bHive™ prospectus

**Local people.
Local place.
Local economy.**

An Australian first.
bHive is building a cooperatively owned,
peer to peer sharing economy platform
for local towns that will begin in Bendigo.

Want to know more?

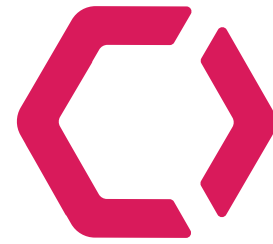www.bHive.coop
hello@bhive.com

Contact

Ian McBurney 0408 512 234

Julie Miller Markoff 0407 819 066

Clare Fountain 0418 140 347

Vision

We own our local digital
sharing economy together

**online sharing,
trade, equity.**

First mission

Create a digital platform that
allows Bendigo people to
create, own and run sharing
enterprises, providing access
to shared local goods and
services.

Purpose

	Outcomes
Build local Enterprises	bHive is an economic development driver that will enable local people to build the cooperative sharing enterprises that will operate using the bHive reputation, identity and payments tools.
Create meaningful work	bHive will create work and income in peer to peer services including energy, food, stuff, transport, skills, money, logistics, space, business and personal services and more sectors.
Localise spending	Currently, households in Bendigo spend $2.5 billion annually, with a high percentage of this leaving Bendigo. Our modelling indicates that by 2030, bHive sharing enterprises will be keeping a projected $71 million annually in the local economy.
Locally owned	bHive users will own the platform under our cooperative structure. As a non-distributing cooperative, any surplus made is reinvested in the bHive platform and local charities. Sharing enterprise cooperatives will be owned by the users of each and profits will be distributed amongst member owners.
Belonging	bHive is a community building tool that brings people together to create real human connections. Neighbours can communicate and share local ideas, produce, tools, run events and projects.
Eradicate poverty and restore the ecology	4% of all spending on bHive sharing enterprises will be invested in local charitable projects that aim to eradicate poverty and restore the ecology. By 2030 this is projected to be over $3m annually.

User experience

1. Shared Village

Connection, Neighbours, Wellbeing

Meet Nicole. Nicole joins bHive as a member and gains access to her shared village of neighbours. Nicole can share with the neighbours, including veggies, tools and her wheelbarrow. She can set up a babysitting roster, organise a street party, post local events, build local relationships, create local projects and teach the neighbours how to prune fruit trees. Nicole is a neighbour, a friend and an integral part of her community. Her Village isn't about money, it is real sharing and human connection.

Skills?   Street Party?   Tools?   Veggies?
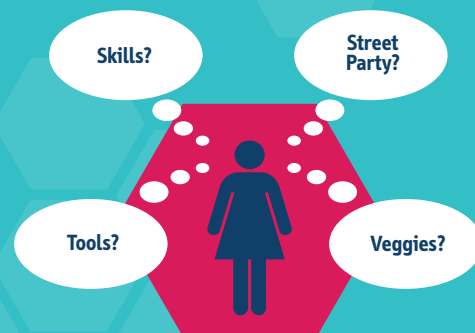
2. Shared Economy

Local Apps, Local Services

Nicole can then choose bHive apps she wants to use. These are services run across Bendigo. Car sharing? Carpooling? Food share? Land share? Equipment share? House share? Peer to Peer (P2P) loans? P2P insurance? P2P energy? For each service, Nicole is a member and therefore an owner. She can help to create, work for and/or use these services.

Stuff   Food   Spaces   Logistics   Transport   Work   Energy   Money
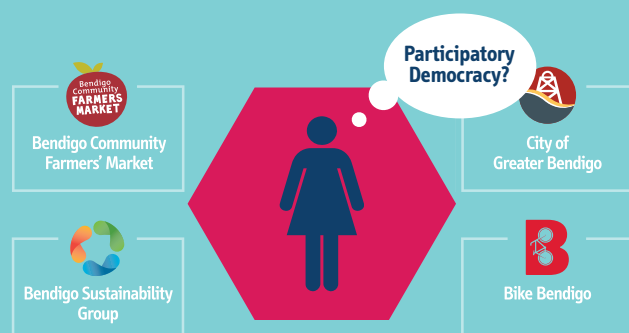
3. Shared Giving

A percentage of Nicole's spending in the Sharing apps goes into her Giving account. Nicole decides which local charities receive her spending, with projects aiming to either eradicate the causes of poverty or restore the local ecology.

