Competitive Analysis	Khan Academy	Flatiron	Libby	Department of Labor and Employment	YouTube	LinkedIn	Amazon	Meet Up
Value Proposition	Online non-profit with the mission to provide a free, world-class education for anyone, anywhere.	A job skills bootcamp program combined with a large social hub providing internet, refreshments, and many social networking opportunities.	A digital platform that provides education and entertainment to any library account holder by offering access to e-books, audiobooks, digital magazines and streaming for free using a lending system.	Online platform that connects job seekers with jobs, provides an up-to-date and accurate picture of the economy to help decision making, assists workers who have been injured on the job, ensures fair labor practices, helps those who have lost their jobs by providing temporary wage replacement through unemployment benefits, and hosts safety programs.	Robust website with the largest collection of video media in the world. Countless members of home made how to videos and many recorded seminars and talks along with university resources shared publicly. Able to access for free and from most any device with web access.	Career building/networking website/app that connects job seeker and career professionals in a more formal social media session. Users can find job listings, research companies, connect with employees all in one place.	Global e-commerce website that consists of both web-based and pysical stores, selling a wide range of items. Users have access to physical, e-book and audiobook rentals and video streaming.	An online platform that connects people by allowing users to create groups, join new groups and coordinate community events.
MarketPlace								
iOS	Yes	Yes (WeWork App)	Yes	Yes (Web version for mobile)	Yes	Yes	Yes	Yes
Android	Yes	Yes (WeWork App)	Yes	Yes (Web version for mobile)	Yes	Yes	Yes	Yes
Website	Yes	Yes (WeWork App)	Yes-Libbyapp.com	Yes	Yes	Yes	Yes	Yes
In Person	No	Yes (WeWork App)	No	Yes, Colorado Department of Labor and Employment 633 17th Street, Suite 201 Denver, CO	No	No	No	Yes
Features								
Need a username/account?	Yes, user name is needed.	Yes, Need a membership to access either.	Yes. Need a valid library account number to sign up.	No, but to do a job search you can register or there is an option to do a quick job search. In order to do a training program, you have to apply to your local workforce center.	No	Yes	You may browse and purchase without a membership. There is a free basic membership. There is a paid Prime membership.	Yes, must have an account in order to interact with the platform
# Downloads	No limit	NA	No limit. All borrowed content is downloadable and usable offline for the 21 day borrowing durration.	NA	N/A	N/A	No limit. Kindle can be accessed offline	NA
Earned Degree/Certificate?	Yes, able to get online certifications to put on resume and LinkedIn to show knowledge gained	Yes, Flatiron provides a certificate upon graduation.	No	No	Mixed, universities do offer degreed programs that offer media through YouTube however the site itself is not accredited.	No	No	No
Connect to teachers/mentors?	Yes, can add/remove teachers who agree to help curate content for you.	Yes, highly accessible to teachers, other people in tech, community events, and networking opportunites.	No	Yes, they offer apprenticeships.	Yes	Yes	No	Yes, you may connect with anyone bearing any title, such as professor or instructor.
Social Media Integration?	Yes, can connect via social media and share achievements, share content	Not directly.	No	Yes, at the bottom of the page you can tweet, like (FB), and share(FB)	Yes	Yes	Not directly. Can share through other social media platforms.	No, members do not have followers orother direct connections like other social media sites, therefore it is not a social media platform.
Curriculums?	Yes, they curate courses that are based on skills or categories, such as "Information Theory" or "Learning Coding"	Yes, it is a curriculum based program.	No	No, they do not have content for programs on the site. Instead, there is some information about programs and training but then you are directed to visit the workforce center in person.	Mixed, universities do offer degreed programs that offer media through YouTube however the site itself is not accredited.	No	No	No
Events?	yes, they sponsor community events throughout world that can be attended.	Yes, there are many events at WeWork.	No	Yes, they have a calendar of events.	Yes / Virtual	Yes , advertised and promoted through LinkedIn	No	Yes. The events are governed by members
Student Ratio	Virtual, non-class room environment. Conducted at users own pace.	Variable, 15-30.	N/A	NA	N/A	N/A	N/A	N/A
Entrepenuership Help?	Yes, they have a section dedicated for starting a business.	Yes, dominant aspect of course.	No	Yes, Professional vendor network, intervention assistance, advice and resources.	Yes	Yes	No	Not directly, but through mentorship and connections made through meetups, this may be achieved.
