DIGITAL TRANSFORMATION AND SHARING ECONOMY
SHARING ECONOMY?

- Collaborative consumption
- Collaborative economy
  - Peer economy
  - Access economy
SHARING ECONOMY?

First key principles

- Open source

- Peer-to-Peer (BBS, FTP, Napster / Kazaa P2P services, democratization of music, movies – content)

- Online market places
WHAT IS SHARING ECONOMY?

My cut
10%

My company cut
10%
Almost overnight, numerous peer-to-peer platforms—in the likes of:

- **Crowd-working** (e.g., Airbnb, Uber, Amazon Mechanic Turk, E-Lance, Fiverr),
  - **Co-innovation** (e.g., Mindmixer, Social Innovator),
  - **Crowd-funding** (e.g., Kickstarter, Indiegogo),
  - **Crowd-searching** (e.g., Crowdfynd, CrowdSearching),
- and crowd-voting (e.g., California Report Card, Threadless) emerged to facilitate both individuals and/or organizations to pool resources in resolving problems.
WHAT IS BEING DONE / SHARED?

Plus others:

- social lending,
- peer-to-peer accommodation,
- peer-to-peer travel experiences,
- peer-to-peer task assignments or travel advising,
  carsharing or commute-bus sharing (Shareit Box Car Riderent, Autolevi)
DO YOU HOMEWORK - ARE WE WILLING TO SHARE?

The Rise of the Sharing Economy
% of online consumers willing to participate in sharing communities*

- Willing to share own assets
- Willing to share from others

<table>
<thead>
<tr>
<th>Region</th>
<th>Willing to Share Own Assets</th>
<th>Willing to Share from Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia-Pacific</td>
<td>78%</td>
<td>81%</td>
</tr>
<tr>
<td>Latin America</td>
<td>70%</td>
<td>73%</td>
</tr>
<tr>
<td>Middle East/Africa</td>
<td>68%</td>
<td>71%</td>
</tr>
<tr>
<td>North America</td>
<td>52%</td>
<td>43%</td>
</tr>
<tr>
<td>Europe</td>
<td>43%</td>
<td>44%</td>
</tr>
<tr>
<td>Global Average</td>
<td>68%</td>
<td>66%</td>
</tr>
</tbody>
</table>

* based on an online survey among 30,000 consumers in 60 countries conducted in Q3 2013
Source: Nielsen
ARE WE WILLING TO SHARE?

DIGITAL SHARING READINESS SCORE BY COUNTRY
An analysis of 115 countries with GDP below USD 20,000 per capita
WHERE CURRENT SHARING ECONOMY IS COMING FROM?
IS THERE MONEY TO BE SHARED IN THE SHARING ECONOMY?

Sharing economy sector and traditional rental sector projected revenue growth

- **2013**
  - **Sharing economy sector**
    - Peer-to-peer lending and crowdfunding
    - Online staffing
    - Peer-to-peer accommodation
    - Car sharing
    - Music and video streaming
  - **Total** $15bn
- **2025**
  - **Sharing economy sectors**
    - Car rental
    - Music and video streaming
  - **Traditional rental sectors**
    - Equipment rental
    - B&B and hostels
    - Book rental
    - DVD rental
  - **Total** $335bn

*Source: PwC analysis*
IS THERE MONEY TO BE SHARED IN THE SHARING ECONOMY?

IT-SW industries:
Apple
Microsoft
Alphabet Inc
SAP etc.

Sharing economy business models – cloud apps & SW
IS THERE MONEY TO BE SHARED IN THE SHARING ECONOMY? YES!

KEY PLAYERS IN THE SHARING ECONOMY

WHAT COMPANIES EARN YOU THE MOST MONEY?
A Day in the Life of the Collaborative Economy

Version 1.2

The growing Collaborative Economy is a peer-based movement that empowers individuals to get what they need from each other.

From crowd-funding new projects, to peer-based money lending, to people sharing physical goods, the collaborative movement stretches across many aspects of our lives and businesses.

We can see it activating all around us. But, is it having a broader impact beyond the limits of our own horizons? This illustration reveals the current, possible daily impact of the Collaborative Economy making it easy to see the scope and impact of the entire evolving economy in one singular graphic.

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HOW & WHY TO PARTICIPATE?

Sharing Economy

Sharing Space
- Reduces overhead
- Increases collaboration

Shared Departments
- Reduces costs
- Improves retention
- Improves performance

Shared Purchasing
- Reduces price per unit
- Facilitates access

Shared Services
- Reduces overhead
- Improves performance

Shared Employees
- Reduces expenses
- Improves access to talent

Five Steps to Successful Implementation

Clarify goals
Identify partner(s)
Formalize arrangement
Get buy-in
Monitor results
The Future
NEXT EXIT
FUTURE OF SHARING ECONOMY?

THE COLLABORATIVE ECONOMY SHIFTS TO THE AUTONOMOUS WORLD

COLLABORATIVE ECONOMY AGE
(Now)

AUTONOMOUS WORLD AGE
(Tomorrow)

DATA ECONOMY
- DATA ABOUT YOU
=)
DATA RICH ENVIRONMENTS: INDUSTRIAL PERSPECTIVE

- Trucks
- Busses
- Dumpers (e.g. used to carry iron ore in mines)
- Autonomous vehicles
- Telematics (outsourced e.g. to Volvo)