Eradicate Poverty   Restore Ecology

Giving
You have $550 to give.
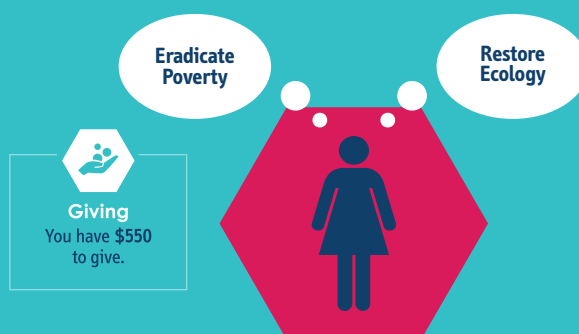
4. Shared City

Democracy, Participation
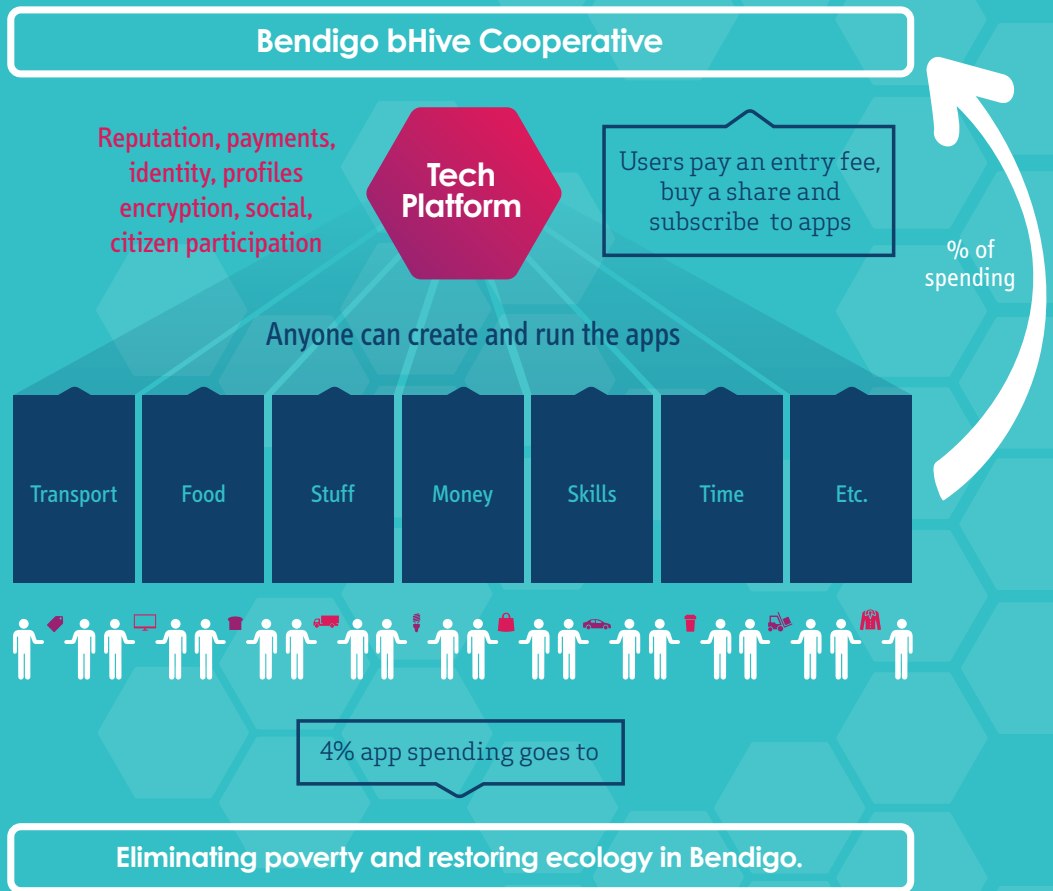
In her Shared City, Nicole can check in on Bendigo events and down the track, participate in local governance, crowdsourced projects and more.

