The Collaborative Economy
Ten-year-old Etsy has 19 million active shoppers, doesn’t own a single factory, warehouse, or showroom, had an IPO for $3.3B

Eight-year-old Lending Club has issued over $7B in P2P loans, doesn’t own a single bank, branch or ATM and is valued at $7B

Seven-year-old Airbnb has over 23 million guests, doesn’t own a single bed, bath, or bar, and is valued at $20B

Six-year-old Uber had 140M rides in 2014, doesn’t own a single taxi, cab, or towncar and is valued at $40B

In the next 10 years, PwC predicts the Collaborative Economy will grow from $15B Revenue to $335B Revenue
Phases of Internet Sharing

From Altimeter Research: The Collaborative Economy, 2013, Jeremiah Owyang
What role do companies play when people get what they need from each other?
A total of 48 companies joined in 2014, the first year.
An economic model, where commonly available technologies enable people to get what they need from each other.

- Crowdfunding
- Maker Movement
- P2P Lending
- Cryptocurrencies
- Sharing Economy

@jowyang
Collaborative Economy Honeycomb
Version 1.0

By Jeremiah Owyang © Jowyang
With input from:
Neal Gorenflo (@gorenflo),
Lisa Gansky (@gansky),
Shervin Pishevar (@sherpa),
Mike Walsh (@mwalsh),
Brian Solis (@brian_solis),
Alexandra Samuel (@axsamuel),
and Vision Critical (@visioncritical).

Design by Vladimir Minovic www.transarhdesign.com
May 2014. Creative Commons license. Attribution-NonCommercial.

www.crowdcompanies.com
Maker Faires grow around the world – a bellwether for people-created products.
Pleygo means a subscription to Lego sets – rather than owning
Yerdle enables swapping of goods – with no money exchanged
Feastly connects passionate cooks and adventurous eaters for authentic and social dining in a cook’s home.

Instacart taps the crowd for peer to peer delivery
Breaking News: Uber delivers food to NY and Chicago. Prepare for the API
BlaBlaCar enables people to take long distance rides with peers

Recently raised $100m and it’s reported that BlaBlaCar has more riders than Eurostar.
Airbnb offers person to person space sharing, for a local experience. They’ve experimented with in-house dining.
Kickstarter enables P2P investing by the crowd. The crowd beat Apple to market.
LendingClub enables crowd to be a bank – founded in 2008. Biggest investor: Google

![LendingClub Statistics](image-url)
The crowd has created over 600 currencies
May 2014
Now let’s see how it’s grown..
Collaborative Economy Honeycomb
Version 2.0

By Jeremiah Owyang
@Jowyang

Design by Vladimir Mirkovic: www.transartdesign.com
Collaborative Economy Honeycomb
Version 2.0
By Jeremiah Owyang
@Jowyang

Utilities
Telecommunications
Energy

FireChat
Open Garden
You are the Internet
Serval
Reclaim Your Phone
Fon

Mosaic
Vandebrown

Design by Vladimir Mirkovic www.transartdesign.com
Collaborative Economy Honeycomb
Version 2.0

By Jeremiah Owyang @Jowyang

Design by Vladimir Mirkovic www.transartdesign.com

MUNICIPAL

EQUIPMENT

SAFETY

velib'

YARDCLUB

MuniRent

Musketeer

Life360

Bannerman

Kitestring

CROWD COMPANIES

www.crowdcompanies.com
Collaborative Economy Honeycomb
Version 2.0

By Jeremiah Owyang @Jowyang

INSTRUCTOR-LED

PEER TO PEER

LEARNING

Thinkful
Khan Academy
UDACITY
Helpouts
Coursera

instructables
SKILLSHARE
gibbon
Maven
Chegg

Design by Vladimir Mirkovic: www.transartdesign.com
The Collaborative Economy impacts all areas of society
A properly shared car is $270k Dollars of Lost Revenue Of auto sales

