



# Enspiral App Ecosystem

*Supporting transparent, democratic and decentralised organising*

This document describes some ideas about what we've been referring to as the '[Open App Ecosystem](#)' and is offered to prompt further discussion on the project.

The key idea is that we build a suite of apps along the lines of my.enspiral, [loomio](#) and [cobudget](#) which play friendly with each other and support people to organise more effectively together.

Our aim is for the software to act as a delivery mechanism for cultural viruses which decentralise money, information and control and promote happiness, empowerment and wellbeing throughout an organisation. They also have the side effect of helping organisations become more efficient, resilient and adaptable.

The intention is to open source the apps and promote them widely to maximise the impact while building revenue streams to support ecosystem development work. This revenue will be distributed using value network principles.

## Key properties of an app

To be included in the ecosystem an app needs to have the following properties

**Aligned:** The purpose and intention of the app has deep alignment with the purpose of the ecosystem

**Open Source:** We are deeply committed to free and open software - AGPL or peer production

**Interconnected:** Plays friendly with the other apps, clear APIs and integrations

**Quality:** User interfaces and code we are proud to share with the world

**Skinnable:** Easy for people to rebrand and reassemble

**Supported:** A team of people committed to maintaining the app and supporting its users

**Small:** Does one thing only, if it does many things make them separate apps.

**Mobile:** All apps support mobile and web interfaces.

This is a pretty high bar which none of our apps currently meet, we'll get there though.

## Collaboration

Enspiral Craftworks is committing a fair amount of our resources to the Enspiral App project and we hope to work closely with the Loomio team to figure out how we can best work together. The initial focus is

- build up shared behind the scenes infrastructure apps (identity, circles, apps etc.) which support both loomio and cobudget.
- get some of the craftworks devs contributing to core Loomio code base.



- experiment with value exchange and see if Craftworks can start bringing in revenue for the Loomio team to help recognise the significant value they have already created.

Once we have solidified a Loomio / Craftworks relationship so both parties are happy, aligned and thrilled to be working together we can begin the work of widening the Enspiral App network one relationship at a time.

## Value Network

Sensorica have done a great job of articulating the core principles of a value network on [their wiki](#). It is the same idea that was at the heart of Better Means and similar to an open version of [Assembly](#).

Essentially the core principle is that when people leverage the value created by the ecosystem and build revenue streams they commit to rewarding the people who created that commonly held value.

This is a reasonably complex undertaking and will require a lot of trust and communication between the initial participants to design the system and hopefully we can eventually evolve into an Open Value Network which would welcome contributions from a wider group of participants.

## Revenue Streams

We are committed to giving away the underlying software of the ecosystem, providing users full access to their data and keeping the apps advertising free. This makes a traditional business model somewhat challenging so it's lucky we aren't that traditional.

How we generate revenue will very likely change over time but the initial idea is to explore 3 revenue streams - consulting, pseudo products and gifts.

### Consulting

Leverage our current talent pool so the apps support organisational consultants working with clients and programmers building bespoke solutions. In both cases folks directly charge customers for services delivered while leveraging the value created by the app ecosystem.

#### Lead generation

Loomio has proven well that the innovation of the ecosystem can be a powerful lead generation tool which it is easy for consulting teams to pay a fee for. With enough 'official consulting partners' this could be a reasonable source of revenue to pay for the core ecosystem work.

#### Voluntary Royalties

As we build out the depth of the ecosystem, leveraging the apps should save teams quite a lot of time when they deliver custom client solutions. By building strong relationships with consulting teams who value the ecosystem those teams can budget in 'royalty' fees whenever they use our apps regardless of where the lead came from.



## Pseudo Products

This is a package for making some standard customisations to our apps in time efficient way which can be marketed to customers as products with standard pricing, rapid turn around and a high average hourly rate.

An example would be to bundle 6 apps together, reskin the UI and integrate with some third party systems with integration code we have used previously. Unlike the consulting revenue streams these services would be delivered by the core ecosystem team with the surplus directly going to the ecosystem.

## Gifts

Hosting open instances of the apps and offering them for free is a powerful way of achieving our social mission and growing the brand. By directly soliciting reciprocal gifts from heavy users we could grow a reasonable revenue stream.

This is less of a 'donate now button' and more of a direct request strategy e.g.

- use metrics to identify groups who are really engaging with the tools
- direct emails and phone calls from a sales team along the lines of 'you know how we've done all this work and these apps have completely transformed your organisation...'

