



17 Business Models Shaking up the Marketplace



Skillshare

Lesson: Leverage the intelligence and expertise of normals to create a massive intellectual marketplace.

Innovative angle: A platform for learning about anything

Skillshare launched as an a la carte education marketplace — experts could teach a class on any subject, and anyone could attend, for \$20 or \$25. But this past March, Skillshare pivoted to a \$10 per month, all-you-can-eat model. And unlike most education startups, Skillshare doesn't use professors from top-notch universities; you need not be a Ph.D. to be able to teach something useful. And on the student side of things, it's easy – and relatively inexpensive – to become a lifelong learner.



Stitch Fix

Innovative angle: Personal styling made smarter by data and trendy part-time fashionistas

Founder and CEO Katrina Lake says Stitch Fix's "combination of the art and science hasn't been seen before in retail industry." Her startup's proprietary algorithm is constantly processing the responses to new user style surveys — and feedback on the items they receive — to help Stitch Fix's 300+ part-time stylists in California and Texas assemble "fixes" (boxes of five items) that users are almost guaranteed to love.

Lesson: A product that uses smart data to surprise and delight — and save consumers time — is a win.



Warby Parker

Innovative angle: Cutting out the middleman — especially a behemoth one — and transforming a medical device into a fashion accessory

The influence of Warby Parker is undeniable, and tech reporters everywhere are reminded of that daily when they're pitched "The Warby Parker for [insert stale industry here]." Warby Parker's undercutting of the Luxottica empire's price points and special collections have turned glasses-shopping into something more like shoe shopping: They're only \$95, so sure, I'll take a pair in blue, too.

Lesson: Change the way people see an industry.

To see all 17 Business Models Shaking Up the Marketplace, [click here.](#)



Paperless Post

Innovative angle: Reinventing the world of stationery, by taking it online, then back offline

Paperless Post started in 2008 as the U.S. Postal Service's biggest enemy — it encouraged people to email invitations and announcements, made pretty with hundreds of design templates. The site was free to use, though premium templates and envelope liners required prepaid "Coins." In late 2012, to open another revenue stream, Paperless Post embraced paper after all, letting customers design a card at PaperlessPost.com and then send it electronically, via snail mail, or both.

Lesson: Aesthetics matter.