Participatory Democracy?

Bendigo Community Farmers' Market   City of Greater Bendigo   Bendigo Sustainability Group   Bike Bendigo

How we're organised

A cooperative is an organisation owned by its members.

The bHive Cooperative constitution will ensure that the bHive platform is always owned by Bendigo, with the benefits flowing back into our community.

Bendigo bHive Cooperative

Reputation, payments, identity, profiles encryption, social, citizen participation

Tech Platform

Users pay an entry fee, buy a share and subscribe to apps

% of spending

Anyone can create and run the apps

| Transport | Food | Stuff | Money | Skills | Time | Etc. |

4% app spending goes to

Eliminating poverty and restoring ecology in Bendigo.

Cooperatives - nothing new for Bendigo

Bendigo was home to many cooperatives in the 1800s. We had brewing cooperatives, butter cooperatives and cheese cooperatives.

The Bendigo Fruit Growers Cooperative Society began in 1889.

The Bendigo Bank evolved from a building society, with locals seeking ways to help miners buy their own homes.

Cooperatives are now entering the digital age, with international platform cooperatives like Fairmondo, Stocksy, Modo and Loconomics.

Seven cooperative principles

VOLUNTARY **OPEN** MEMBERSHIP

DEMOCRATIC MEMBER CONTROL

Cooperation AMONG Cooperatives

AUTONOMY & INDEPENDENCE

MEMBER ECONOMIC PARTICIPATION

Concern FOR THE Community

Education TRAINING & INFO.

There are several problems facing local communities that our current economic system cannot address. An economic platform that is owned by the people it serves can solve many large and everyday problems.

Everyday problems bHive can solve	Solution
People need goods and services in real time but do not want or need the expense of owning them.	bHive provides real time access to shared goods and services at lower cost than ownership.
People would like to earn income by providing their goods/services.	bHive allows people to share goods and services, earning income and retaining profit locally.
Wellbeing: we have epidemic levels of social isolation, loneliness, depression, suicide, anxiety, obesity, heart disease and more.	bHive prioritises connection, sharing and relationships between neighbours and communities and invests in projects that eradicate poverty locally.
A lack of trust online.	bHive provides reputation and identity management.
Tech giants sell your data, advertise at you based on your data and do not respect your privacy.	Members own and control their own bHive data.
Equity of access.	With bHive, all members can earn income, build reputation and create meaningful work.

Large Scale Problems bHive can help solve	Solution
Economic inequality and stagnation: Eight men have the wealth of half the world's population. There has been global economic stagnation since 2008.	bHive is equally owned by all members. bHive stimulates the growth of new local, peer-to-peer sharing enterprises such as car sharing, car pooling, stuff sharing, loans, crowdfunding, making and more.
Jobs: automation, the end of manufacturing, no wages growth, end of full time employment.	New local sharing enterprises create local meaningful work for everyone.
Global Digital Monopolies: the rise of precarious work, off-shore profits.	bHive allows the Bendigo community to retain spending, work and ownership locally.
Over Consumption: 99% of everything we buy is waste within six weeks of sale.	A local economy that shares access to local goods and services, enables shared access to renewable energy, electric vehicles and bikes and invests in projects that restore the local ecology.

bHive Users	Value Proposition
Prosumers: people with excess time, skills and stuff wanting to create income.	Create income, build reputation, strengthen local place.
Consumers: people in need of stuff, skills, time and services.	Meet your needs in real time, save money, build reputation and strengthen the community.
Entrepreneurs: who want to establish local sharing enterprises.	Access to new markets with reputation, identity and payments.

Why enter the market now?

