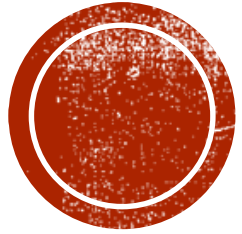


The background of the slide is a photograph of a city street. In the foreground, several light blue bicycles are parked, with the 'BayAreaBikeShare' logo visible on their frames. In the background, a group of people is gathered near a building, and a yellow caution tape is strung across the sidewalk. The overall scene suggests a public bike-sharing program in an urban environment.

THE SHARING ECONOMY

Michael Agema





AT IT'S CORE THE SHARING ECONOMY IS ABOUT THE SHARING OF IDLE ASSETS, USUALLY VIA TECH PLATFORMS, IN WAYS THAT PRODUCE ECONOMIC, ENVIRONMENTAL, SOCIAL AND PRACTICAL BENEFITS"

16 Jan 2018

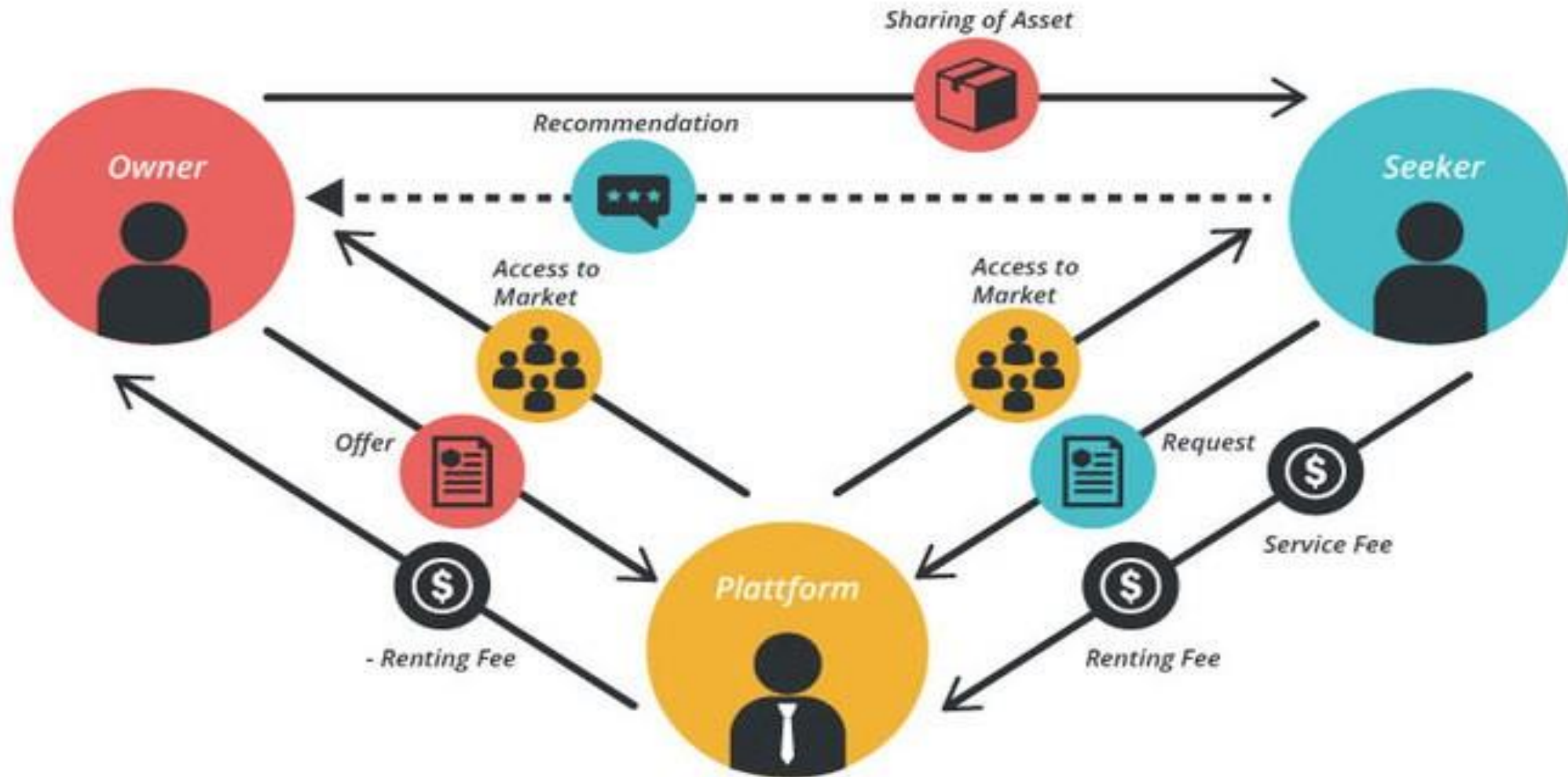
April Rinne Adviser, New Economy | Sharing Economy | Future of Work

