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Outdoor Sports Marketplace Growing at Prototype Prime Incubator

A former eBay merchant has founded a company in Peachtree Corners to connect outdoor sports enthusiasts through a website called The Flow.

Jonathan Fountain, with co-founder Scott Betzel, are in the process of signing up 5,000 initial members to be part of an outdoor sports network which allows members to buy and sell, set up activities, collaborate around causes, and quite simply just connect.

Fountain and Betzel, friends from Georgia Tech, are combining an online marketplace with a social networking space. They work out of the Prototype Prime startup incubator and will be up and running when they reach 5,000 members.

"This way, there will be enough initial people at the party so it's fun for all. That's our solution to the chicken and the egg problem," said Fountain, who previously sold high-end bicycles on eBay.

The 10 percent fee on sales captured by eBay takes its toll on the small business owner, Fountain said. It effectively put him out of business.

"I thought there had to be a better way," he said.

The Flow charges zero fees on transactions and offers varying levels of membership for interested outdoor enthusiasts. Since the Flow is not part of the payment loop, the network securely connects buyers to sellers directly. Reputation scores in this ecosystem are based on an algorithm, so when members do good things, the points go up.

For more information, visit www.THEFLOWMARKETPLACE.COM