Some state-controlled facilities to be aligned with e-markets for ad hoc services		
	Facility	**Explanation**
1.	Core demand	Government spending accounts for over 25% of GDP in a developed nation. Much of that spend is on people's time which is, or should be, flexible to need. That spending could be progressively moved onto the new platform. This creates sustained demand that attracts sellers and smaller buyers.
2.	Interface into official channels	The state holds data on identities, licensing permissions (freedom from criminal convictions, driving licenses, permission to act as a nurse, etc.) These could be interfaced into the platform (probably on the basis that each user has to give permission before a look-up).
3.	Interface into courts	Any market creates disputes between counterparties. The official platform could have online mediators (funded, as small claims cases are now). Crucially, these mediators are able to pass cases immediately into a lower court with the system's automated case preparation accepted by the court. Other markets can access the courts of course; the official platform just has a seamless channel for doing so.
4.	De-regulation	An official platform can negate the logic of a lot of regulation. Minicabs are an example. Currently often restricted because ID's/licenses/vehicles/insurance can't easily be checked, this platform could solve those problems and allow continuous monitoring against system records. Government could ease the regulations to allow any platform able to do this to count as regulated activity.
5.	Official records	There is only one issuer of driving licenses in your country. That bestows value on a clean license, which deters on-road stupidity. Likewise, any user could build a trading record in the official markets which would be verified and interfaced into their tax/benefits record. A track record of good behavior across multiple sectors could be an officially sanctioned document to be exploited in multiple ways.
6.	Government marketing	Government has enormous promotions machinery and agenda-making weight. (Witness publicity around the National Lottery for instance.) That could be targeted on a sector-by-sector basis as the official platform expanded.

Sample obligations placed on market operators		
Obligation		Explanation
1.	Focus on small, complex, transactions	Operators can't take official resources and use them to execute high value trades such as property sales. Nor can they set up against eBay, oDesk or other mature online markets that have little need for government intervention. They are limited to hire of people or goods and an average individual purchase size of perhaps $50. This compels them to keep pushing into new areas of low-level activity where the impact is greatest.
2.	Operators bear costs	All the costs of the scheme are paid by the operators who win the concession. Apart from the service itself, costs might include: (a) interfacing into multiple public-sector databases (b) training for government staff (c) public access terminals in deprived areas with little home internet access.
3.	Low charges	Operators could make their return on a % mark-up on each transaction. That % should be fixed. It may be that the operators willing to offer the service for the lowest mark-up win the concession.
4.	Transparency, neutrality, security.	The system would be a regulated utility, accountable to the public. Core code should be checkable by anyone. Markets could not be skewed towards preferred buyers or sellers. Personal data belongs to the user.
5.	All data public	Aggregated data generated by the system can be interrogated by anybody as long as they cannot deduce details of any individual user.
6.	Tax calculated	The system must display, and possibly deduct, tax on each deal.
7.	Federal structure	As the system expanded it might be that the consortium is compelled to engage independent franchisees to launch each new market. This stops any one entity having overall control of such a crucial aspect of economic life.
8.	Anyone can build on top	The concession may be limited to the core service. Anyone can then build an added value service on top, charging whatever they wish on top of the system's own charges.