Machine Commons

the machine learning collective

Supplier Collective

Join the machine learning collective

We're a decentralised consultancy, specialised in machine learning.

For **businesses** that want machine learning capability, but don't have the experience or time to screen suppliers.

For **suppliers** that offer machine learning capability, who'd prefer to spend time on engineering not sales.

At a glance

60 suppliers	45 industries
1130+ people	28 countries
550+ active clients	120+ case studies

Clients among the Collective

BILLPAY A Klarna. Group Company · CENTOGENE THE RARE DISEASE COMPANY · ao · RedDot Foundation Global · Danske Bank · box · Rentokil · Mercedes-Benz · BLECKWEN · PIRELLI · CATHAY PACIFIC · Origin Powered by EA · SAMSUNG · loveholidays · THE LONDON CLINIC · salesforce · Telefónica · Scotiabank · AAA AUTO · Innovate UK · spatialbuzz · Manchester University · THOMSON REUTERS · BCG BOSTON CONSULTING GROUP · swatch+

A Global Collective

Nice to meet you
Abstract, who we are, our mission

The problem
Scale versus innovation

The solution
Boutique innovation at scale

How we work

Our organization and process

How we will work

What you can expect

Next Steps
Join the Collective

Abstract

2. Umbrella Brand Power.
You'll have indirect relevance across every industry that we have a vendor, as well as benefiting from Commons wide Marketing and PR.

1. Sales Pipeline.
We'll send you guaranteed business on a 'Cost Per Acquisition' or 'Revenue Share' basis.

3. Cross-Pollination.
The Commons will facilitate cross-selling opportunities and host a centralised insight team to share wisdom among partners.

Machine Commons
the machine learning collective

4. Decentralised Organisation.
Members will be able to vote for a Board of Directors, who will make organization decisions and ensure ethical business standards.

5. Decentralised Ownership.
Eventually, we'll undergo an ICO, where suppliers will have a vested interest in the business.

About us

Constitution.

We are creating a concrete, unbreakable organisational algorithm - a code of conduct, which will govern every touchpoint of the Commons, its governance and its community of vendors.

Organisational Negative.
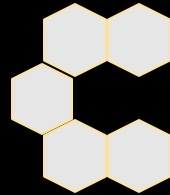
We are nothing, except the inverse shape of our Collective of Machine Learning suppliers. Our value is derived from them and our prime service commitment is to them.

Cross-Pollination.
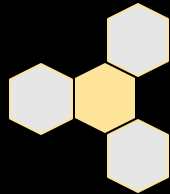
This founding principle will drive us to invest in collective resources and to hire experts to share insight between our various suppliers.

Decentralised Governance.
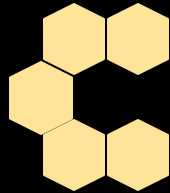
We will create a Board, voted for democratically by the collective, that will ensure the highest standards of ethics and accountability across all partners.
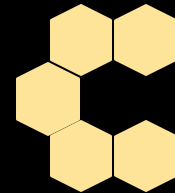
Mission
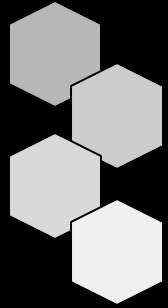
Borders between businesses are blurring. Capitalism must change, to be less about profit and more about communal and earthly good.
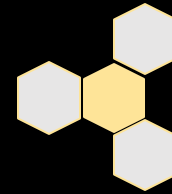
Cross pollination is rocket fuel to innovation. The commons will share resources and provoke innovation between our service partners.

It's not right that so much power is concentrated to so few. A place where the many are one, the commons will be a democratic collective organisation.

Trust in the commons is trust in us all. The commons will internally hold each member service provider to the highest level of accountability.

Nice to meet you
Abstract, who we are, our mission

The problem
Scale versus innovation

The solution
Boutique innovation at scale

How we work
Our organization and process

How we will work
What you can expect

Next Steps
Join the Collective

Problem: Scale vs Innovation

'Big business' have scale but can't deliver affordable SoTA solutions.