WHAT IS NEXT IN THE SHARING ECONOMY?

- Go to <http://answergarden.ch/718546>



Sharing Economy



Unpacking the terms of the **Sharing** economy:

Gig

Peer to Peer

Collaborative

On-demand

Digital

Platform

Freelance

Access

Crowd



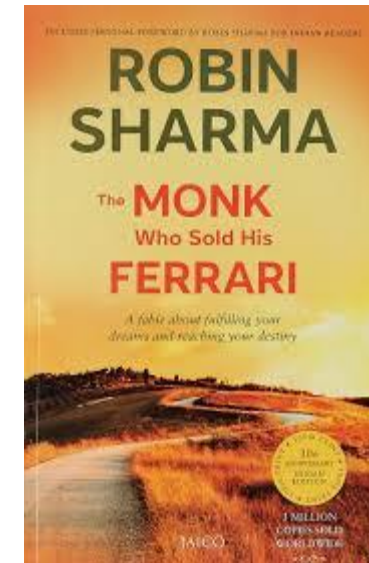
MICRO-PRENEURS



Empowering people to make
and save money from their
assets

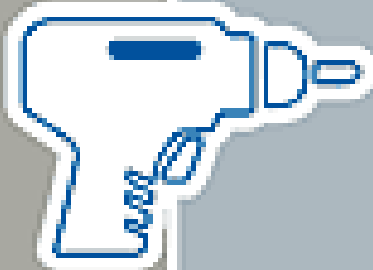






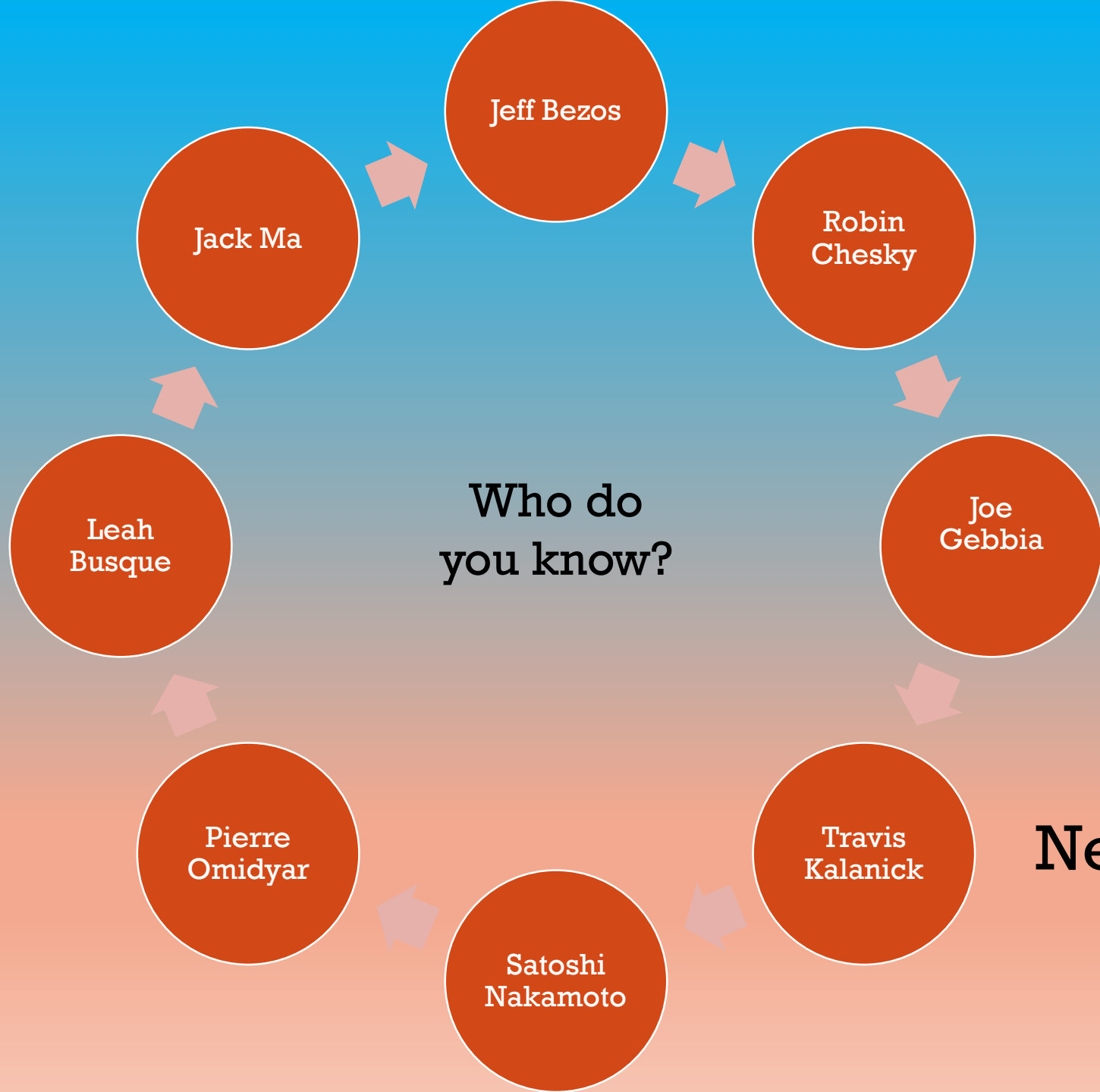


A 2011 survey by BAV Consulting showed that **66%** of consumers (and **77%** of millennials) preferred a pared down lifestyle with fewer possessions.



| | THE PROBLEM | THE SOLUTION |
|--------------------------|--|--|
| PRODUCT SERVICE SYSTEMS | <p>Half of U.S. households own power drills, but most of them are used for only 6 to 13 minutes during their lifetime.</p>  | <p>Zilek.com offers peer-to-peer daily rental of tools, camcorders, and other goods.</p> |
| REDISTRIBUTION MARKETS | <p>Americans discard 7 million tons of cardboard annually.</p>  | <p>UsedCardboardBoxes.com "rescues" and resells boxes to movers.</p> |
| COLLABORATIVE LIFESTYLES | <p>Millions of houses and spare rooms around the world are sitting empty and have "idling capacity."</p>  | <p>Airbnb.com, the "Match.com for travel," allows anyone from private residents to commercial property owners to rent out their extra space.</p> |





**Net worth over
\$220 B**

- **E-COMMERCE in 1991** when the Internet was opened to commercial use.

