

互联网创新进入共享经济时代

依托平台，人人都可以成为微企业家



共享经济---共产主义的新路径吗?



Zaarly



WeGoLook.com™
We go look when you can't.



roomorama™



KICKSTARTER



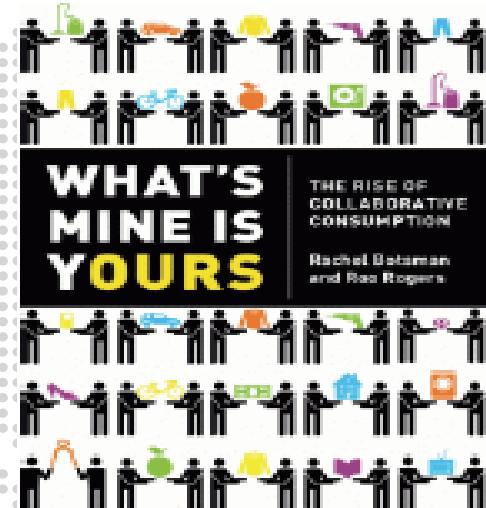
SKILLSHARE

A definition by Rachel Botsman

<http://www.rachelbotsman.com/>

“Collaborative Consumption describes the rapid explosion in swapping, sharing, bartering, trading and renting being reinvented through the latest technologies and peer-to-peer marketplaces in ways and on a scale never possible before.”

“协同消费是一种快速爆炸性增长的新消费模式，将交换、共享，易物，交易和租赁通过最新的技术和对等市场，以从未有过的级别和方式进行了重构”



Relay Rides – 邻居之间的拼车共享服务.



[Log In](#) • [Sign Up](#)

RelayRides
Neighbor-to-Nearbor Carsharing

Find a car near you
 Cambridge, MA [Search](#)

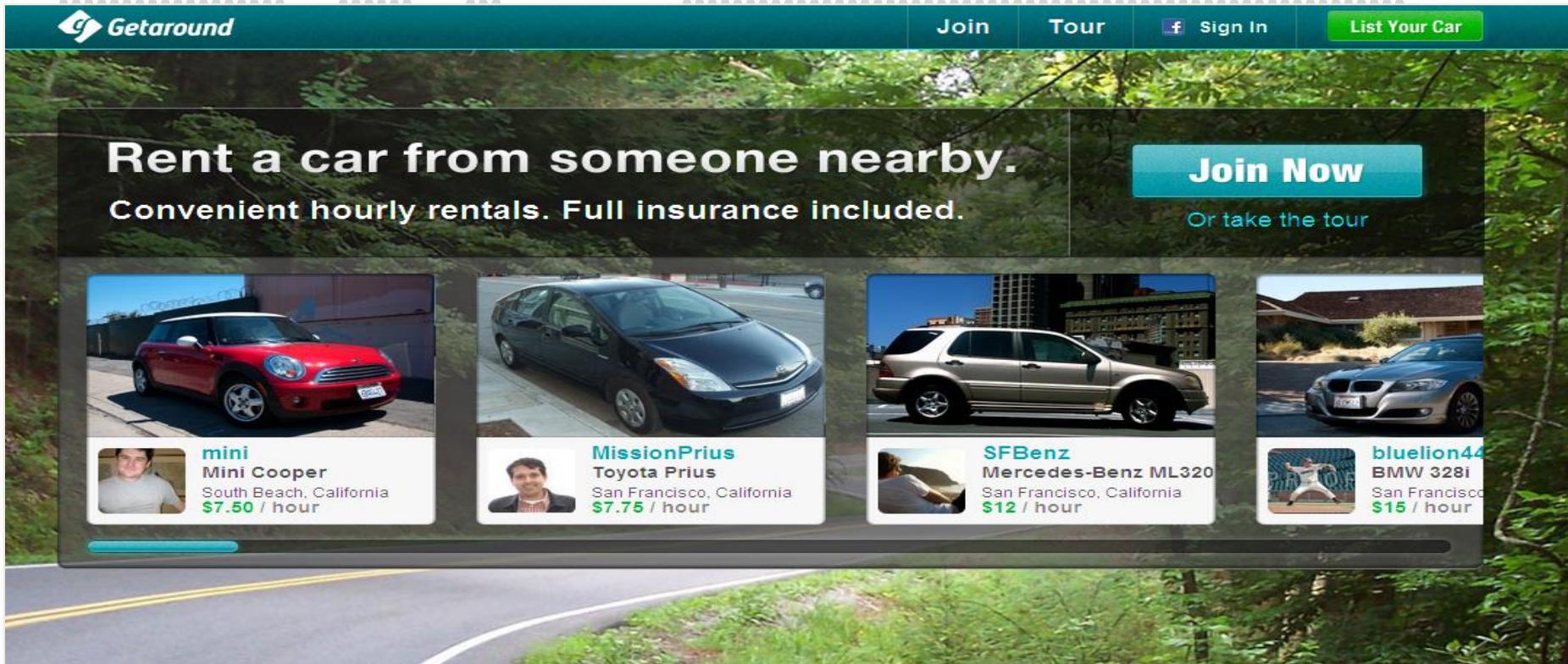
Borrow a car
Cars where you live
starting at \$5/hr
[LEARN HOW »](#)