- o Large consultancies are 'a Jack of all trades' (masters of none).

- o Too many overheads often render the marginal value of ML redundant.

- o Salaries below market contractor rate mean they can't attract expertise.
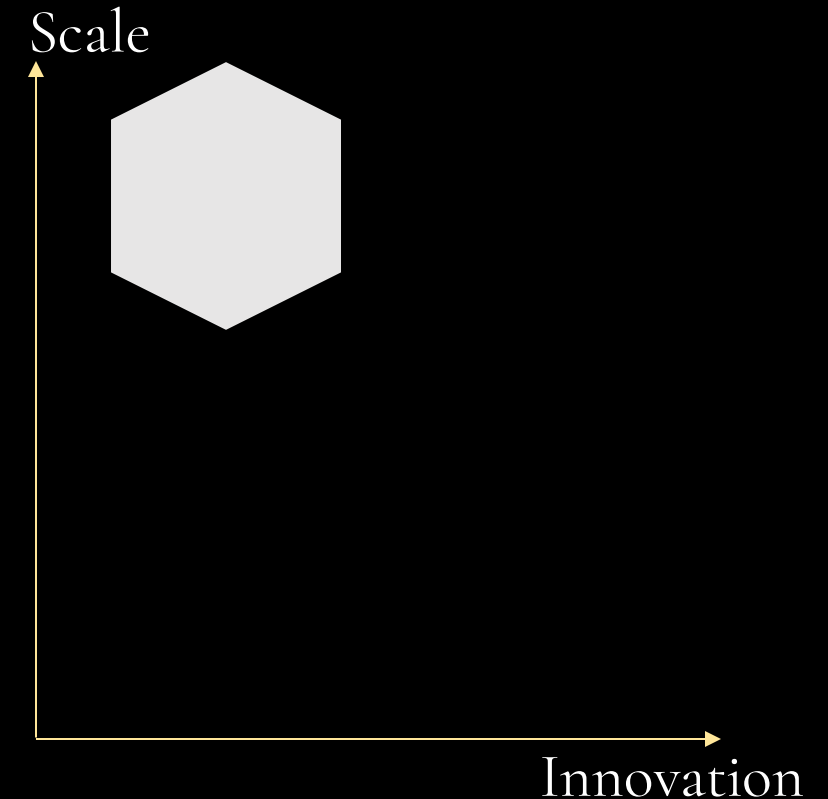
Scale

Innovation

Problem: Scale vs Innovation

Boutique businesses are the real innovators, but don't have scale.

- The best engineers start their own firms.
- Some are bought, most are pushed to the side.
- Very few survive due to a lack of 'brand equity'.
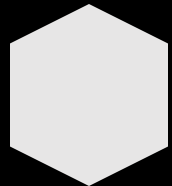
Scale