-  **amazon** 1994

-  **ebay** 1995

-  **airbnb** 2008

-  **Alibaba Group**

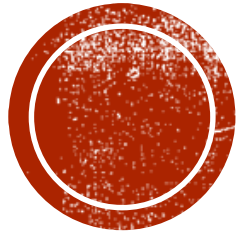
-  **UBER** 2009



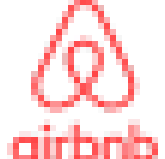






-  **taskrabbit** 2008

-  **bitcoin**



EXAMPLES



| | |
|---|--|
|  |      |
|  |    |
|  |    |
|  |    |

SHARING ECONOMY & TOURISM

HOW TO GET AROUND

LYFT
UBER
SIDECAR

CARPOOLING
BLABLACAR
ZIMRIDE

RELAYRIDES
GETAROUND
FLIGHTCAR

WHERE TO STAY

AIRBNB
HOMEAWAY
VRBO
FLIPKEY
ROOMORAMA
WIMDU
9FLATS
ONEFINESTAY
HOUSETRIP
HOMESTAY

COUCHSURFING
HOMEEXCHANGE
LOVEHOMESWAP
GUESTTOGUEST
KNOK


WHAT TO EAT

EATWITH
FEASTLY
COOKENING
COOKISTO
KITCHENSURFING

WHAT TO DO

VAYABLE
SIDETOURL
INCREDIBLUE
GETYOURGUIDE
BOATBOUND
GETMYBOAT
DOPIOS





Character

Commitment

When you **trust** someone,
something wonderful can
happen!

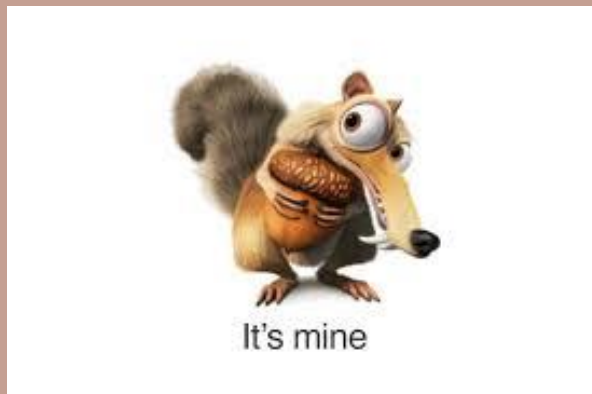


REPUTATION is the
measurement of how much
a community trusts you!
What is your **reputation
capital?**



NON USERS WORRY ABOUT... CONVENIENCE AND TRUST

- They enjoy the convenience of ownership;
- they do not trust the reliability of sharing platforms that they have never used before;
- they are uncomfortable sharing payment information.



NETFLIX DID NOT KILL BLOCKBUSTER.
RIDICULOUS LATE FEES DID.

UBER DID NOT KILL THE TAXI BUSINESS.
LIMITED ACCESS AND FARE CONTROL DID.

APPLE DID NOT KILL THE MUSIC INDUSTRY.
BEING FORCED TO BUY FULL-LENGTH ALBUMS DID.

AMAZON DID NOT KILL OTHER RETAILERS.
POOR CUSTOMER SERVICE AND EXPERIENCE DID.

AIRBNB ISN'T KILLING THE HOTEL INDUSTRY.
LIMITED AVAILABILITY AND PRICING OPTIONS ARE.

TECHNOLOGY BY ITSELF IS NOT THE DISRUPTOR.
NOT BEING **CUSTOMER-CENTRIC** IS THE BIGGEST
THREAT TO ANY BUSINESS.



THE NEGATIVE SIDE – BIKE SHARING IN CHINA



(Taylor, A 2018): The Bike-Share
Oversupply in China: Huge Piles of
Abandoned and Broken Bicycles



TOP 3 ATTRACTIONS TO USE SHARING ECONOMY

1. Variety
2. Access to better products and services
3. Ability to have unique experience



CHALLENGES REGARDING RULES AND REGULATIONS AND GOVERNMENT INTERVENTION

1. Explosive growth
2. Preserving a level playing field
3. Disruption of existing markets
4. Social security and labour rights
5. Value system change