Own a Car?
 Make up to \$7,000 lending it to friends and neighbors
[LEARN HOW »](#)

 **Kyle R.**
Earns \$620/month
[MEET OUR MEMBERS »](#)

 **GM + RelayRides**
A brand new partnership
[LEARN MORE »](#)

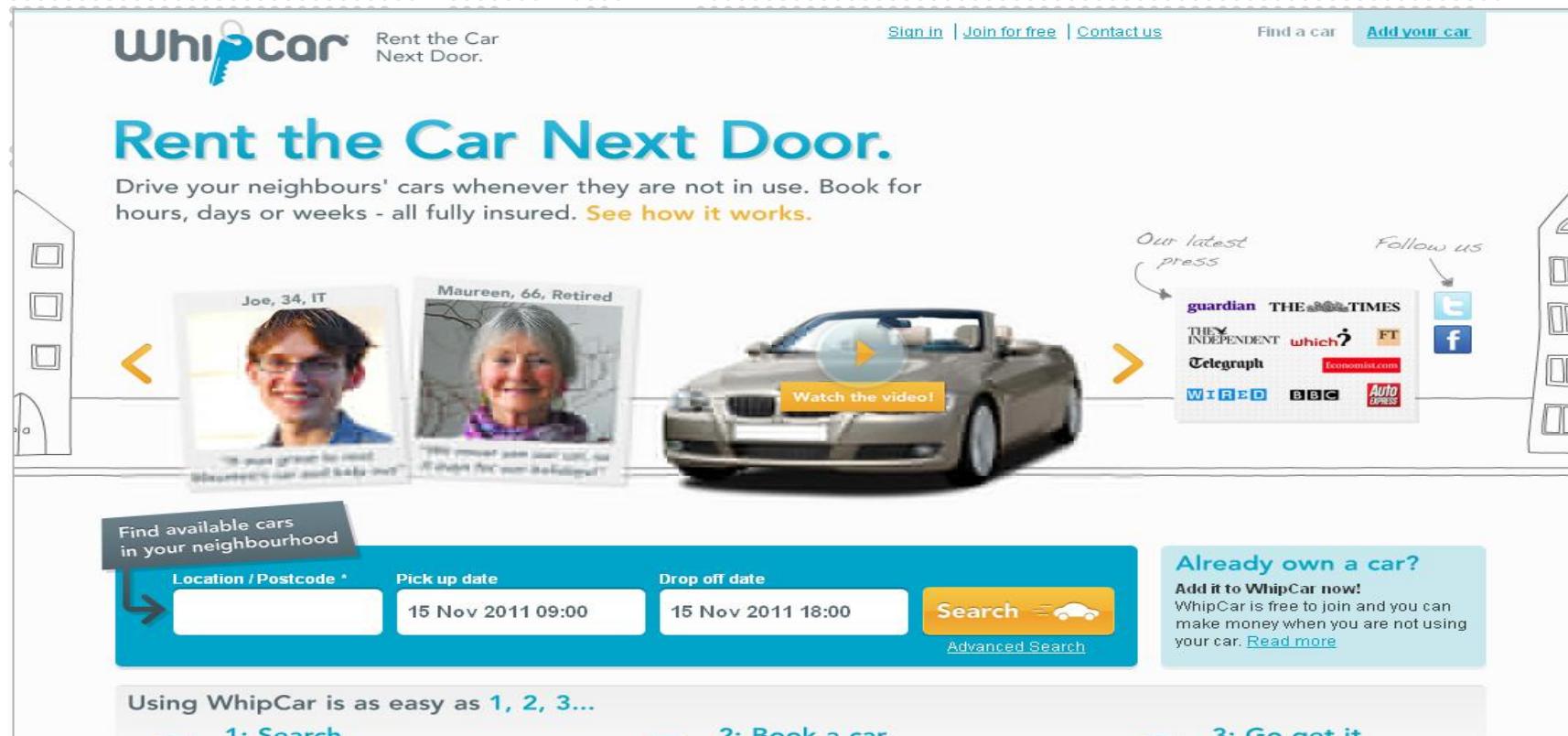
Getaround - Getaround 是一个针对本地市场的以众包形式提供车辆租赁服务的平台



The screenshot shows the Getaround website interface. At the top, there's a navigation bar with the Getaround logo, 'Join', 'Tour', 'Sign In', and 'List Your Car' buttons. Below the navigation is a large banner with the text 'Rent a car from someone nearby.' and 'Convenient hourly rentals. Full insurance included.' It also features a 'Join Now' button and a link to 'Or take the tour'. The main content area displays four car rental listings in a grid:

- mini**
Mini Cooper
South Beach, California
\$7.50 / hour
- MissionPrius**
Toyota Prius
San Francisco, California
\$7.75 / hour
- SFBenz**
Mercedes-Benz ML320
San Francisco, California
\$12 / hour
- bluelion44**
BMW 328i
San Francisco
\$15 / hour

Whipcar - WhipCar 也是一个众包模式的租车服务平台.