Innovation
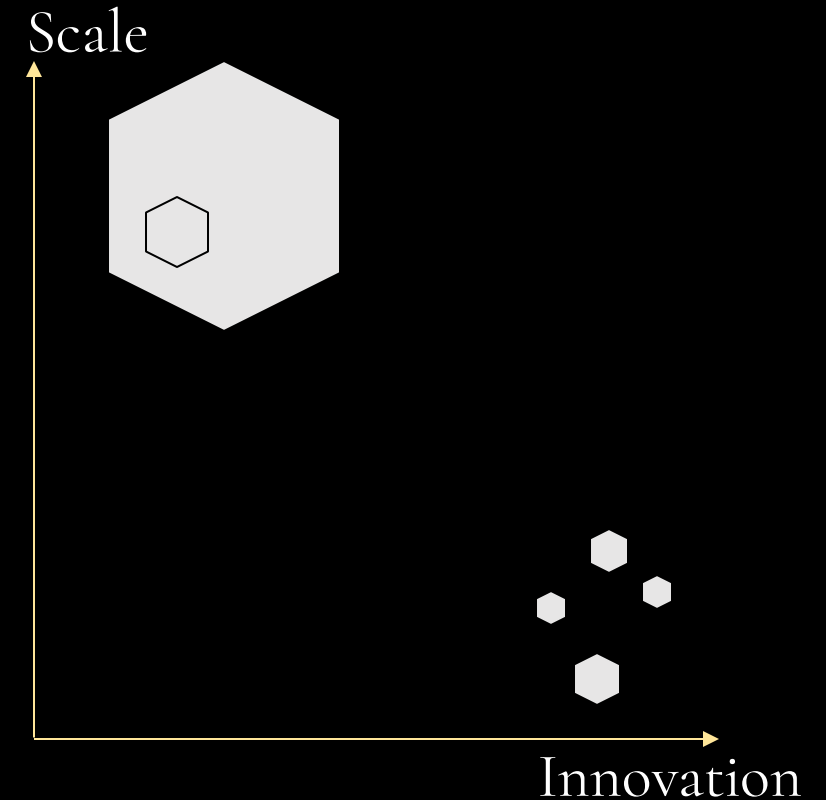
Being niche is a disadvantage
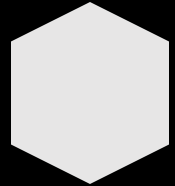
Limited breadth of appeal.
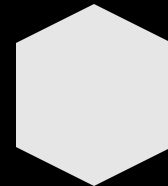Less relevance less often with no ability to cross-sell.
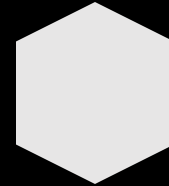
Can't build 'Share of Voice'.
SoV (or salience) drives top of mind awareness among buyers, which leads to sales.

Algorithms and niche value propositions aren't friends.
Social networking platforms don't drive wide audiences to small businesses.

Engineering and Sales should be different jobs.
Engineer CEOs prefer to spend their time working with great tools building fantastic systems.

Niche businesses are **highly innovative**

but don't have the **1) brand power**
or **2) sales efficiency**

to sustain **a competitive advantage.**

Nice to meet you
Abstract, who we are, our mission

The problem
Scale versus innovation
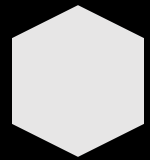
The solution
Boutique innovation at scale

How we work

Our organization and process
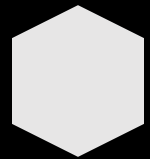
How we will work

