A market is a medium that allows **buyers** and **sellers** of a specific good or service to interact in order to facilitate an exchange. This type of market may either be a physical marketplace where people come together to exchange goods and services in person, as in a bazaar or shopping center, or a virtual market wherein buyers and sellers do not interact, as in an **online market**.

Definition by Investopedia
ENABLERS

- Electricity for huts
- Ensuring quality with health check-ups
- Marketing brand with regulating colour
- Promoting location to buyers
- Promoting location to sellers
- Arranging public transport, roads to the area

What is a 'Market'…
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**DEMAND PULL TO GET PRODUCTS TO MARKET**
- Buying fresh fish for the Mayor’s dinners
Turning cities into large-scale Internet of Everything Labs

Call START: 30 Jan’17*
Call budget: 3.4 M€*

Phase 1: Solution Design
>8 Contractors
2 months

Phase 2: Prototype
>4 Contractors
6 months

Phase 3: Testing
>3 Contractors
9 months

www.SELECT4Cities.eu
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FOSTERING SUPPLY-SIDE
- Giving discounts for the costs/small subsidies for the small vendors and newcomers
- Ensuring market instead of monopoly: maximum 2 huts per 1 company

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OPEN & AGILE SMART CITIES

SYNCHRONICITY

SELECT for Cities