We have a short window of opportunity to build this platform in Bendigo before more global platforms are established here, taking profits, work and spending offshore.

Bendigo

Population

114,000 2017 > **130,000** 2030 > **200,000** 2050.

56,000 aged 20-56

87% spending $50/month online

30,000 members of Facebook buy, swap and sell pages

Keep it local.
Money · People · Place

$2.5 billion

Spent annually by Bendigo households on goods and services that bHive could provide.

Australian

68% now spend and earn money through the sharing economy*

$55bn by 2021

The market for peer-to-peer (P2P) services is projected to grow to a whopping $55bn by 2021 – nearly a fourfold increase in five years.†

Global

The potential Sharing Economy market is US $2 trillion.

The current market is approximately US **$250 billion.**

$6 trillion, or 8% **of total global GDP** at risk of disruption by the sharing economy over the long term. ‡

bHive Potential?

Imagine this in Bendigo: Around the world, peer to peer sharing enterprises are empowering people across the following economic sectors: Worker support, learning and education, wellness and beauty, municipal services, money, goods, health, space, food, utilities, mobility services, personal and business services, logistics, vehicle sharing, corporations and organisations, analytic and reputation.

How can you invest in 2018?

We are raising $140,000 to build the structure of bHive. Your contribution will help fund the establishment of a Villages App, a Stuff Sharers App and run public events. These Apps have been chosen following much market research. We are also working on the business model for sharing apps relating to food, transport, energy, time, skills, money and more. If these interest you, let us know.

Item	Description		Impact	Contribution options	Exposure
Villages app	This is the core of bHive. An app that links neighbours and friends across Bendigo to communicate, organise events and projects, set up sharing registers etc	Share free things like wheelbarrows, vegies, tools, pruning advice, babysitting and more...	• Local social connections • Wellbeing • Sense of connection to place • Community building • Free sharing • Less consumption • Wider access to free local goods and services	Design Pack – design, build, test, improve and launch $35K Scale Pack – Scale, improve and attract members $25K	Name and logo listed as a foundation bHive sponsor on our platform and on the Villages app Or other sponsorship opportunities by agreement.
Events	To design, test, build, launch and improve our applications	• Innovation Labs • Hackathons • Peer to peer economy speakers • Host all public bHive events	• Community building • Education around 21st century technology	Events pack – sponsorship of events $20K	Name and logo listed as a foundation bHive sponsor displayed at all bHive events in 2018
Stuff Sharers App	An app that allows members to buy and sell, give away and get, loan and borrow and get stuff delivered	Development of back end tech identity management software, reputation management software, payments software and central database creation	• Fewer resources • Less landfill • Local spending • Encouraging to by quality • Create local work	Design Pack – design, build, test, improve and launch $35K Scale Pack – Scale, improve and attract members $25K	Name and logo listed as a foundation bHive sponsor on our platform and on the Stuff Sharers app Or other sponsorship opportunities by agreement.
				Total $140,000	

Across all phases, we are offering the option to join our founding patrons.

Donate $500, $1,000 or $2,000.

See bhive.coop for more information.

Our founding patrons

Adam Dove
Ann Flanagan
Bella Torres-Gomez
Chris Harrington
David Hooke
David Lumsdon
David Major
Deanne Williamson
Greg Cahill
Haven; Home, Safe
Jac Torres-Gomez

Jacqui Knee
Jencie McRobert
Jennifer Alden
Jessica Marouche
John Willis
Keith Reynard
Laurie Whelan
Linda Beilharz
Maree Cahill
Marg Allan
Matt Shanahan