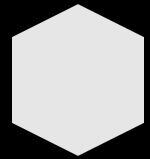What you can expect

Next Steps
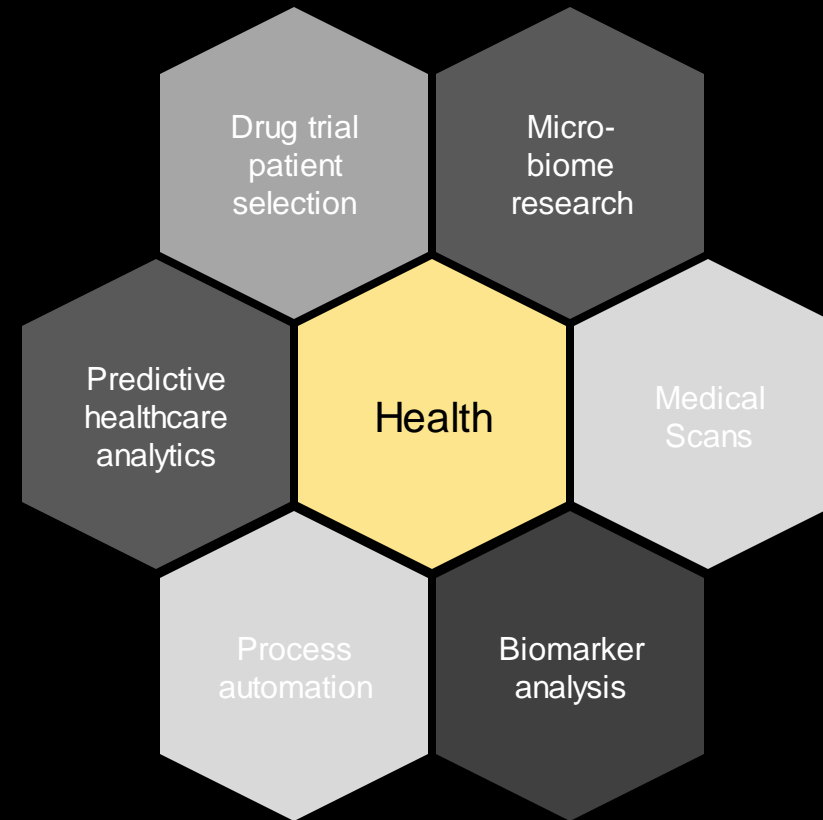Join the Collective

⬡ Boutique

⬡ Niche

⬡ Innovative

At scale

A network of specialists

Most suppliers in our network have a unique core competence, because boutique agencies tend to specialize.
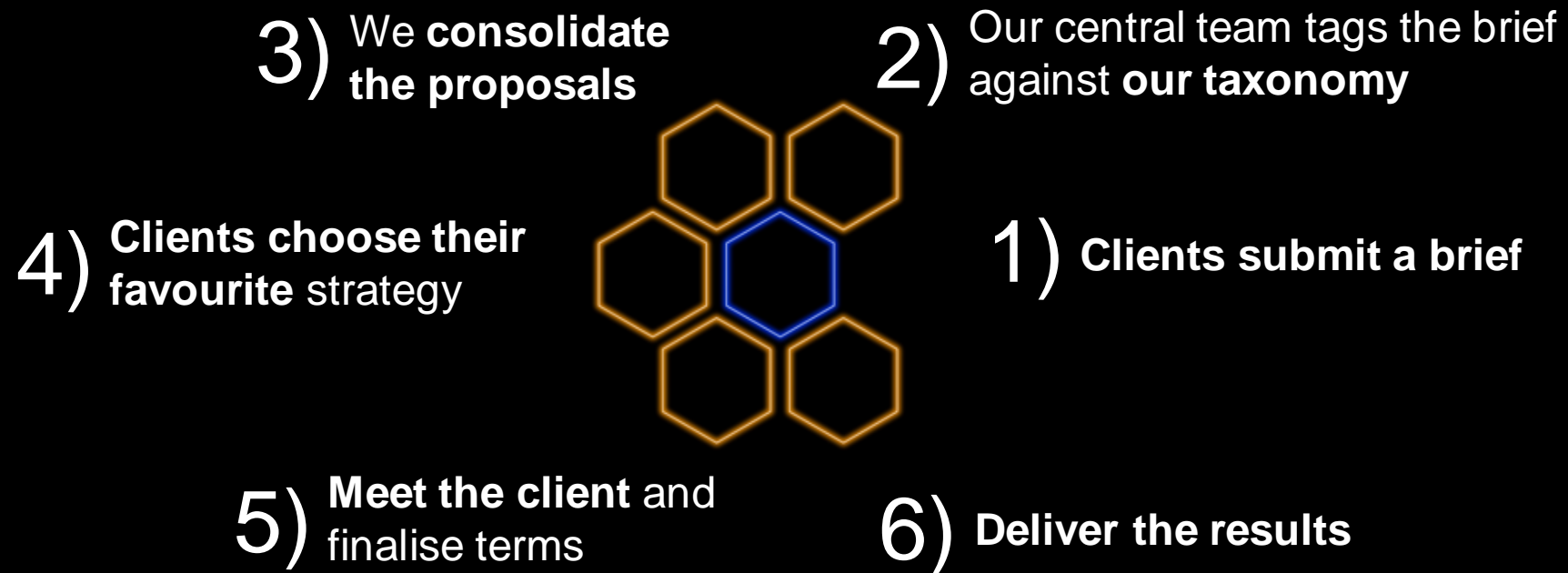
Together, we have a broad relevance for the entire market.