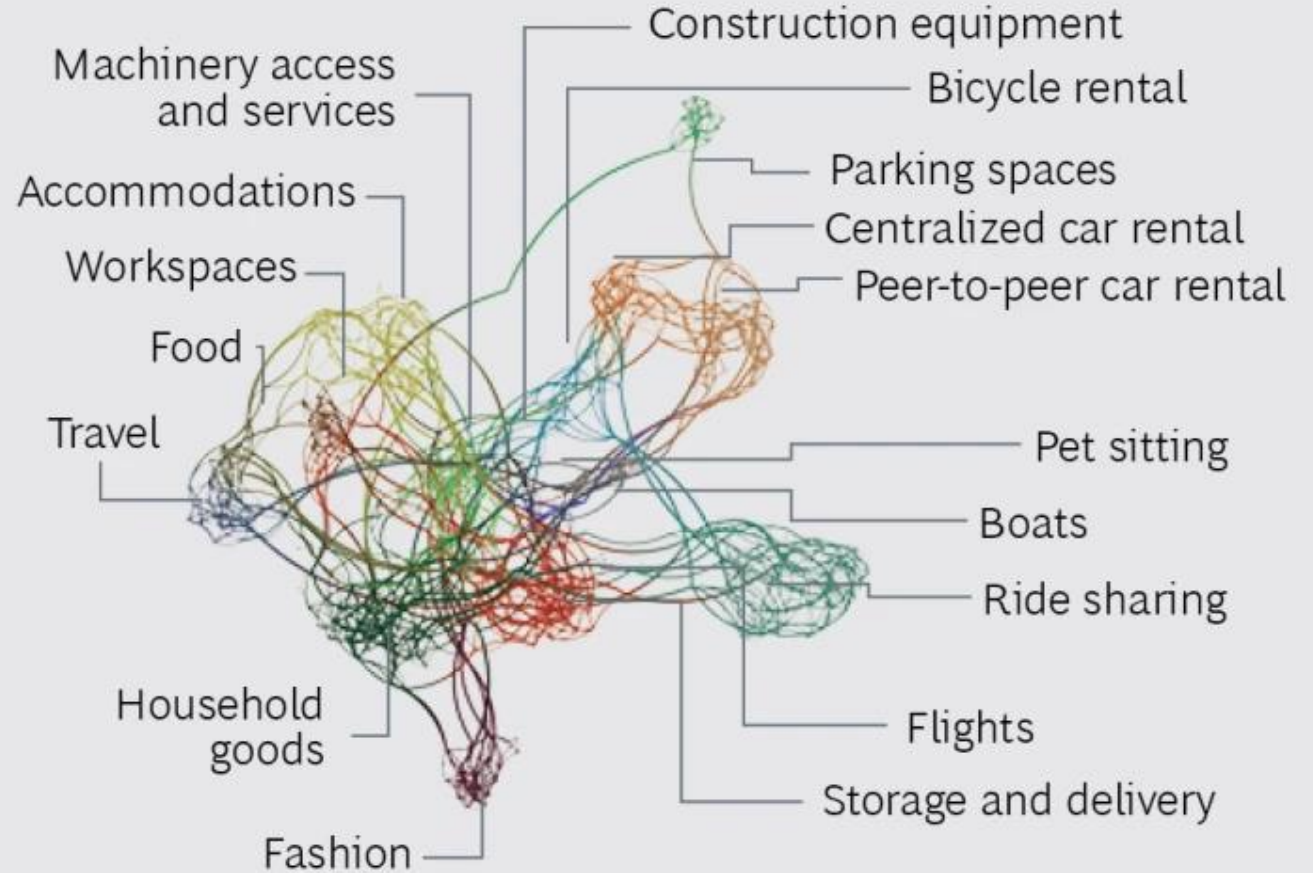
2010



85 companies

\$130 million raised

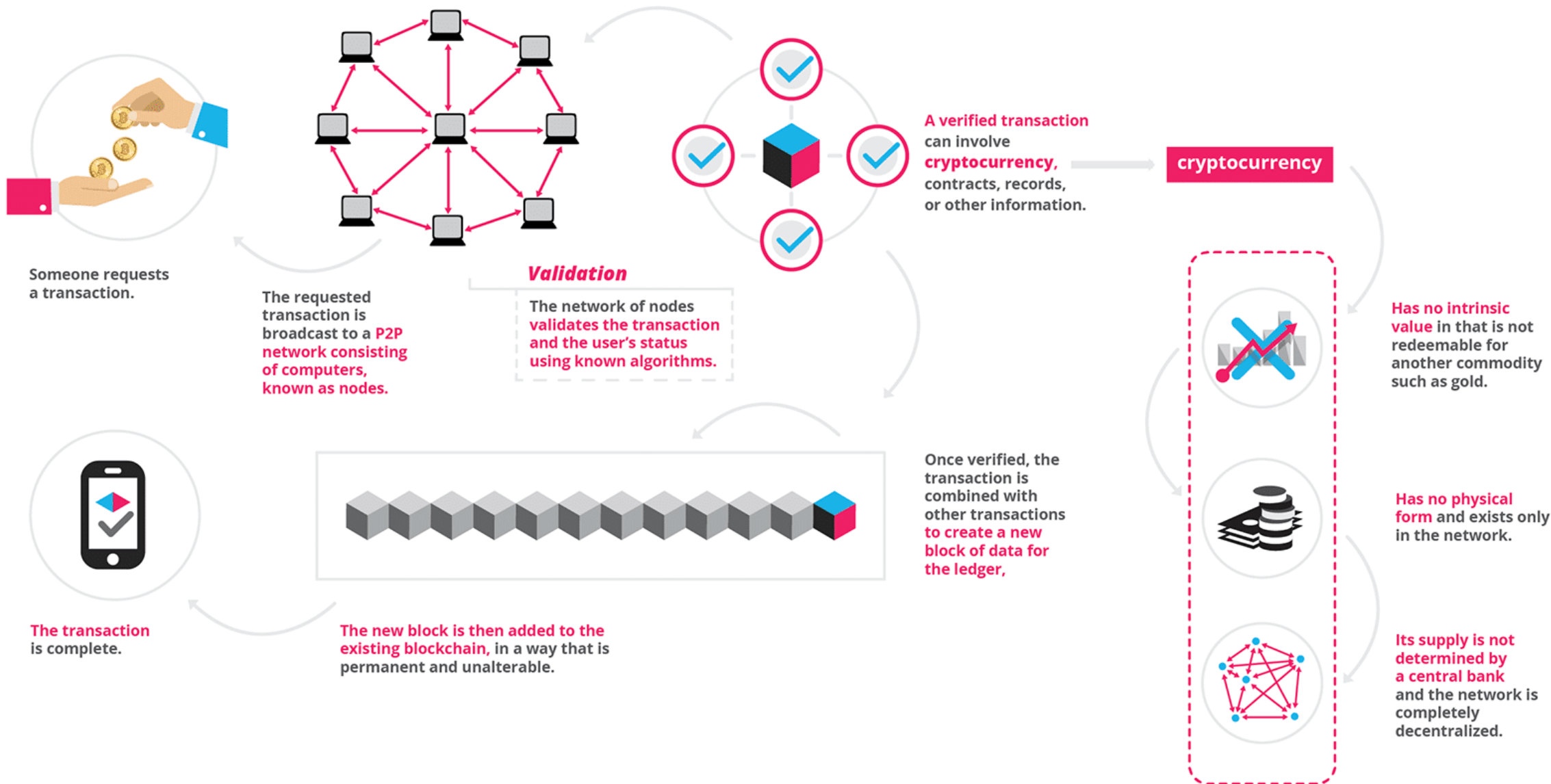
2016



420 companies

+\$23.4 billion raised

BLOCKCHAIN TECHNOLOGY



THE FUTURE

- The **sharing economy** is powered by declining transaction costs. Smartphones, internet connectivity, and the cloud allow consumers to efficiently search for their desired goods and services, understand the terms, ensure timely logistics, and enforce the agreed-upon contract. Formerly frustrating transactions have become hassle-free.
- **\$14 B in 2015 projected to be \$335B in 2025**