Live interaction and support?	No, it is a virtual only platform.	Yes, dominant aspect of course.	Yes. Live chat and email assistance available with Libby staff	Yes, at local workforce locations	Mixed, there are live videos and some are oreinted for help however not YouTube sanctioned	No, Not directly	Yes. Can contact customer support through chat, email or direct 800 line	No
Mentorship	Yes	Yes	Virtual but not human	Yes	No	No	No	Yes, Potentially
Gamification	No	No	Virtual but not human	No	No	No	No	No
Flexibility	Yes, Highly flexible, can be used at own pace. Massive variety of topics allow for users ot leanr any skill thye wish to pursue.	Yes, Beyond certain weekly meetings it provides high flexibility and the WeWork is open to anyone with a card.	Can be accessed at any time. Must have the libby app downloaded on device.	N/A	Yes, Can be used at any time and accesed on any device without a need to download.	Yes	Yes, Can be used at any time and accesed on any device without a need to download.	Yes, Can be used at any time and accesed on any device without a need to download.
Admissions	No, Free to use, non-profit.	Yes, Interview and test prior to acceptance.	No, Available to all	No, these programs are aimed to be all encompassing and help all dempgraphics.	Mixed, universities do offer degreed programs that offer media through YouTube however the site itself is not accredited.	No	No	No but, some groups ask a series of admission-like questions before admitting people into the meetup groups
Price	Free to use, non-profit.	Expensive, must have loan or financial savings.	Free	Free	Access to platform is free	Access to platform is free	You may browse and purchase without a membership. There is a free basic membership. There is a paid Prime membership.	Free to sign up, however Organizers are charged $15 a month and may decide to charge members in their group a certain amount.
Prior Education Needed?	No prior education is needed to complete courses. Programs are ordered to expand on knowledge as a student does courses, so it has a natural "progrsion" of difficulty embedded within a given curriculum.	Not neccesarily, but benefical.	No	No	No	No	No education requirements	No education requirements
Work Programs?	Not directly, but they offer extensive information for how to gain employment and where to seek help.	Yes, they help users get a job and have a guarentee and Career Services.	No	Yes, they have a range of work programs including supported employment for people with disabilities.	No	No	No	No
Job Placement?	Not directly, but they offer extensive information for how to gain employment and where to seek help.	Yes, they help users get a job and have a guarentee and Career Services.	No	Yes, They have job fairs, networking events, and one on one job placement help.	No	Yes, primary function	No	No
Networking Help	Not directly, but they offer extensive information for how to gain employment and where to seek help.	Yes, they help users get a job and have a guarentee and Career Services.	No	Yes. They host events and post events.	No	Yes, primary function	No	Dominant aspect of website
Guest Speakers/Influencers?	Yes, Offer curated talks exclusive to education from people ranging from Elon Musk to founder of LinkedIn.	Yes, WeWork hosts speakers fairly often on site.	No	Yes, they leverage local business owners and professionals withing the community.	Yes	Yes	No	Dominant aspect of website
Accessibility Features?	Many. Multiple languages, audio ready for deaf users.		Yes. Libby connects to assistive technology devices such as screen readers. Audiobooks are almost always an alternative option to ebooks,.	Yes, they have an entire division dedicated to supporting people with disabilities.	Yes	Yes	Yes. Translation services available, as well as assistive technology for hearing/visual impaired.	Yes. Assistive technology for hearing/visual impaired.
Additional Resources?	Large portions of site are dedicated to helping people figure out key elements of "flourishing" in society, like interviews with people in many indusrties, tips for personal financing, time management, job seeking, etc.	Curated content for students, many links to help guide to correct information for personal/expanded study.	No	Yes, they have various different resources. Vocational rehab, unemployment help, job searching and training. Career assessment tools.	Yes	Yes	Discounted Prime accounts for students available. Extensive texbook selection available with more affordable options such as physical textbook rentals and e-book rentals.	Yes, they have a bolg with interviews, panel discussions, and advice.

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Messaging Boards	Yes, they have message boards to post ideas and talk to other users via ZenDesk built in to app.	Yes, access to Slack.	No	No	Yes, within videos	Yes	No	Can openly discuss on individual meetup event page
Social Connectivity	Able to chat with other users and post achievements in social media.	Many avenues to connect with other students via Slack, Zoom, or in person.	No	Yes, via the workforce centers.	Yes	Yes	No	Yes. Able to socially connect with others AFTER the planning process occurs on meetup. The meetup event happens in person or hosted online.