Nick Byrne
Penny Wilkinson
Philip Smith
Rachel Hannan
Rick O'Callaghan
Rim Martin
Robert Kretschmer
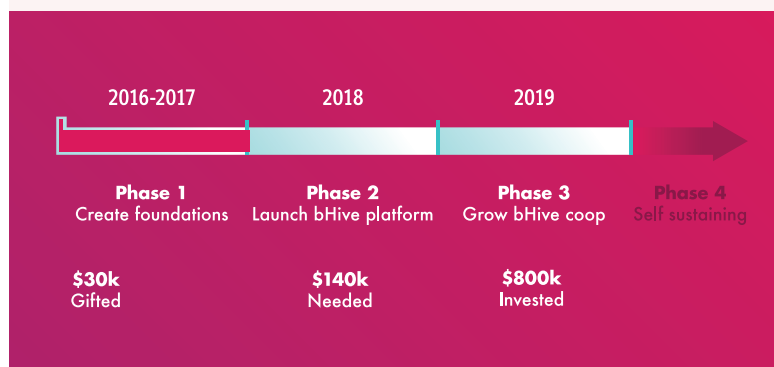Robyn Major
Sara Hill
Steve Abbott
Sue Masters

The plan

To transparently and effectively set up and operate bHive from now through to launch of the platform, the project team will implement these phases.

Our mission is to have a fully operational platform by 2019. Using cooperative rules, the budget and financial transactions of bHive will be freely available to all members.
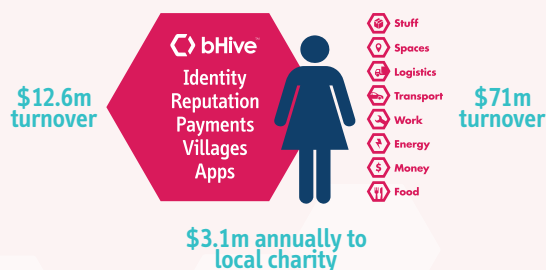
Our implementation plan has six discrete phases through to the operation of a fully functioning platform cooperative. The implementation plan contains tasks and timelines.

Phase	When	Outcomes
1. Create foundations	2017	1.1 Launch event with 80 people in attendance raised $30,000 1.2 Coop Model Rules researched and rewritten for a digital platform coop 1.3 bHive registered as a non distributing coop 1.4 bHive presentations made in New York and Melbourne 1.5 bHive networks developed with global and national platform coop community 1.6 Plans created for bHive tech development, comms, operations and fundraising. 1.7 bHive joins UNSW bid for evaluation funding
2. Build structure	2018	2.1 Build platform technology 2.2 Test and launch bHive Villages App 2.3 Seek cooperative investors 2.4 Education and public story telling 2.5 Seek investors for platform scale
3. Launch bHive Platform	2019	3.1 Crowdfund membership 3.2 Launch bHive 1.0 with stuff sharing services 3.3 Build enterprise capacity 3.4 Grow usage
4. Grow platform	2020	4.1 Launch bHive 2.0 with car pooling service 4.2 Education and public story telling 4.3 Grow bHive membership
5. Sustain platform	2024	5.1 Reach 6,000 Members, $4M turnover, financially sustainable, repay investors 5.2 Support five or more sharing services, $20M spending on platform 5.3 Charitable fund has $900K
6. Catalyse Big Shift	2030	6.1 20,000 members, $12.6M membership revenue 6.2 10 sharing services, $71M spending on platform 6.3 Charitable fund provides $3.1M annually 6.4 Enable Platform Participatory democracy and shared decision making 6.5 Ecosystem of cooperatives with shared agreements in Bendigo

