



Coop Data Club helps tackle two key obstacles cooperatives face: finding funders and customers. To do this, we tap into two advantages cooperatives have over their capitalist competitors.

First, people like cooperatives but are indifferent or hostile towards capitalist firms. Surveys across the world show that most consumers would prefer to spend more of their money with cooperatives. Starting an email newsletter for people who want to spend more of their money in capitalist firms would not work. Such people simply don't exist.

Second, cooperatives want to promote each other. We asked a dozen cooperatives if they would like to promote other cooperatives. All of them said yes. Had we asked a group of capitalist firms if they would like to promote other companies simply because those companies are owned by shareholders, they would have found the question absurd and would have asked us why the hell would they want to do that.

However, it's difficult for cooperatives to reach people without enriching capitalist intermediaries in the process. We offer a way for cooperatives to reach a receptive audience through an intermediary owned by the participants themselves.

Co-op Data Club consists of two marketplaces.

The first one is the Co-op Data Club email newsletter. Individuals can fill a short sign-up form describing their interests and subscribe to a newsletter. Cooperatives can promote themselves in the newsletter. Instead of trying to predict your interests through creepy big brother style tracking of your browsing habits, we simply ask you a few questions about your interests and send you newsletters with offers that match those interests. Your information is not sold or shared with anyone - we simply adjust the content in the newsletter according to your interests. There are two ways co-ops can promote themselves. The first one is through a reciprocal cross-promotion, where the co-op promotes the newsletter and the newsletter promotes the co-op. The other one is the co-op paying the Coop Data Club for the promotion. The money is distributed to the members of the club who receive the promotion in a form of data dividend. Instead of people being products that are sold to enrich owners, they are owners of the value they generate.

The second marketplace is Coop Cross-Promotions, where cooperatives can promote each other to their email lists. There are three million cooperatives with more than a billion members around the world, which means there are countless email lists. Cooperatives don't need capitalist intermediaries to find people - they already have more than enough people they can reach if they cooperate with each other. A group of people starting a cooperative cinema should not need to turn to Facebook for help when trying to find movie-goers - instead they should have their local food cooperative and credit union promote the cinema in their email newsletter, perhaps by special offer exclusive to their members. The marketplace will enable co-ops to promote other co-ops for free or in exchange of payments, special offers or cross-promotions.

Find out more at <https://coopdata.club>