The 'Pitch Process'

Occasionally, we'll have a request that is relevant to multiple suppliers. In these cases, we organize a Pitch Process.

3) We **consolidate the proposals**

2) Our central team tags the brief against **our taxonomy**

4) **Clients choose their favourite** strategy

1) **Clients submit a brief**

5) **Meet the client** and finalise terms

6) **Deliver the results**

Network fee

There is some negotiation along the way, but mostly we take a 15% fee of total revenue.

Occasionally we will tier our commission across stages. We also may reduce our fee to help close business.
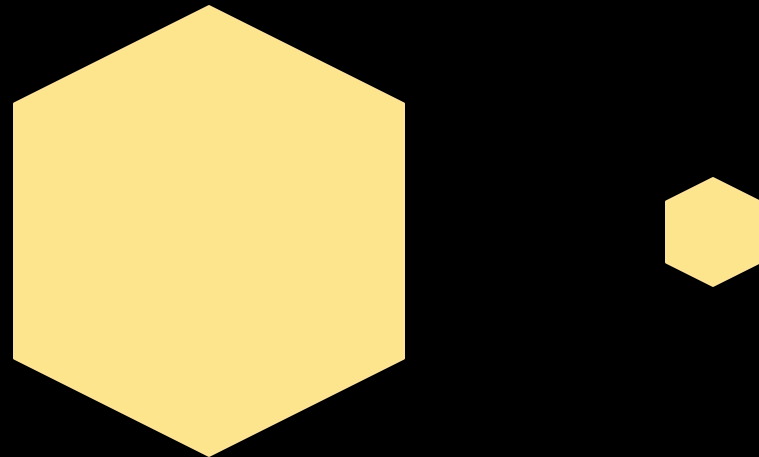
Nice to meet you
Abstract, who we are, our mission

