



# How can virtual currencies and smart contracts support a pay-per-wash business model?

Contribution Guide

## WHY CONTRIBUTE? (1/2)

By contributing to Circle Lab, you are contributing to building an open-source community that supports new, innovative, and sustainable business models.

For this challenge in particular:

- **Preliminary learnings** will be summarised in an online recap, with key opportunity areas and contributions from participants highlighted in the document;
- **Final insights and learnings** will be combined with those of the Community of Practice (CoP) in a final **whitepaper** that will inform and serve existing and future entrepreneurs and financial institutions around the world on the way to pay-per-use business models.



## WHY CONTRIBUTE? (2/2)

- Participants of this challenge will also have the opportunity to gain a more **in-depth access** to the work of the CoP through:
  - Access to the CoP's **interim results** and the option to provide feedback along the way
  - **Invitations to networking events** and other relevant opportunities whenever possible
  - **Live stream access into the working group sessions**
- All participants of this challenge will also be credited with their contributions in the final whitepaper.



## WHAT CAN YOU CONTRIBUTE? (1/2)

**Ideas and potential applications.** How could a shared database, a virtual currency, and smart contracts solve some of the key financial challenges of a pay-per-wash business model? Would such a system also be able to support other pay-per-use models? Jot down your thoughts and start a conversation on Circle Lab!

**Existing research.** Have you read anything recently that you think would be useful to know? A piece of research, an article, a book, or a video about PaaS models, micro-payments, or smart contracts, for example? Provide a link to this resource and share your key take-aways with us on Circle Lab!

**Personal stories and observations.** Success and fail-forward stories from people who have worked on product-as-a-service business models before, from an entrepreneurial, financial, legal, or any other perspective, are also welcome! Let us know your experience, what worked and what didn't, and what you saw as a key challenge on the way to mass adoption.



## WHAT CAN YOU CONTRIBUTE? (2/2)

**Existing cases.** What successful products-as-a-service systems already exist that you know of? Why are they successful? How do they use technology to support their idea, if at all? Share these solutions with us, and let us know what you like most about them!

**Questions.** We are also looking for people to challenge our assumptions and poke at the questions we are exploring together! (For questions about the platform or the challenge, tweet us at [@thisiscirclelab](https://twitter.com/thisiscirclelab) or shoot us a message at [hello@circle-lab.com!](mailto:hello@circle-lab.com))

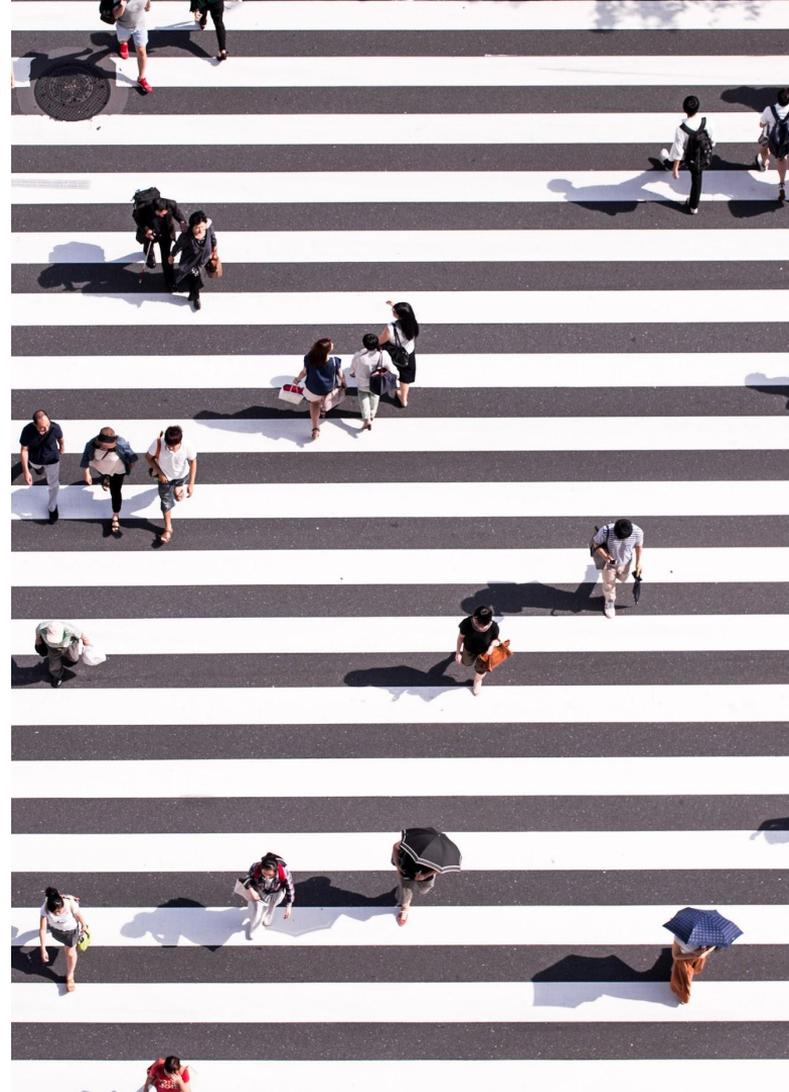
**Other contributions.** We also welcome other conversation starters that don't neatly fit under any of the above umbrellas!



## WHO SHOULD BE INVOLVED?

We welcome contributions from everyone, but are particularly looking for insights, ideas, and thoughts from:

- (Aspiring) **PaaS entrepreneurs** with first-hand experience with products-as-a-service business models. What challenges have you experienced in getting your idea off the ground? How could your business model benefit from such a system?
- **Financial institutions**, investors, banks, accelerators, and other organisations and individuals interested in exploring PaaS business models. What data and information would help mitigate the risks you see in investing in such business models?
- **Auditors, legislators**, and other individuals with legal expertise. How do current laws (in the Netherlands or elsewhere) support (or fail to support) pay-per-use business models? What about the legal framework around blockchain?
- **Manufacturers of consumer appliances** around the world
- **Academics** interested in any of the above topics!





**Start a conversation now**