The screenshot shows the homepage of the WhipCar website. At the top, there's a navigation bar with the WhipCar logo, a search bar, and links for "Sign in", "Join for free", and "Contact us". To the right are buttons for "Find a car" and "Add your car". Below the navigation is a main headline "Rent the Car Next Door." with a subtext: "Drive your neighbours' cars whenever they are not in use. Book for hours, days or weeks - all fully insured. See how it works." On the left, there are two user profiles: "Joe, 34, IT" and "Maureen, 66, Retired". In the center, there's a silver BMW convertible with a "Watch the video!" button. To the right, there's a section titled "Our latest press" featuring logos from various media outlets like guardian, THE TIMES, INDEPENDENT, WHICH?, FT, Telegraph, Economist.com, WIRED, BBC, and Auto Express. There's also a "Follow us" section with links to Twitter and Facebook. At the bottom, there's a search form with fields for "Location / Postcode", "Pick up date" (15 Nov 2011 09:00), "Drop off date" (15 Nov 2011 18:00), and a "Search" button. To the right of the search form is a box for "Already own a car? Add it to WhipCar now! WhipCar is free to join and you can make money when you are not using your car. [Read more](#)". At the very bottom, there's a call-to-action: "Using WhipCar is as easy as 1, 2, 3...".

WhipCar - Rent the Car Next Door.

Rent the Car Next Door.

Drive your neighbours' cars whenever they are not in use. Book for hours, days or weeks - all fully insured. [See how it works.](#)

Joe, 34, IT

Maureen, 66, Retired

Watch the video!

Find available cars in your neighbourhood

Location / Postcode *

Pick up date

Drop off date

Search 

Advanced Search

Already own a car?
Add it to WhipCar now!
WhipCar is free to join and you can make money when you are not using your car. [Read more](#)

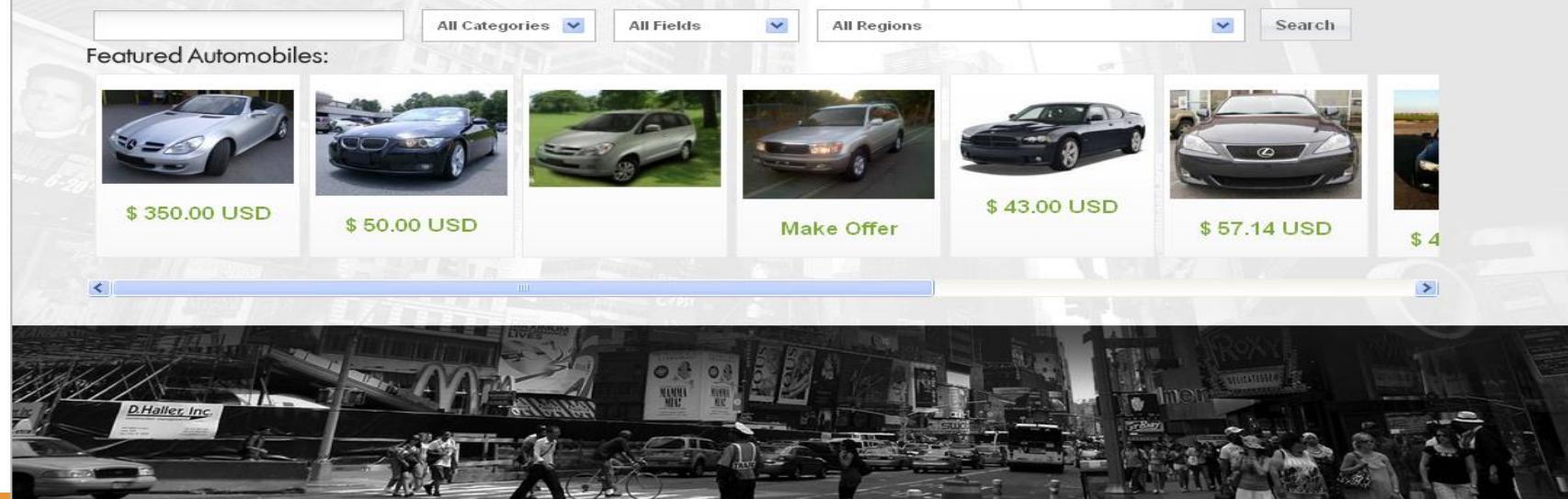
Using WhipCar is as easy as 1, 2, 3...

1: Search

2: Book a car

3: Go get it

RentMyCar - RentMyCar 是2001年就创立的对等租车服务平台.



度假房/房屋短租



Airbnb - Airbnb is a community marketplace for people to list, discover, and book unique spaces around the world online or from an iPhone device.

Invite your friends  Friend uses Airbnb

Earn \$100 travel credit **Invite Now**

How It Works [Sign Up](#) [Log In](#) Help [\\$ USD](#) **List your space**

Find a place to stay.

Rent from real people in 19,732 cities in 192 countries.