Downloadable Content	Yes, transcripts of all courses are available offline.	Yes, lectures are downloadable.	Yes. All content can be downloaded and accessed offline.	Yes, but it is limited. You can download resume examples. They do not have content for programs on the site. Instead, there is some information about programs and training but then you are directed to visit the workforce center in person.	Yes	No	No	Meetup group organizers can download/print attendee lists
Internet Required?	Yes, but downloadable content will be available for free after initial download.	Yes, highly required.	Yes. Must be connected to internet to place holds and download content.	No, you can visit the workforce center in person.	Yes	Yes	Yes	Yes
Personal Device Required?	No, but will need access to a computer to print transcripts.	Yes, highly required.	Personal device required to use the Libby e-reader. Users may also download content to other devices to read.	No.	No. But must have access to a computer, tablet or phone in order to access	No. But must have access to a computer, tablet or phone in order to access	No. But must have access to a computer, tablet or phone in order to access	No. But must have access to a computer, tablet or phone in order to access
Loan?	Free to use.	Yes, there are financial options available.	Free	No.	Free	Free	Free	No
What Are They Doing Well?	- Clean design - Gamification of badges is a interesting incentive to monitor progress and encourage users - Wide variety of curated content, large spectrum of topics to improve someone's skills - Awesome use of accessibility, language feature on the hero scroll section - Teacher connectivity feature is very useful and helps connect individuals - Has a very global first design approach to increase accessibility	- Skills are tied directly to a specific, relevant job - Great networking expereinces - Highly immersive - Taught be professionals in field - Access to internet and bustling social hub is a major benefit - Access to people from startups and potential hiring companies in share spaces - WeWork app allows booking rooms for direct collaboration in privacy - WeWork app notifies users of events that may help them network and learn skills on site	-All material is free -Suggestions and search filters make it easy for users to find the types of materal they like. -Wide variety of content -App is intuitive and navagable for most -Can have multiple library card-holders on one app, to allow for families who share a device to access their personal content.	-They have various options to support as many people as they can. - There are ways to improve your job, get a job, learn new skills to get a job, networking events, one on one help, and help with applying to government programs. -They have a lot of hands on help for people that are not as tech savy so they can just come to the office in person and get the help they need.	Very Accessible in almost all countries One of the most widely used platforms accross all demographics Accessible on any device Accessible to any cross-culturally Huge repository of media Well developed app/website Can hone in on spefic and collective user interests Always being updated with new features Can subscribe to imprtant channels / topics	-Highly esteemed and respected platform -Highly used and trusted -Well Developed -Networking/sociela media strong -Connecting people, professionally -People successfully find gainful employment -Can research companies through app?website -Can contact current employees of companies. -Successful job search function -Suggested Jobs	- Robust platform - Accessible on any device - Well developed app/website - Rental options for educational texts - Well developed app/website - Multifaceted	- Clean web design - Simple structure - Accessible on any device - Reaches a wide array of users - Offers skill-building, information-seeking and networking - People can have really positive experiences and make lasting friendships. -It is a great way to connect with the community especially when you are new.
What Should They Improve?	- Does not have a very strong social element, more geared toward hose that want to learn at their own pace. - Website is substantially more filled out than app; app seems like more a of a secondary platform missing many features of site (Like chat, connecting with teachers, many of the courses, most of the social integrations) - Minimal design of app is clean and easy but almost seems uninspired	- Cost is a serious barrier to entry - Personal device is mandatory - Only available in certain cities, although remote options are also available (less networking opportunities and socializing benefits) - Limited to handful of instructor to reach out to (a library would have large variety of staff available on floor) - Can be very disrptive if work/life balance was a serious issue or finances were paramount	-The simplicity of the app makes it challanging to navigate if looking for something specific. -Not compatable with Kindle Fire (an affordable tablet option) -Cannot make requests for new material like you can with a library -Content is not sequential. ie: Accounting 101 > Accounting 201 > Accounting 301 -E-reading is difficlt on small devices, such as a standard iphone.	-There are too many options and the website is cumbersome. -If you click on the vocation rehab tab, you can not get back to the main site, it is confusing because there are similar thing on the vocational rehab site but all of the sudden you cant find something you just saw and it is because you have been directed to another site with no easy way back.	Less advertisements More multi lingual support Better filetering Perhaps a mini site just for education	-Lack of annonymity in search. Users know when their profile has been viewed and by whom.	-Volume of content makes navigation a challange. Particularly content that is not commonly searched. -Alternative services such as rentals are difficult to access. Users have to know exactly what they are looking for in order to access it. -Textbooks for purchase and rentals are still very costly.	-It is difficult to get out of groups once you have been accepted in to one. -They send way too many e-mails. -It can be very hit or miss. -only flourish in cities. -It is hard to find groups in desired age range. For example, if 70% of your metropolitan area is 45+, you're going to have trouble finding meetup groups who are 20-30 or 30-45. -People can have really positive experiences and make -It can be awkward or difficult to join an already estabolished group versus starting up a new group as far as feeling accepted.