This is predicated on delivering enough value to groups that they are happy to reciprocate, but if we can't deliver that much value we don't deserve to be paid anyway.

## Branding

We've been using the term Enspiral App internally and were intending to do the heavy lifting ourselves but something more generic (open.co, open.org etc.) might be more effective at building a wider alliance. Joshua is currently in discussion with owners of both those domains which would be good homes for the project.

Joshua has also put in a pre-registration for enspiral.app and open.app.

## Hosted service

Just like Loomio does, we intend to provide a by donation hosted service for groups who don't have the capacity to setup their own infrastructure.

## The Apps

<https://trello.com/b/Ovx5Pkn7/app-overview>

This is a speculative list based off conversations that have happened in isolation and is included only



to provide a sense of scale and scope of the project. Each individual app will be built based off the needs at the time.

I've used \*.enspiral.app as the domain but it is expected these would be aliased to orgs (e.g. circles.loomio.org, cobudget.loomio.org etc.)

## Core

### **identity.enspiral.app**

This app is responsible for answering the question 'who is this person?'. Standard identity management stuff using an established protocol, this app essentially maps a session with a person url (managed in the people app).

### **apps.enspiral.app**

A circle admin uses this to load apps onto their circle and manage permissions. This is the only app which knows about all the other apps in the domain and is the authority on which apps to trust and where to find them.

### **nav.enspiral.app**

A key idea is that all the apps have an integrated UI so that users can easily jump between them. This app is responsible for rendering the inter-app navigation.

### **circles.enspiral.app**

Groups should only need to be defined in one place. That place is here. Administrators can also define relationships with other circles.

### **people.enspiral.app**

This stores user profile information and gives users control over which apps and people can access their personal information (contact details, circle memberships). If an app wants to know what circles a person is in they ask the question here. This is the primary touchpoint for individuals to manage their privacy.

## Financial

### **accounts.enspiral.app**

Our beloved my.enspiral (aka the first enspiral app, way before we had quality standards) - circles can have an internal set of accounts so a single bank account can be split into 100s or 1000s of micro accounts managed by individuals.

### **invoicing.enspiral.app**

For contracting companies this manages how external invoices map to internal accounts, it also lets internal circles manage intracompany payments.



### **cobudget.enspiral.app**

A decision making tool that lets people contribute funds into a shared account and make decisions together to fund larger projects.

### **coins.enspiral.app**

How on earth can we build so much stuff without a fairy gold app to track who has contributed value where? Similar functionality to accounts.\* but that tracks real money, this tracks the promise of money in the future.

### **assets.enspiral.app**

Tracks the assets of the company and who controls them.

## **Structure**

### **roles.enspiral.app**

Stepping into Sociocracy / Holacracy land - a circle can define clear roles and people to fill them. It can also tie roles to permissions on various apps as well as accountabilities on a role.

### **contracts.enspiral.app**

Tracking all the legal contracts a circle and person have entered into. Lay the groundwork for ethereum style contracts.

### **agreements.enspiral.app**

Based off the Enspiral Agreements model these are formal pieces of policy that a circle has adopted.

### **processes.enspiral.app**

Business process tracking and management - essentially a list of lists and dependencies providing guidance for 'how do I' type questions.

## **Doing**

### **projects.enspiral.app**

The long term projects people are undertaking, with timelines, budgets, milestones, teams etc.

### **opportunities.enspiral.app**

The marketplace where people go to find work to do and what they will earn when they do it. Along with coins and accounts this forms the heart of the OVN.

### **goals.enspiral.app**

A place for people to list the targets people are aiming for and for collective goal setting.



## Aligning

### **loomio.enspiral.app**

Making decisions and moving together

### **metrics.enspiral.app**

Automatically generating metrics for people and circles

### **mastermind.enspiral.app**

Setting and following strategy

### **feedback.enspiral.app**

The mechanism for providing rapid and accurate feedback cycles in a network based org.

## Discovery

### **feed.enspiral.app**

Scan the activity of all your circles and apps in real time. Use a mixer analogy for tuning into different circles / apps and zooming into fine grained detail or summary overviews. Swim in the information stream like an electron.

### **reports.enspiral.app**

Formal reports from circles to the rest of the network

### **news.enspiral.app**

A place for sharing internal and external news

### **notifications.enspiral.app**

Customisable notifications from different apps and circles so you can collaborate in real time.