Where are you going? **Search**

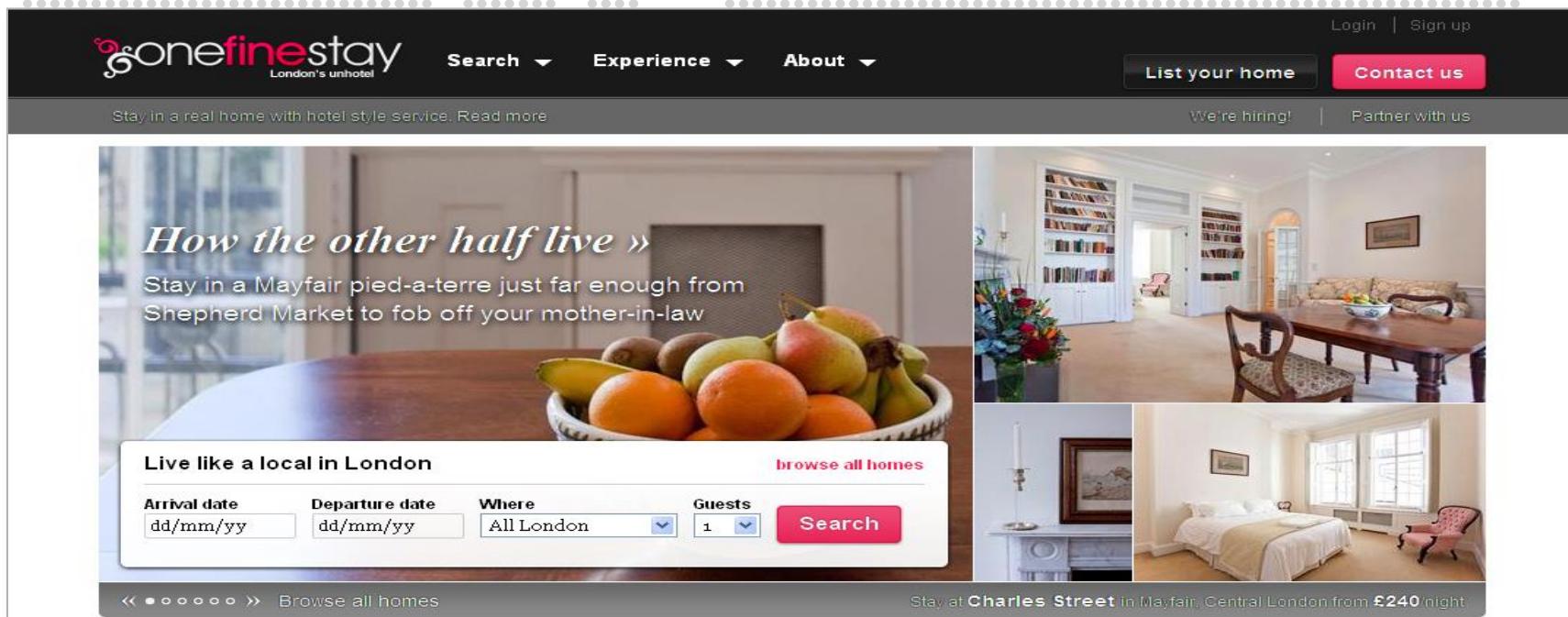
Check in Check out Guests



New Cabin in the Woods - Sudbury, MA
\$89 / night
18 reviews

 How much is your place worth?  **Calculate now »**

OneFineStay – 提供‘非酒店’式服务可以让旅客住在房东的家里.



The screenshot shows the OneFineStay website homepage. At the top, there is a navigation bar with the logo, "Search", "Experience", "About", "List your home", and "Contact us". Below the navigation is a banner with the text "Stay in a real home with hotel-style service. Read more" and a link "We're hiring! | Partner with us". The main content area features a large image of a fruit bowl with the text "How the other half live »" and "Stay in a Mayfair pied-a-terre just far enough from Shepherd Market to fob off your mother-in-law". Below this is a search form with fields for "Arrival date" (dd/mm/yy), "Departure date" (dd/mm/yy), "Where" (All London), "Guests" (1), and a "Search" button. To the right of the search form are three smaller images: a dining room, a bedroom, and a sitting room. At the bottom of the page are navigation arrows, a "Browse all homes" link, and a promotional message: "Stay at Charles Street in Mayfair, Central London from £240/night".

Enter the unhotel »

Stay in someone's place while they're out of town. More character than any hotel, and far better value.

Live like a local »

Evade the tour bus and get under the skin of a city. Live the life of a Londoner for a few days and nights.

Bell hops on scooters » Your place or mine? »

Get service and style. From 1 night to 101 nights, enjoy White Company toiletries, 5* linen, and fluffy towels.

Live somewhere convenient? Often out of town? If your pad has personality, we should talk.



WeGoLook.com™
We go look when you can't.

基于众包的现场检查服
务

WeGoLook - 个人和企业可以在线发布需要人到现场的各种任务，如勘察现场、检查设备安装情况、产品验货，等等。

WeGoLook.com™
We go look when you can't.

