

Platforms Cooperatives Now

Knowledge Strategy, Entrepreneurship and Innovation

area Hours/ECTS 38 hours

Calendar Oct 26, 2020 - Jan 29, 2021

Language English

Modality Online

Objectives

Worldwide, millions of young people will be unemployed in the course of COVID-19. From India, Italy, Spain, and Brazil to the United States, the virus does not discriminate, yet its economic and social impact is unevenly distributed. Workers in tourism, the arts, retail, education, and all informal workers are the hardest hit. Low-income, marginalized, working-class people and immigrants are more adversely affected. Income inequality is growing, confidence in governments is eroding, and more and more people are embracing nationalism and populism. Workers lost power and a sense of agency over their lives. In the face of all this, how can working people organize, regain control, and participate in the building of economic alternatives?

What comes next? Amazon, Wholefoods, and Instacart workers walking out may just be the beginning. A general strike of gig workers? A student loan holders strike? We see it all over the world. In moments of crisis like this, things that had been considered impossible can become common sense: The Great Depression gave rise to the original New Deal. We need to show possibilities for how the world could be better. Platform co-ops can provide better jobs at scale now!

At a moment where the concentration of big tech companies is skyrocketing, this course does not stop at an analysis of surveillance capitalism; it equips people to succeed as cooperative platform entrepreneurs in the fast growing gig economy. It gives learners the opportunity to analyze and get involved with a generation of young leaders that is experimenting with innovative power-building strategies that are rooted in cooperative ownership of digital platforms. Imagine an Uber owned by the drivers or Twitter owned by its users. A shift to a “shared economy” to a genuine participatory, democratically owned economy is possible.

After a first edition of this program created and taking place in the midst of the COVID19 health crises, where we have 500 participants from +50 countries all around the world, here who follow the program hand by hand.

The first edition of this program was created and took place in the midst of the COVID19 health crisis. It was followed by 418 participants from 50 countries all around the world. Now it's time to take the baton and join the movement to shape the society we want to live in.

Aimed at

This course is designed for people who:

- are unemployed and are determined to find decent work, especially in the service sector
- want to work in a dignified digital work environment where they co-own and co-govern the digital platform through which they are connected to clients
- are in cooperatives and want to transition them into platform cooperatives

Program

Part 1 (October 26th - November 6th)

Session 1	Inequality, Big Tech, the Gig Economy, & Possible Alternatives	2 hours
Session 2	The Cooperative Advantage	2 hours
Session 3	Scaling the Worker Co-op Model: Platform Cooperatives -Introduction	2 hours
Session 4	Scaling the Worker Co-op Model: Platform Cooperatives - Case Studies	2 hours

Part 2 (November 9th - January 29th)

In the second part of this course, in collaboration with a supportive organization in your country, you will start work on incubating a cooperative digital project. Reading materials for this part will be in your local language.

Session 1	Introduction & Basic Team Tools	3 hours
Session 2	The Need, Opportunities, & Idea Market	3 hours
Session 3	The Creation & Business Idea Generation	3 hours
Session 4	Analysis Business Idea Environment & Value Proposition	3 hours
Session 5	Customer Validation, Testing, Prototype, & First Minimum Viable Product	3 hours
Session 6	Platform Co-Op Business Model Generation	3 hours
Session 7	Technology Frame, User Stories, & Technological Pathways	3 hours
Session 8	Financial Frame, Business Plan Feasibility, Impact Investment Strategy	3 hours
Session 9	Communication Strategy & Pitching	3 hours
Session 10	Public Online Presentation, Platform Co-Op Teams Challenge & Feedback	3 hours

Faculty

About R. Trebor Scholz

Author of *Uberworked and Underpaid*, Trebor Scholz is a scholar-activist and founding director of the Institute for the Cooperative Digital Economy at The New School in New York City. Learn more at: <http://platform.coop>

About Jose Mari Luzarraga Monasterio

Social entrepreneur from MONDRAGON devoted to Human centre globalization through “teampreneurship.” Co-founder of Mondragon Team Academy (MTA world) building an international community of teampreneurs and young leading change makers through the definition and implementation of a new vision of education. (ASHOKA fellow since 2015).

Contributors/sponsors

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Pricing info

The purpose is to offer a program as accessible as possible:

For **developed countries**, the price is **130 euro**:

[List of developed countries](#): 130 €

For **developing countries**, the price is **40 euro**:

[List of developing countries](#): 40 €

Payment / Registration:

Interested, contact Mireia Igarzabal: migarzabal@mondragon.edu

More information

For more information:

FAQ <https://docs.google.com/document/d/185Ib9dhnsT5hj7YHLc0KzT6-qWeVKOWm1Ro3Z9fmYWo/edit>

email: platformcoops@mondragon.edu

<https://www.mondragon.edu/cursos/en/topics/strategy-entrepreneurship-and-innovation/platforms-cooperatives-now/>