

Common Objective: Modular Ecosystems

Common Objective has developed over 30 modular features for industry networks and ecosystems, spanning collaboration, engagement, learning, monetisation and management.

1. Community Modules

Community, network effects, co-creation

-  **Business profiles** - Verified, comparable business identities
-  **Individual profiles** - Customisable to users
-  **Circles** - Purpose-driven peer groups
-  **Network Hubs** - Curated ecosystems and clusters
-  **User-generated content (UGC)** - Community-led insight and practice
-  **Co-CREATE (R4Q)** - Structured collaboration and requests
-  **Messaging / member connections** - Direct, permission-based connections
-  **Events integration** - Integrated event streaming and promotion
-  **Curated user feed** - Personalised activity stream

2. Engagement Modules

Visibility, incentives, behaviour change

-  **Ranking logic** - Profile visibility based on meaningful action
-  **Matching logic** - Content and connections curated to users
-  **Dashboards** - Matches, recommendations, insight
-  **Automated workflows / behaviour triggers** - Nudges that drive engagement
-  **Awards systems** - Recognition for real-world impact

3. Learning Modules

Knowledge, standards, capability building

-  **Content publishing engine** - Create, manage and distribute knowledge
-  **Content Hubs** - Curate content and resources
-  **Resource tagging system** - Structured, reusable metadata
-  **Courses** - Modular learning pathways
-  **Credits system** - Incentivised learning and contribution
-  **Certificates & badges** - Credible proof of capability

4. Monetisation Modules

Premium access - revenue - sustainability

-  **PRO profiles** - Enhanced visibility and capability
-  **PRO content** - Access to premium insight
-  **PRO circles** - Exclusive communities
-  **PRO training** - Advanced learning
-  **Sponsor promotion** - Targeted exposure

5. Partner Capability Modules

Operational control and value creation for partners

-  **Partner CMS** - Self-managed partner environments
-  **Custom taxonomies** - Configurable language and structure
-  **Custom sign-up, UI & homepages** - Branded partner journeys
-  **Editable banners & pop-ups** - Instant campaigns
-  **Data exports & reporting** - Actionable partner intelligence

6. Management & UI Modules

Master control of the platform and all partner clusters

-  **Master CMS** - Platform-wide content control
-  **Sign-up and onboarding automations** - Aligned, scalable entry flows
-  **Multi-tenant architecture** - One platform, many ecosystems
-  **User and partner management** - Centralised account control
-  **Access control & roles** - Granular permissions and governance
-  **Data & analytics** - Usage, impact and performance insight
-  **Design system components** - Consistent, scalable UI building blocks

New features and capabilities are in continual development across CO ecosystems, along with iterative, user-focused updates to existing features.