[Sign Up](#) | [Login](#)

66 people +1'd this

[\\$0.00](#)

[Home](#) [Services](#) [Ripped Off?](#) [FAQs](#) [About](#) [News](#) [Contact](#) [Lookers](#) [Login](#)

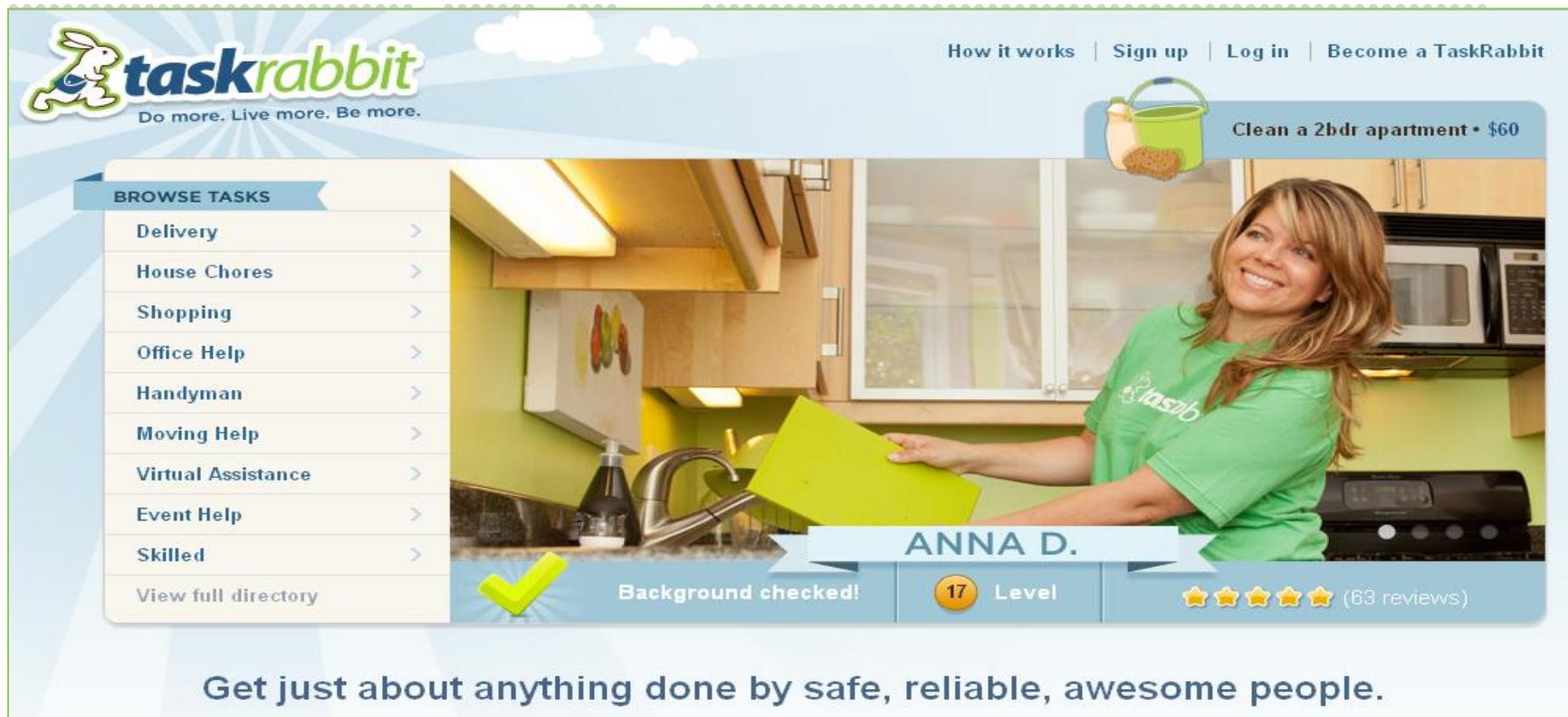
We Go Look, when you can't!

Dispatch over 7,000 Nationwide Looker® Inspectors to complete an ONSITE verification report of the item you wish to purchase or verify. Verify the item's existence and the seller's claims. Verify Before You Buy. [Read More](#)

[Quick Quote](#) [Sample Report](#) [Field Services](#)

Looker® takes photos, video and more

TaskRabbits – 可帮你找人打扫房间、买东西、送货、洗车、修家具、安装设备等



The screenshot shows the TaskRabbit homepage. On the left, there's a sidebar with a list of service categories: Delivery, House Chores, Shopping, Office Help, Handyman, Moving Help, Virtual Assistance, Event Help, Skilled, and View full directory. A large image of a woman named Anna D. in a green TaskRabbit t-shirt is shown in a kitchen setting, holding a yellow cloth. Above her image are links for "How it works", "Sign up", "Log in", and "Become a TaskRabbit". To the right of the image, there's a callout for "Clean a 2bdr apartment • \$60". At the bottom of the page, there's a banner with a checkmark icon, the text "Background checked!", a level indicator of 17, and a rating of 5 stars from 63 reviews. A final slogan at the bottom reads "Get just about anything done by safe, reliable, awesome people."

How it works | Sign up | Log in | Become a TaskRabbit

Clean a 2bdr apartment • \$60

BROWSE TASKS

- Delivery >
- House Chores >
- Shopping >
- Office Help >
- Handyman >
- Moving Help >
- Virtual Assistance >
- Event Help >
- Skilled >
- [View full directory](#)

Background checked!

17 Level

5 stars (63 reviews)

ANNA D.

Get just about anything done by safe, reliable, awesome people.

