

Draft Platform to Business Regulation

[Brussels, 26 April]

Regarding Platform to Business relations. *“Without clear proof of systemic market failure, the Commission is opening the door to potentially creating a much bigger problem. We fear that too much interference in reviews and ratings will ultimately come at a cost for users, who enjoyed a great wealth of comparing, reviewing and rating services on a myriad online platforms.*

“We further criticise the fact that individual cases are addressed with horizontal measures. The number of startups in Europe falling under the definition of P2B and online platforms is much bigger than those suspected to behave unfairly.

“The story of online platforms is overwhelmingly one of enabling startups to grow and navigate complex regulatory systems,” said Koschwitz. “In the absence of a fully functioning digital single market, platforms are bridging a gap for startups, traders and SMEs. The underlying economic model is key for a flourishing digital economy and is coined by an obsession about the user. Without satisfied users, no platform can survive.”

Allied for Startups is a worldwide network of over 40 advocacy organisations focused on improving the policy environment for startups. We are working together to create a consensus on policies that can positively impact startups and grow digital entrepreneurship and digital economy at large. Our mission is to ensure that the voices of startups are heard in government.
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