

PPE MARKETPLACE

SERVICE PROVIDED

OVERVIEW

The purpose of ppe-marketplace.nyc is to facilitate the protective personal equipment (PPE) purchases between NYC-based businesses following NYC EDC's public solicitation.

Our proposal consists of a "lightweight marketplace" implemented on top of two commercial solutions: [Stacker](#) and [Airtable](#). As a reference, Stacker+Airtable is the technology behind [Project N95](#), "the National Clearinghouse for critical personal protective equipment (PPE) and medical supplies."

NOTE THE PROTOTYPE IS UP AND RUNNING AT: <https://portal.ppe-marketplace.nyc/>

To make an analogy to the travel sector, our lightweight marketplace is a discovery and price comparison tool (à la Kayak) rather than a booking tool (à la Expedia).

We are **not** supporting financial transactions on the platform for the following reasons:

1. They are hard to implement correctly, including taxes, shipping cost, etc.
2. They may require the use of third parties which may translate into extra fees for either buyer, seller or both.
3. They may require extra work on the seller side if there is a need to link financial accounts or transaction systems.

We are **not** supporting direct messaging between buyer and seller on the platform for the following reasons:

1. They are hard to implement well.
2. They introduce a new layer of complexity for the seller and the buyer.

We are not supporting user reviews. However, we could provide a mechanism for buyers to notify the marketplace or NYCEDC about bad business behaviors.

THE BUYER'S EXPERIENCE

Using proper SEO, the website will be easy to find for various search terms related to PPE.

ppe-marketplace.nyc is accessible to the public, with no need to create an account.

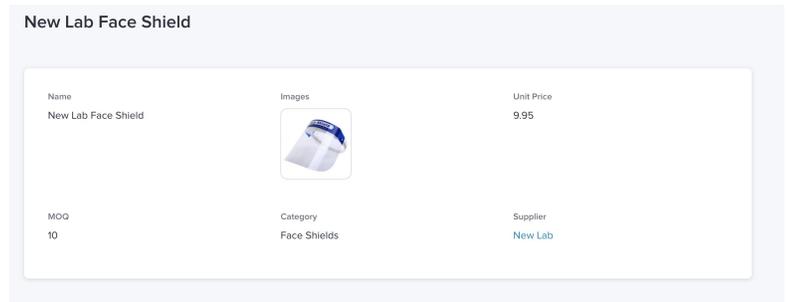
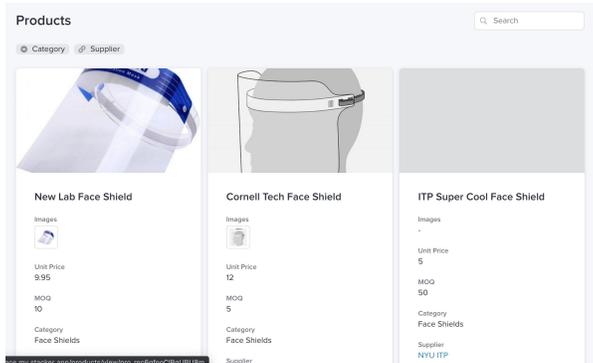
Once on the marketplace, the buyer can access the Suppliers page and get more information about each supplier.

Org Name	Address	Contact Email	Contact Phone
Boyce Technologies	47-22 Pearson Pl, Long Island City, NY 11101	rob@boyce technologies.com	-
Columbia	-	jen@columbia.edu	-
NYU ITP	Near Washington Sq	beth@nyu.edu	-
New Lab	-	dave@newlab.com	888-909-9078
Guest	-	guest@ppe-marketplace.nyc	-
Cornell Tech Makers Lab	Cornell Tech campus 2 W Loop Rd, New York, NY 10044	amaud@cornell.edu	-

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Org Name	Contact Email	Contact Phone	Website
Boyce Technologies	rob@boyce technologies.com	-	https://www.boyce technologies.com/

Once on the marketplace, the buyer can access the Products page and get more information about each product. The buyer can filter by category and by supplier.



Once the buyer has found an item of interest, they can contact the supplier directly, using the most appropriate medium, e.g. email, phone, other.

SELLER/SUPPLIER'S EXPERIENCE

Suppliers can be vetted before being featured on the marketplace. They will need to be reputable businesses. If vetting is removed, the platform can be more or less self-serve. A supplier will first fill a form at <https://ppe-marketplace.nyc/supplier-registration> answering a few questions about their business.

Registration for NYC PPE Marketplace

Org Name

Address

Website

Contact Email

Information entered by the suppliers

A Org Name	<input checked="" type="checkbox"/> Vetted
New Lab	✓
Cornell Tech Makers Lab	✓
NYU ITP	✓
Guest	✓
Columbia	✓
Boyce Technologies	✓

Airtable table updated by staff when vetting supplier.

Staff either from the EDC or from ppe-marketplace.nyc will check the information.

If the vetting is positive, the record will be marked as vetted in the database. An email invitation will be sent to the supplier to create an account on ppe-marketplace.nyc.

If the vetting is negative, an email will be sent to the supplier.

The supplier can edit their profile information.

Org Name

Cornell Tech Makers Lab

Address

Cornell Tech campus
2 W Loop Rd, New York, NY 10044

Contact Email

arnaud@cornell.edu

Contact Phone

Website

https://tech.cornell.edu

The supplier can also add new products and update existing ones.

Products: add new

Name

Images

+ Add

Unit Price

MOQ

Category

Select...



Supplier

Select...