The problem
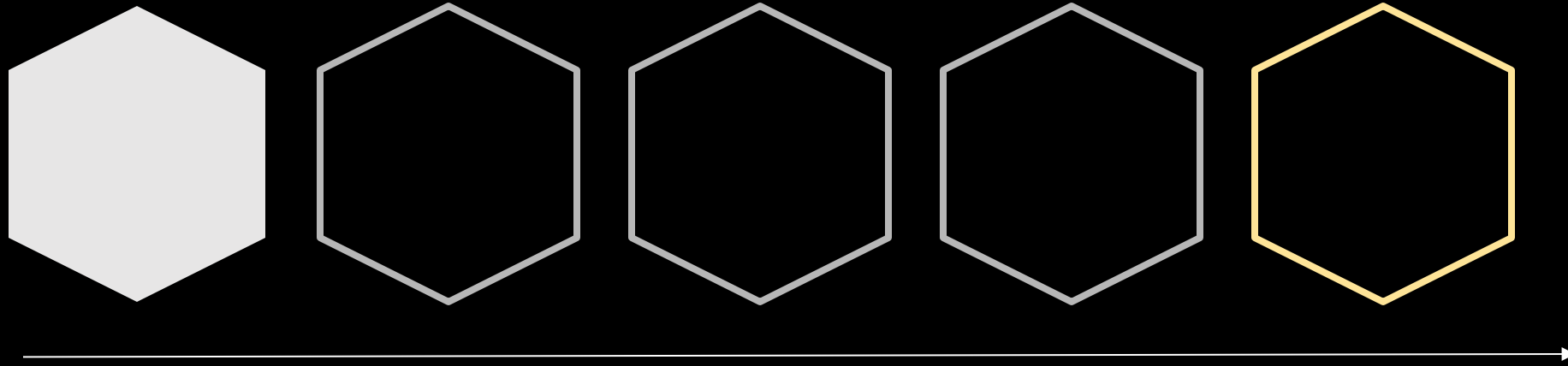Scale versus innovation

The solution
Boutique innovation at scale

How we work

Our organization and process

How we will work

What you can expect

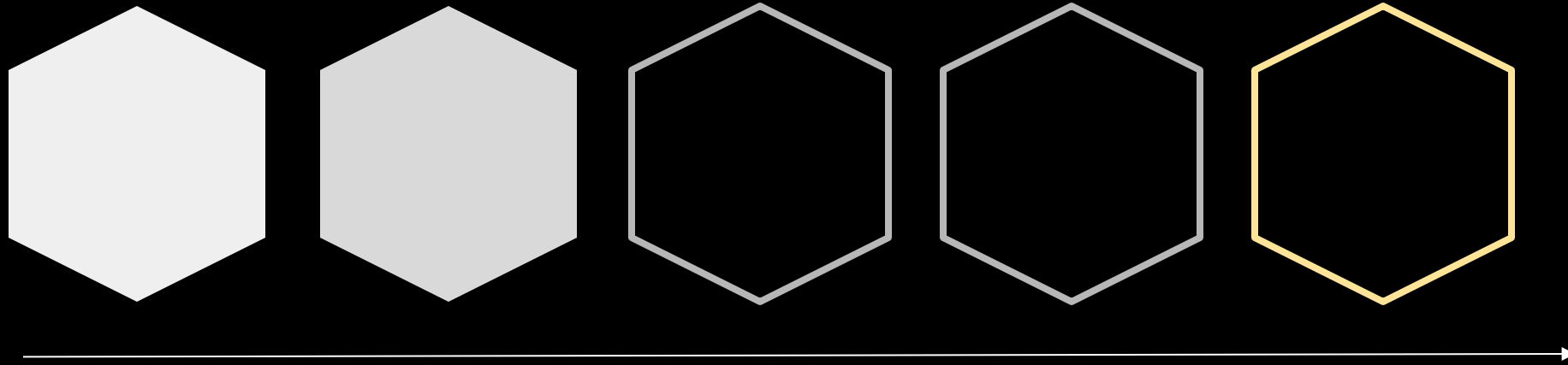# Next Steps
Join the Collective

Immediate value
A centralized sales team, delivering confirmed business for a guaranteed 'Cost Per Acquisition' or 'Revenue Share'.
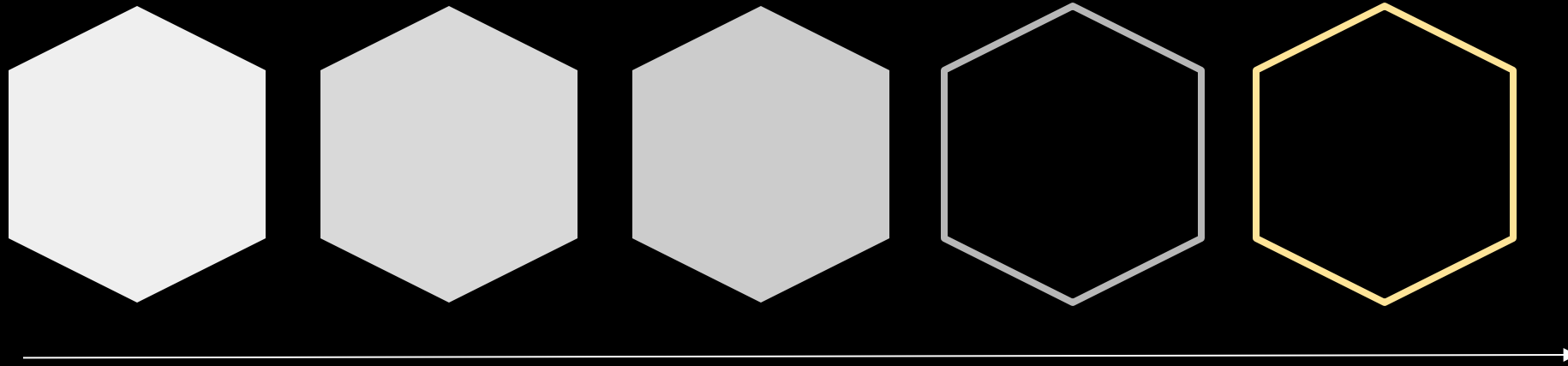
Where to from here