Surfboard

\$7 a day

Boombox

\$5 a day

Roof Rack

\$8 a day

Dress

\$4 a day

Mini-van rental

\$30 a day

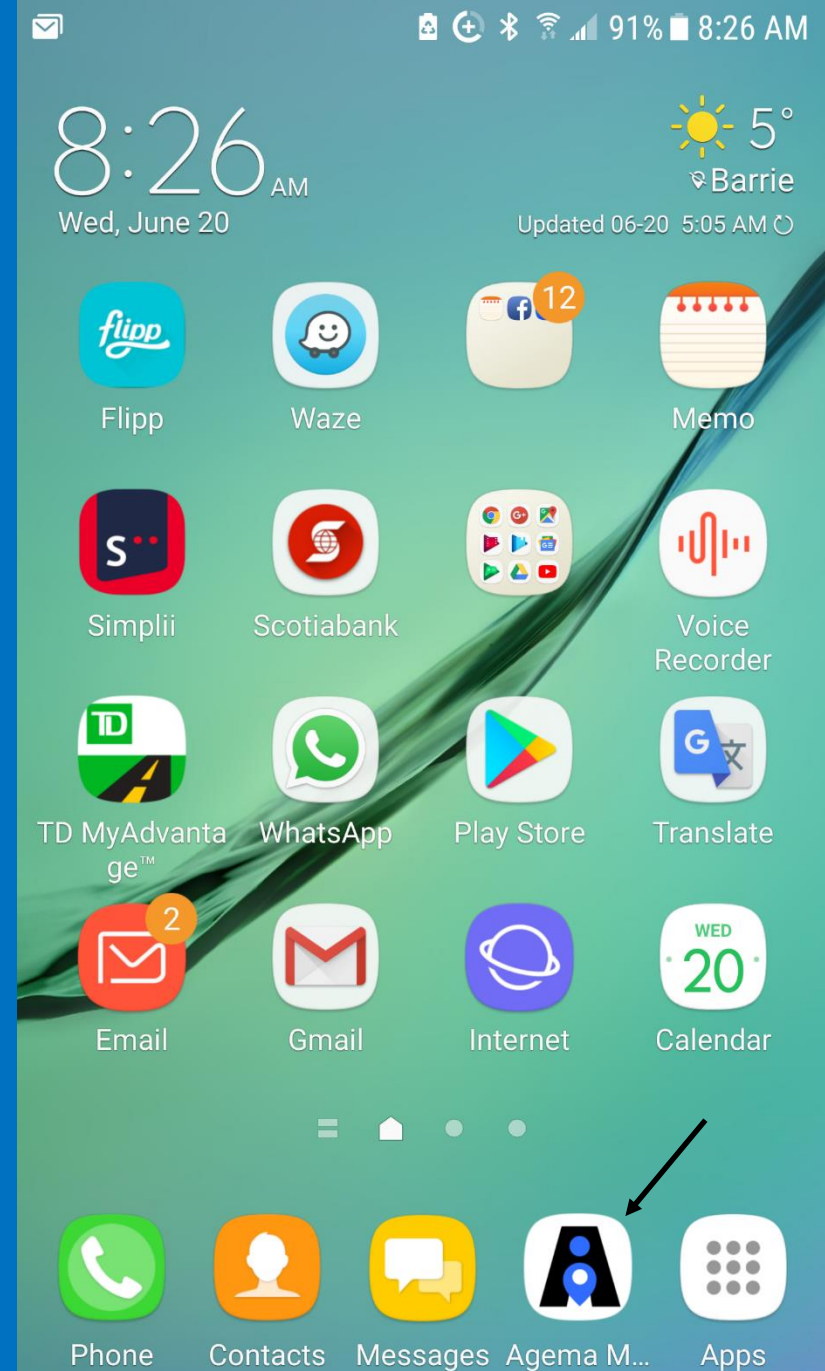


AMSTERDAM SHARING CITY



AGEMA

Work When You Want!



A woman with curly hair, wearing a brown blazer and a red necklace, smiles while holding a smartphone. In the background, an office setting is visible with other people working at desks.

Find talent fast.

[Get Help](#)

A man in a white shirt and dark apron smiles while standing behind a bar counter. The background shows a restaurant interior with warm lighting and a brick wall.

Work when you want.

[Get Paid](#)

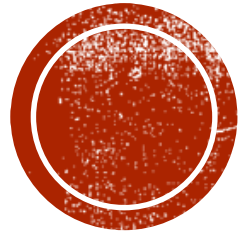
[Join Now](#)



WHAT IS NEXT IN THE SHARING ECONOMY?

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THANK YOU!

Michael Agema

<http://www.agemahospitality.com>