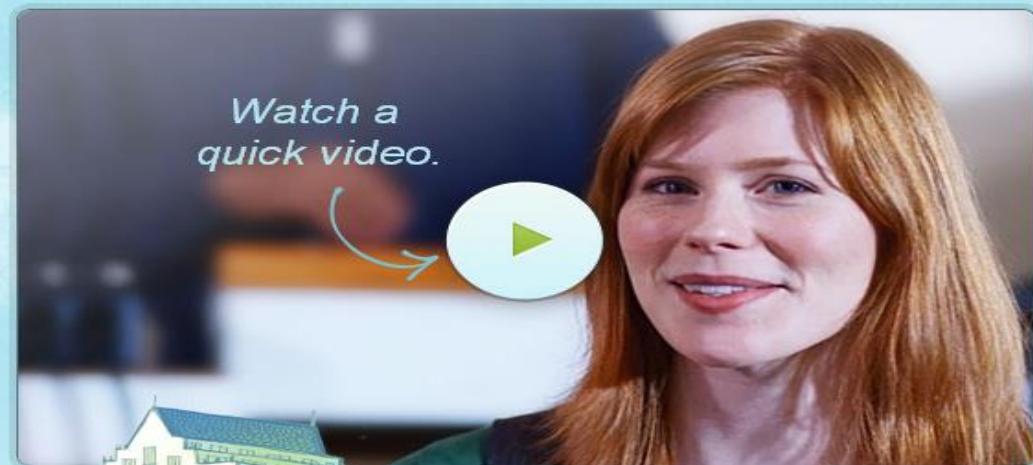
Zaarly

Zaarly – 是一个基于附近位置的买家驱动的实时市场，买家提出一个需求和愿意支付的额度，卖家可以快速在此具有无线可扩展能力的本地市场上响应，以提供用品和服务。

Zaarly

*What you want,
when you want it.*

Zaarly helps you buy and sell
with people around you.





agentanything

AgentAnything – 人们可发布任何他们愿意支付和实现的需求(任务, 差事, 调研, 等.)
周边的人员可以快速响应来完成任务并获得佣金和奖励

Location: New York & New Jersey (Change)

[Login](#) | [Sign Up](#)



post a
mission

what's
this

run a
mission

what's
this





Redbeacon – 是一个本地服务外包的网关，可以将各种基于位置的本地任务机会发布给找临时工作的人员

redbeacon Home Services Done Right | San Francisco Area ▾

Contact us by chat, email or call
1-855-RBEACON (1-855-723-2266)

Signup Login

Home How it Works Request Service Have a home service business? Become a RB Pro

Home Services Done Right.

Need a plumber, yard worker, painter, house cleaner, or something else?

Request a Home Service It's FREE!

Screened and APPROVED

Green Logic Construction Superstar Pro 94/100 Score

See how we get it done right Watch our short video (90 sec)



Someone's on it.

AirRun – 该项目可以帮助做零工的人员快速找到如修水暖、装家居、打扫卫生、整理花园、搬运东西等社区里的临时工作。

The screenshot shows the AirRun mobile application. On the left, a smartphone displays a map of Chicago with several blue markers indicating job locations. A callout box on the map says "10 MINUTES Gatorades Cost: \$10". On the right, another smartphone shows the "Create Job" screen with the following details:

- Job Title:** Gatorade Run
- Due Date:** Friday, June 14th, 2011 @ 5:30PM
- Job Cost:** \$5.00
- Runner Cost:** \$10.00
- Description:** I need 4 gatorades within the hour. My AC broke. But my baby is sleeping and I can't leave the house from a moral standpoint.
- Details and Map:** A small map showing the location on W Illinois St between W Hubbard St and E Hubbard St.
- Posted By:** [Redacted]

At the bottom of the screen, the text "COMING SOON" is visible. The top navigation bar includes links for LOWDOWN, HELP, CONTACT US, and AirRun BLOG. Social media sharing icons for Facebook, Twitter, and LinkedIn are at the top right. The main banner on the right side of the page features the AirRun logo and tagline "Someone's on it.", followed by a descriptive text block and download links for the App Store and Google Play, along with social sharing counts.

AirRun is a location-based community job hub. It's your gateway to outsource anything and gives a ton of hyperlocal job opportunities to people looking for work.

Download now on the **App Store** **FREE**

588 likes 4 shares 76 +1 Tweet



Zilok - 可为企业和个人提供在线的任何设备的P2P租赁服务.

Sign up Log in

Home My Zilok Community

Zilok - Rent anything, On-line! Rentals from Businesses and Individuals.

AUTO TOOLS PARTY ELECTRONICS LEISURE LUXURY AT HOME VACATION PRO SPACE

SEARCH FOR something to rent What? drill, camera advanced search Where? San Francisco, 10003 Search Ask for a quote POST AN ITEM for rent Ladder OK

Top Rentals

- Car Rentals
- Power Tool rentals
- Vacation Rentals
- Events rentals
- Venues rentals

Recently Rented on Zilok

	Projector san francisco (94117)	\$ 20.00 / DAY
	35mm Slide Projector Kit Minneapolis (55427)	\$ 25.00 / DAY
	Panasonic hdc-sd1 West Hollywood (90046)	\$ 25.00 / DAY
	Sewing Machine Cincinnati (45208)	\$ 15.00 / DAY

Rental between individuals

Offer your car for rent to other individuals on Zilok.com

Zilok: Rent anything online!