(1 shared car = 9 cars at average of $30k each.)
65% percent of their business migrate to ride services like Uber, Lyft, and Sidecar…

Impact of TNCs

• Major impact on overall taxi industry

Average Trips per Car
Jan-2012 -> August 2014
“All told, they found that for every 1 percent increase in the number of Airbnb bookings, there is a .05 percent decrease in hotel revenue”

Study by Boston University
Market Funding on a Rapid Incline: Over $14B billion funded (Social networks funded $6B)

Data: Collaborative Economy Funding, June 2015
How can companies change their business models and become resilient?
Large corporations also ramp up adoption
Collaborative Economy: Value Chain

Collaborative Economy

- Products
- Enable a Platform
- Brand as a Service
- Marketplace
- Service

CROWD™
COMPANIES
Collaborative Economy: Value Chain
Brand as a Service
BMW as a Service
Home Depot as a Service
Whole Foods partners with Instacart to offer one-hour delivery.

Whole Foods announced its digital shopping carts with Instacart were 2.5X the size of those in-store. Whole Foods saw a 5.8% increase in quarterly earnings that it attributes to its partnership.
Prediction: Membership models emerge of “Access over Ownership*” – people may not own goods.

*Lisa Gansky, Author of “The Mesh” refers to Access over Ownership models
Collaborative Economy: Value Chain
Collaborative Economy: Value Chain
Walmart launches video game trade-in program & used marketplace to double-down on the market.

Walmart is focusing on the $2B pre-owned market with the launch of the marketplace and trade-in program.
Verizon Auto Share allows users to easily access and return vehicles.

By helping organizations provide secure access to vehicles, Verizon Auto Share aims to provide new revenue and reduce overhead costs.
Cisco launched a marketplace to sell refurbished equipment.

The Cisco Certified Refurbished Equipment marketplace allows companies to acquire necessary equipment at a much lower price while re-using equipment that was previously abandoned.
Prediction: A progressive Hotel will franchise the crowd – taking Airbnb head on.
Collaborative Economy: Value Chain
Collaborative Economy: Value Chain
Enable a Platform
U-Haul enables the crowd to fund truck, share in winnings and foster “Shared Destiny”

Tap the crowd for better rates and terms that a company can set and achieve the highest form of loyalty: *Shared Destiny*. 
Hasbro enables customers to 3D print products on demand via Shapeways.
Swisscom “Friends” partners with Mila to deliver in-house customer care from the crowd

Swisscom has already 1000+ Friends in Switzerland that extend their customer service and Swisscom will increase Friends over the next years to even offer more helpers in entire Switzerland.
Barclays offers BarclayCard Ring, a credit card designed and built by community crowdsourcing.

Card community members can propose ideas and vote for ways to make the card better meet their needs. The community collectively discusses ideas and evolves the card together. The Giveback program allows members to share in the profits of the credit card program.
Prediction: We can’t tell the difference between employees and customers.
Collaborative Economy: Value Chain
Collaborative Economy: Value Chain
Collaborative Economy: Value Chain

**B2P**
Partner with the crowd in all your business functions: finance, design, manufacturing, supply chain. To win, share the rewards.

**B2P**
Sell one durable good a thousand times. For consumable products, offer a subscription or on-demand model.

**P2P**
Enable reselling of used goods and services in marketplaces around your brand, scaling market reach.
FIVE FINAL TAKEAWAYS

1. Common digital technologies empower people to get what they need from each other.

2. The crowd is becoming like a company – bypassing inefficient corporations.

3. Like the internet and social, corporations must use these same digital strategies to regain relevancy.

4. This requires business model change: product > service > marketplace > repeat.

5. Continue to be digitally Resilient: connected, empowering others, built to last, and profitable.
Welcome to the Collaborative Economy

Crowd Companies
Empowered People & Resilient Brands

Jeremiah Owyang
Founder
@jowyang

Jeremiah@CrowdCompanies.com