Financial information

2016-2017 | 2018 | 2019

Phase 1
Create foundations

Phase 2
Launch bHive platform

Phase 3
Grow bHive coop

Phase 4
Self sustaining

$30k
Gifted

$140k
Needed

$800k
Invested

In 10 years with 20,000 members

bHive
Identity
Reputation
Payments
Villages
Apps

Stuff
Spaces
Logistics
Transport
Work
Energy
Money
Food

$12.6m
turnover

$71m
turnover

$3.1m annually to
local charity

	2016 / 2017	2017 /2018	2018 / 2019	2019 /2020	2020 /2021	2021 /2022	2027 /2028
Members	5	105	1000	1,382	1,903	2,608	20,993
One off entry fees	$250	$5,000	$50,000	$19,122	$26,008	$35,279	$235,964
Shares	$50	$1,000	$10,000	$13,824	$19,025	$26,081	$209,926
App subscriptions			$120,000	$199,721	$300,693	$449,002	$5,655,353
Apps available		Villages	Stuff Sharing	Car Pooling		Task sharing?	Ten apps
4% of App spending to charity						$240,124	$3,100,506
Income made by sharing enterprises			$171,224	$996,556	$3,556,721	$5,522,844	$71,311,647
Donations/Grants/Investment	$30,000	$140,000	$400,000	$400,000			
Total Annual Inflows	$30,300	$146,050	$619,889	$769,325	$654,366	$1,023,210	$12,638,124
Total Annual Outflows		$139,810	$464,500	$553,500	$652,750	$1,017,124	$5,227,256
Annual Surplus Cashflow		$6,240	$155,389	$215,825	$1,616	$6,086	$7,410,868

Co-founders

Ian McBurney – Executive Officer

Ian is an accomplished ecological sustainability educator, entrepreneur, facilitator, speaker, MC and author, who has inspired tens of thousands of people to create change around them over twenty years. He cofounded the Bendigo Sustainability Group, the Synergize CoWorking Hub, was a Director at environmental education outfit Vox Bandicoot and has run his own business Live ecoLogical for a decade.

As the brainchild behind the bHive concept, Ian has thoroughly researched the idea, taking it through the Social Traders Crunch program and countless hours talking, listening and connecting to others around the world.

Julie Miller Markoff – Governance

21st century concerns and opportunities require compelling and creative leadership. That's why Julie joined bHive. Julie loves developing organisations fit for purpose: connected, empathetic, smart at doing, generating value and shared wealth, adapting to the dynamics of social and work disruption.

She has many firsts on her cv as a change architect and director including technology driven transformation.

Julie has influenced and implemented innovation, nationally, and internationally, for the past 20 years. A systems thinker, her expertise is in governance, ecosystems development, culture and performance.

Her goal is for communities to be included rather than locked out of technology driven wealth creation. She values the development of social well being and intimacy, and believes everyone can lead.

Clare Fountain – Business Development

With experience in governance roles across multiple sectors including project management at a both a strategic and implementation level, Clare enjoys translating concepts from the big picture to implementation that gets results — which is crucial for bHive to succeed.

She has a proven track record in founding and building viable and sustainable successful enterprises.

bHive aligns with Clare's personal values of supporting small business, buying local, investing locally and owner operated co-ops and mutuals.

Building an Australian-first that creates opportunity for the marginalised and at risk members of her community motivates Clare to be involved, as well as the potential for bHive to become a global model for change.

Marcus Turnbull – Technology Development

Marcus Turnbull is a computer nerd at heart. He started working in the software development industry shortly after Sir Tim Berners-Lee invented the World Wide Web. In a career spanning 20 years and three continents, Marcus has been involved in large projects, leading teams across a range of industries (energy & utilities, trading, property management, agriculture) and technological platforms (desktop, web, mobile, mainframe!)

His passion is being involved in new technologies, platforms and ideas — perfect for bHive. In his ideal world, he wants society to move from the current model where the users are the product and big corporations own all our data; where everything is free, but not really!

Bryley Savage – Strategic Communications

Bryley is a communications professional, specialising in marketing and communication strategy and implementation. She loves researching to create and implement robust plans to achieve to organisational, communication, marketing and strategic vision.

Since moving to regional Victoria in 2011, Bryley and her family made a true commitment to embracing and making a positive impact in their community. A passion of hers is to link community organisations (and individuals) together for mutual and collective benefit.

Bryley is truly committed to realise the goals of bHive, Australia's first platform cooperative, which will be positive and life-changing for people in her community, and potential replicated around the globe.

"The only things you need for a thriving economy are people with skills and people with needs."

- Douglas Rushkoff

"...and a platform to make it happen."

- The bHive Team

bHive™

www.bHive.coop