

How platforms can solve agency problems in OEMs-repairshop relationships

Stijn Alberts

MSc Strategic Entrepreneurship

Questions? Contact me at sjalberts@gmail.com

EU legislation, such as the Right to Repair Directive and the Digital Product Passport (DPP), is compelling Original Equipment Manufacturers (OEMs) to make their products more repair-friendly. OEMs must become more transparent, ensure the availability of spare parts, and facilitate repair as a feasible, fast option. However, OEMs currently face a "governance vacuum" in the post-warranty market: they have severely limited data visibility and lack quality control over the independent repair shops they are now forced to rely on. My thesis explores how MrAgain, an independent repair platform, can solve this problem by acting as a governance intermediary—connecting OEMs, retailers, and independent repairers into a functioning, compliant ecosystem



Findings & Recommendations

MrAgain should start exploring partnerships with retailers.

By building a dense nationwide repair network, MrAgain will have a verified track record becoming interesting for multinational OEMs.



MrAgain cannot be the intermediary and hold the certification rights.

To be trusted by OEMs and retailers, the platform must design its quality governance in two layers, anchoring the actual certification standard to a neutral, external body



50% of repairshops will not participate in MrAgain.

Repairshops highlighted that they fear losing their operational autonomy if they were to join a intermediary platform which connects OEMs with independent repairers.



Internal data silos block progress.

For 75% of OEMs, repair data remains an "orphaned process" lacking cross-departmental ownership, proving they lack internal governance to utilize external data



Read the full thesis on the Repair Lab