✓ Save

DATA SHARING

All information displayed on the marketplace is assumed to be public information, freely entered by the suppliers, including prices. It is straightforward to generate reports about pricing by category of PPE.

****Note that while these are real screenshots of the existing platform that , these can be refined by and improved for future iterations.***

*****The marketplace works equally well on mobile devices.***

TIMELINE

The proof of concept is already developed and live. Because of the technology stack used (Airtable + Stacker), changes are easy to make, do not require any coding and require minimal testing. Adding a new PPE category simply requires adding its name on a menu.

We intend to work with the NYCEDC and other key stakeholders such as BIDs to create an updated version with more functionality, and that incorporates all needs. This can be created within a week or two depending on the additions. We can also do a soft launch for the first month if deemed necessary. This team will commit to managing the platform for a minimum of one year from the launch date.

A prospective timeline would include the following milestones:



SUMMARY

Digital destination	ppe-marketplace.nyc + SEO provided by partners
User friendly interface	Using Stacker.app platform Including support for mobile devices
On-boarding for buyers	Not necessary
On-boarding for sellers	Vetting survey Invitation email
Translation	Not implemented yet. Depends on the number of languages.

KPIs

While this isn't the final product, we will work with the NYCEDC and other key stakeholders (eg BIDs) to ensure it fits needs, especially on impact and KPIs. Below are the anticipated KPIs including those already supported.

- Number of suppliers*
- Number of products*
- Price Economics*
- Unique visitors
- Page views
- Deal flow and interactions between suppliers and buyers

*Currently supported

EXPERIENCE IN E-COMMERCE PLATFORMS

As mentioned above, ppe-marketplace.nyc is a lightweight marketplace with transactions conducted off-platform. This product will also have a strong community component, and it is worth noting that the Grid is a prime example of this. CIV:LAB has years of experience in community organizing through digital platforms (slack, newsletters etc) and using traditional Content Management Systems.

TEAM AND PARTNERS

<u>PARTNER</u>	<u>CONTRIBUTION</u>
 Airtable	Free account Tech support
 Stacker	Free account Tech support
 Google	SEO Marketing
 	Initial development Future development Vetting Customer support

SOURCES OF FUNDING AND PARTNERS

Because of the technology choices for the solution, the development and maintenance of the platform are very minimum. However we will look at ad-based revenue models as well as a subscription fee for buyers and/or sellers, transaction fee or a fee to promote products on the site. Additionally, we will encourage referrals to further assist with KPIs. As the project will be in conjunction with the NYCEDC, we will want to create a model that not only gains traction, but is fair and equitable in the market encouraging transactions. Additional funding sources could include philanthropic funding which CIV:LAB is currently pursuing with the Response Lab for a number of projects.

MARKETING

Strategy will be aimed at marketing via channels that SMBs get their information. CIV:LAB works with various BIDs across the city which are a likely channel in addition to SBS for businesses purchasing products. We will also leverage our relationships with groups like Stripe, Cinch and MyBodega Online who have existing networks of businesses, as well as look to partner with services such as Yelp that might have an existing base of small and medium businesses who would want to purchase PPE. Furthermore, Google is a Grid member and we will work with them on SEO. Additionally Google is offering free Search Media Grants - <https://www.google.com/grants/>.

PRIOR WORK WITH THE NYCEDC

Currently CIV:LAB co-runs the Grid in partnership with the NYCEDC. The contract is currently on pause.

OUR TEAM



ARNAUD SAHUGUET
Cornell Tech

Dr. Arnaud Sahuguet has a passion to invent and build products that leverage technology to solve meaningful problems and have a large social impact. His goal is to empower people and organizations to be more productive and collaborative through innovation.

He is currently the project lead for the Urban Tech Hub at the Jacobs Technion-Cornell Institute in New York City. He is also a venture partner at EXOR Seeds, a venture capital fund affiliated with Exor (which holds major stakes in Fiat Chrysler, Ferrari, Juventus, PartnerRE).

Before joining Cornell Tech, Arnaud served as Chief Technology Officer for the NYU Governance Lab where he focused on civic innovation and open data; he spent eight years as a product manager for Google (speech, Google maps) and Google.org; and he worked for five years at Bell Labs research as a Member of Technical Staff.



Joshua Steinberg
Airtable

Joshua Steinberg is a Manager on the Customer Success team at Airtable. He recently moved to New York from Tokyo, where he had been living for the last 6 years while working at Google and McKinsey & Co. Joshua is certified GIS practitioner, and is interested in all things Urbanism and Smart Cities.



SIMON SYLVESTER-CHAUDHURI
CIV:LAB

Simon is the Executive Director of CIV:LAB, a 501(c)(3) non-profit dedicated to scaling solutions for cities globally. In this capacity Simon leads The Grid, an Urbantech NYC initiative for the City of New York and the NYCEDC.

Previously, Simon was the Managing Partner at Global Futures Group, spearheading products and programs driving urban innovation including Smart Cities New York, North America's largest smart city event and global convening of Mayors, where he led strategy and business development. During the Obama Administration, Simon was a Strategic Advisor to the US Department of Commerce and the International Trade Administration on cities.



VIJAYTA RAO NARANG
CIV:LAB

Vijayta is the Community Manager at CIV:LAB. Her background is in filmmaking and film producing in both New York and India. She then worked in Mumbai for a leading marketing agency named the Third Eye doing qualitative market research on emerging consumer trends. She is currently an International Student Scholar at the NYU Center for Global Affairs.

Contact Information

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