Short-term value
A centralized marketing team building a brand across every industry, so your proposition reaches more people.
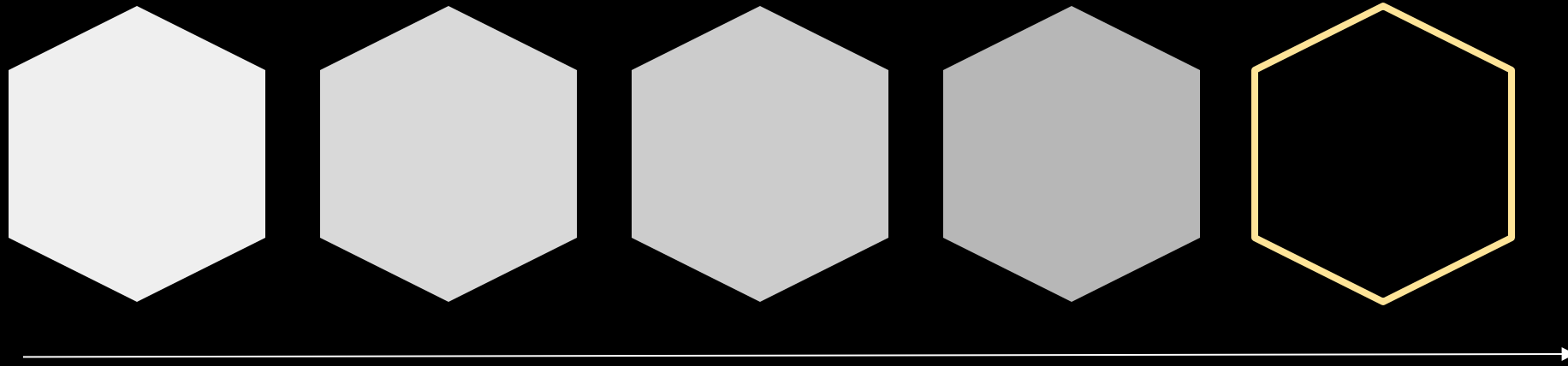
Mid-term value
Our network will facilitate cross-selling between
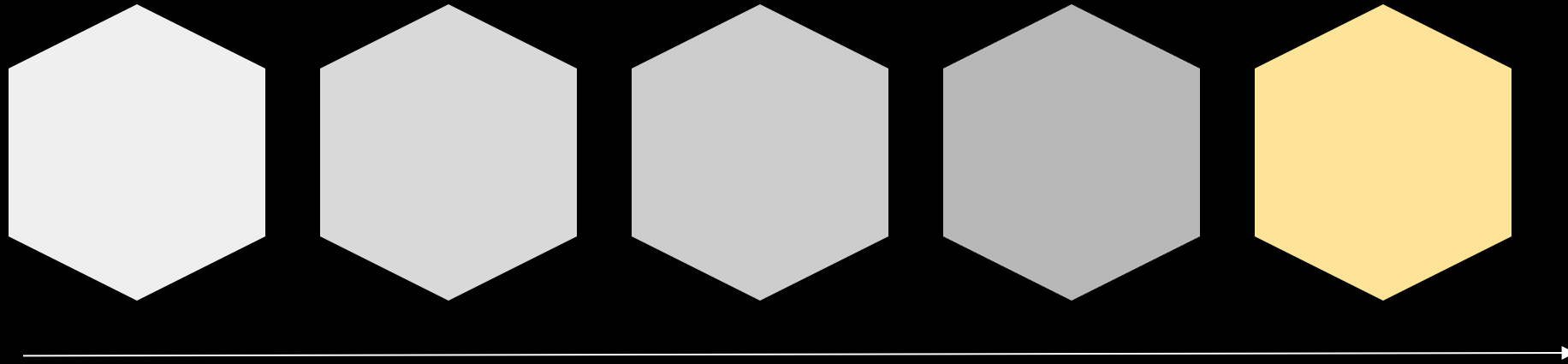suppliers and centralized account service.