Rental from Professionals

	Willow Bend Log Cabin Stanley (22851)	\$ 150.00 / DAY
	Technics 1200 (black) turntable, rental, cart... Santa Clarita (91321)	

Rental between Individuals

	Canon EOS Rebel XT + portrait lens + 2gb fla... Long Beach (90804)	\$ 15.00 / DAY
	HD DLP Projector BENQ 6110 San Francisco (94110)	

Rentcycle – Rentcycle 为消费者提供一个租赁本地物品的市场服务，包括搜索、比价和交易撮合。

rentcycle beta
the online rental marketplace

BROWSE RENTALS ▼ SEARCH FOR San Francisco, CA ▼ Find >

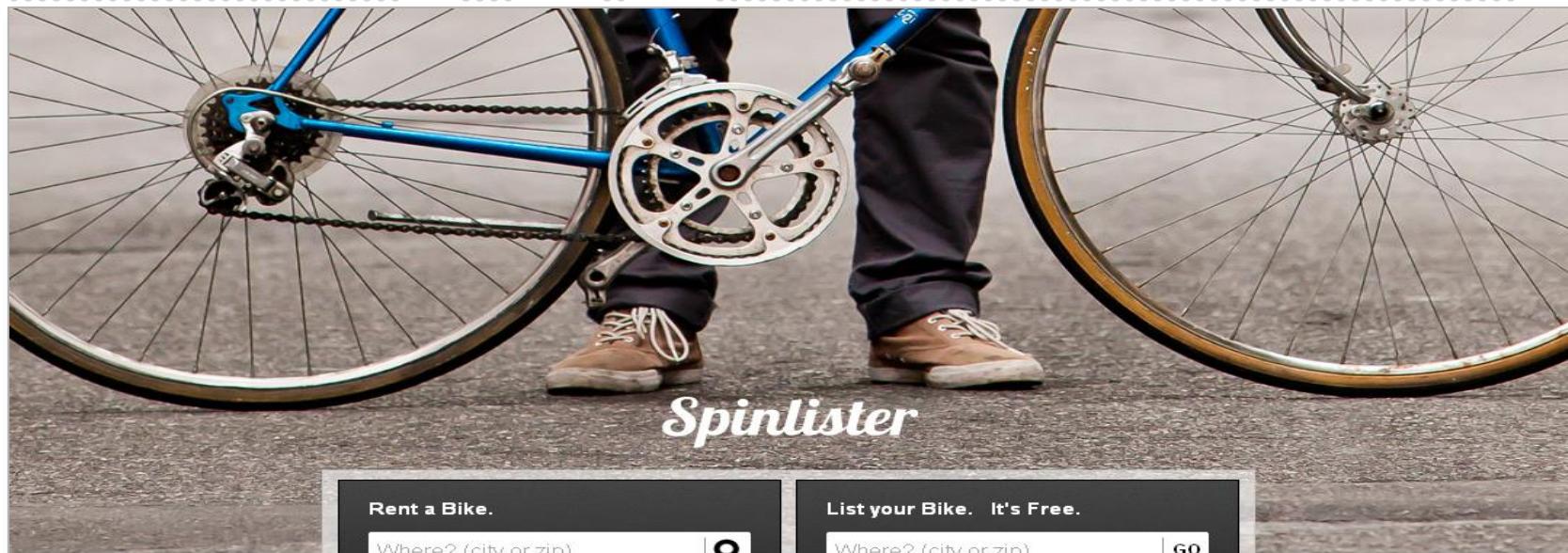
Rent anything from local rental stores.



What's popular
Check out our top rental products

 Bicycles  Bounce castles

Spinlister – 个人可在此租赁市场上寻找附近的自行车租赁或将自己的自行车提供给租赁者



Find a bike to ride.

Prosper – 是北美最大的P2P网贷市场之一

Sign In | Join Now | Help

Invest Borrow How It Works About Us

1,170,000 members \$273,000,000 in personal loans funded

We connect people who want to **invest money** with people who want to **borrow money**

[Learn More](#)

I WANT TO INVEST MONEY

ACTUAL RETURNS*
10.69%

- Earn great return
- Diversify your portfolio
- Control your investment

ACTUAL RETURNS* BY PROSPER RATING

Rating	Actual Returns*
AA	10.69%
A+	5.65%
A	6.60%
A-	9.08%
B+	11.28%
B	15.62%
B-	18.20%
C	18.54%

I WANT TO BORROW MONEY

RATES STARTING AT
6.59% APR
FOR AA LOANS**

- Unsecured loans
- Easy monthly payments
- Fixed rates from 6.59% to 35.84% APR

Check your rate

Select the purpose of your loan

\$

Select your credit quality

U.S. Veterans & Active Military!

Get a Loan Through Prosper and your 2nd Payment is Free!

[Complete Details Here](#)



Zopa – 是欧洲最大的P2P网贷服务平台，人们可在其平台上借款或贷款而不需要通过银行

The screenshot shows the Zopa homepage with a yellow header bar. On the left, there's a section titled "Get a loan today" with fields for "How much do you want to borrow?" (set to 5000) and "Over how many months?" (radio buttons for 36 and 60 months). Below this is a "GET A QUICK QUOTE" button. To the right, there's a section titled "Earn by lending" featuring a large graphic of people forming a percentage sign (%). A call-to-action button says "FIND OUT MORE". At the bottom, there's a section about Zopa being a marketplace and its features, along with logos for various media outlets.

