  
Nathalie Devriese  
PwiicView team  
n\_devriese@pwiic.com  
(+32)475.91.20.99



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