Long term value
Centralized resources for 'cross-pollination' and a general resource pool i.e. shared code libraries, cloud computing resources, group purchase discounts.
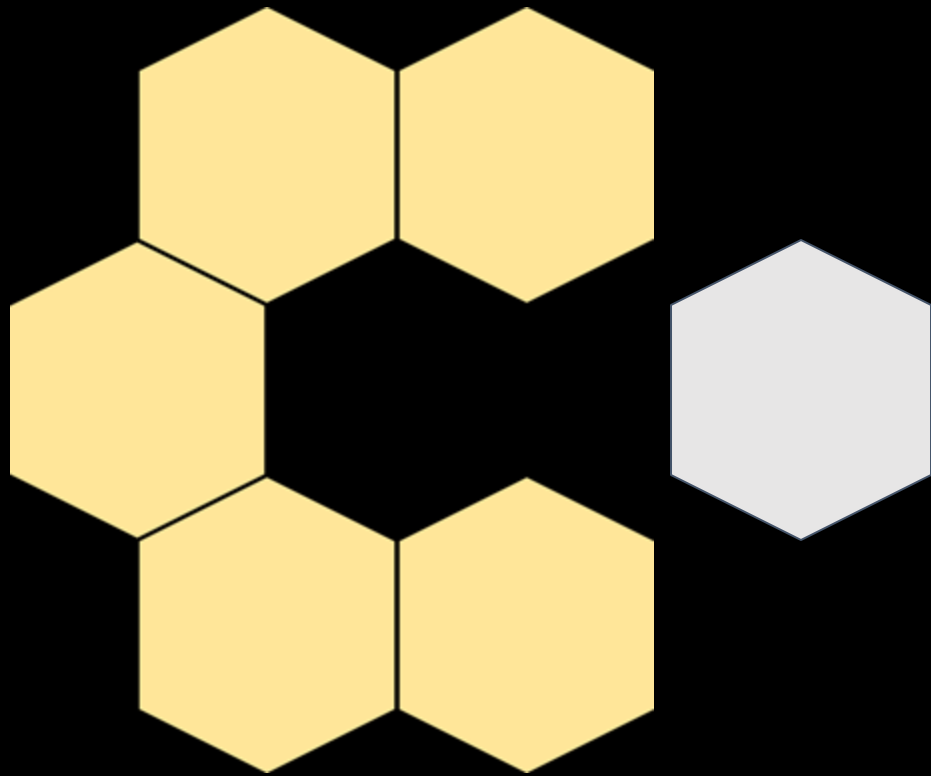
Where to from here

Ultimately

Once built, we'll hand control over the Commons to you.

Decentralised organisation

No one person or organization will be in charge.

The Commons is all of Us, unified.

Nice to meet you
Abstract, who we are, our mission

The problem
Scale versus innovation

The solution
Boutique innovation at scale

How we work

Our organization and process

How we will work

What you can expect

Next Steps
Join the Collective

What's next?

1 Apply
www.MachineCommons.org/
become-a-partner

2 Submit core use cases
info@machinecommons.org
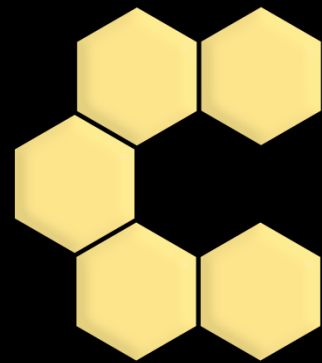
3 Agree to general terms
You will be sent these with your first lead.

Receive business
Only pay for sales with revenue earned from clients.

www.machinecommons.org/become-a-partner

Thank you