Get a loan today

How much do you want to borrow?
5000

Over how many months?
36 60 (no early repayment fees)

» How it works GET A QUICK QUOTE

Earn by lending

Welcome to Zopa amigo

FIND OUT MORE

Zopa is a marketplace for money. Lenders get lovely returns, borrowers get low-cost loans and money becomes human again.

At Zopa, people who have spare money lend it directly to people who want to borrow. There are no banks in the middle, no huge overheads and no sneaky fees, meaning everyone gets better rates.

Voted Moneywise's 'Most Trusted Personal Lender' two years running, Zopa is licensed by the Office of Fair Trading and backed by the same investors that backed eBay, Betfair and Skype.

As featured in:

the guardian the One BBC Telegraph BBC RADIO TODAY Daily Mail

Skillshare – 一个网络技能和知识分享以及互助学习的社会化市场.

The screenshot shows the Skillshare homepage. At the top left is the Skillshare logo. To its right are navigation links: LEARN, TEACH, New Features!, Sign up, and Log in. The main headline reads "Learn new skills. Share your skills." followed by the subtext "A community marketplace to learn anything from anyone". Below this is a blue "Sign Up Using Facebook" button. A smaller link "Don't have a Facebook account?" is visible. To the right is a large image of a person's hand writing in a notebook, with the caption "Jennifer is taking a class on Making Something People Love". Below this section is a "Featured Classes" grid. The first card in the grid is for "Buying Your First Home in New..." taught by Malcolm Ong from New York, NY. The second card is for "Beauty Retouching and Photoshop..." taught by michelle mcsawain from Brooklyn, NY. The third card is for "Things To Do Before You Die: ..." taught by Amber Rae from New York, NY. To the right of the grid is a sidebar titled "Find Classes in Your City" with a dropdown menu set to "New York, NY".

SKILLSHARE

LEARN TEACH

New Features! Sign up Log in

Learn new skills.
Share your skills.

A community marketplace
to learn anything from
anyone

Sign Up Using Facebook

Don't have a Facebook account?

Jennifer is taking a class on Making
Something People Love →

Featured Classes

Buying Your First Home in New...

Malcolm Ong
New York, NY

Beauty Retouching and Photoshop...

michelle mcsawain
Brooklyn, NY

Things To Do Before You Die: ...

Amber Rae
New York, NY

Find Classes in Your City

Learn anything from anyone,
anywhere! Just select your city from
the drop-down list.

New York, NY

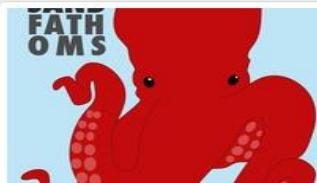
Kickstarter – 是全球最大的针对创意项目和产品的众筹服务平台.

?! What is Kickstarter? We're the world's largest funding platform for creative projects. [Learn more!](#)

KICKSTARTER Discover great projects Start your project BLOG HELP SIGN UP LOG IN

A NEW WAY TO Fund & Follow Creativity

FEATURED IN CNN WIRED GOOD Pitchfork npr The New York Times


1000 Fathoms Radio Show: Season One
by Erin Gleeson
The show is called "1000 Fathoms" and it features content you won't find on most public radio stations.
📍 Baltimore, MD
34% FUNDED \$521 PLEDGED 25 DAYS LEFT


Erin Hill (the Sci-Fi Harp Girl) makes a Music Video Album
by Erin Hill
10 psychedelic sci-fi pop tunes w/ 10 matching sci-fi music videos -- Erin plays the harp & sings Twilight Zone-ish songs with
📍 Queens, NY
113% FUNDED \$27,308 PLEDGED 45 HOURS LEFT

PROJECT OF THE DAY
You may recognize Erin Gleeson's voice from the radio. While she's been featured on many shows, Erin is now taking it to the next level with 1000 Fathoms—her own comedic radio show featuring wild stories and great tunes by the likes of Dan Deacon, Future Islands and more!

POP
There's a lot to love about Erin Hill. She sings. She plays the harp. Best of all, she's an unabashed fan of sci-fi like *Star Trek* and *The Twilight Zone*! She's merging her talents into one astounding new album featuring sci-fi themed songs, each accompanied by a music video.

Funding4Learning – 是一个面向“人力资本”的众筹平台，可以让个人或企业在全球范围内参与和支持各种教育和人才培养服务。

The screenshot shows the homepage of the Funding 4 Learning website. At the top, there is a navigation bar with links for "Home", "Discover campaigns", "Create a campaign", "Learn more", "Log in", and "Sign up". A search bar is also present. The main banner features the text "Working together... ...to educate the world" over a background of colorful, overlapping silhouettes of people. To the right of the banner is a video player showing a clip from the "Funding 4 Learning" channel. Below the banner, there is a section titled "FEATURED CAMPAIGNS" with four thumbnail images.

FEATURED CAMPAIGNS

- CAMPAIGN OF THE MONTH (Thumbnail image: A woman smiling)
- (Thumbnail image: A sketch of a person's shoulder and neck)
- (Thumbnail image: A woman smiling)
- (Thumbnail image: A woman smiling)



THANKS!