

ACCESS IS THE NEW OWNERSHIP

WHAT YOU NEED TO KNOW ABOUT THE SHARING ECONOMY

More and more people are shifting away from owning stuff in favor of paying for quick access to what they need just when they need it. It's called the sharing economy, and it's huge.

IT'S HAPPENING ACROSS ALMOST EVERY CATEGORY

If you can name it, you can probably rent it



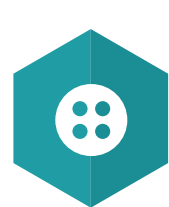
MUSIC/MEDIA

- Netflix
- Spotify
- GameFly



TRAVEL

- Airbnb
- Home Exchange
- Vayable



FASHION

- Rent the Runway
- Fashionhire
- Bag Borrow or Steal



TRANSPORTATION

- ZipCar
- Lyft
- Uber



LABOR/SKILLS

- TaskRabbit
- Mechanical Turk
- SkillShare

AND GROWING FASTER THAN EVER

The sharing economy is exploding as it takes over the market

TOTAL STARTUP FUNDING RECEIVED

in dollars year to date



\$283M
Spotify
(est. 2008)



\$237M
Airbnb
(est. 2008)



\$54M
Rent the Runway
(est. 2009)



\$57M
Uber
(est. 2009)



\$38M
TaskRabbit
(est. 2008)

\$110B

BUT WHY NOW? WHY TODAY?

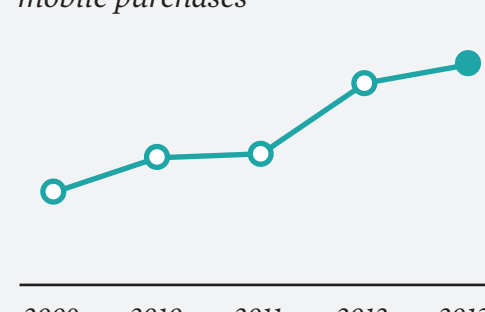
We've been hit with a perfect storm of factors

MOBILE TECHNOLOGY

The growth and prevalence of new mobile devices means people can make on the fly market transactions.

65%

People who make mobile purchases



STAGNANT ECONOMY

The recent economic crisis and high unemployment mean people are looking for alternative money-making opportunities.

7.6%

Unemployment rate

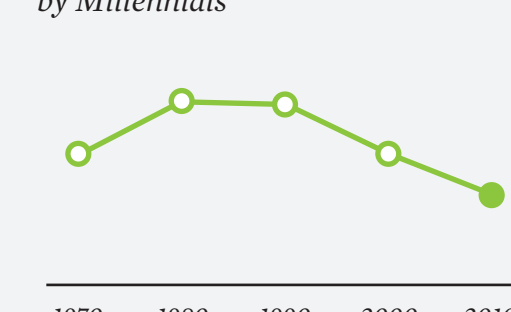


DISENCHANTMENT

Difficult economic times have shifted expectations of traditional icons of success, like home or car ownership.

27%

New cars bought by Millennials

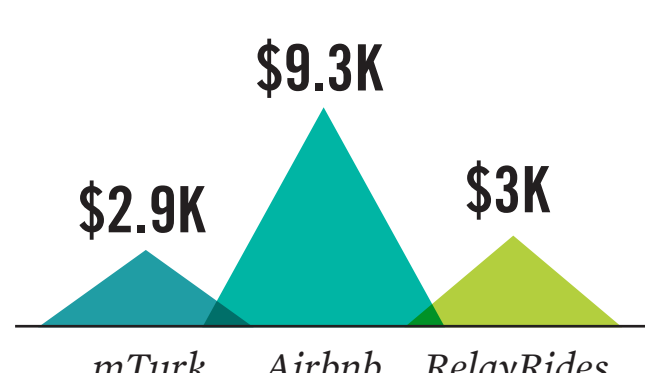


AT FIRST, IT'S ALL ABOUT THE MONEY

Hard times mean people want to both save and make extra cash

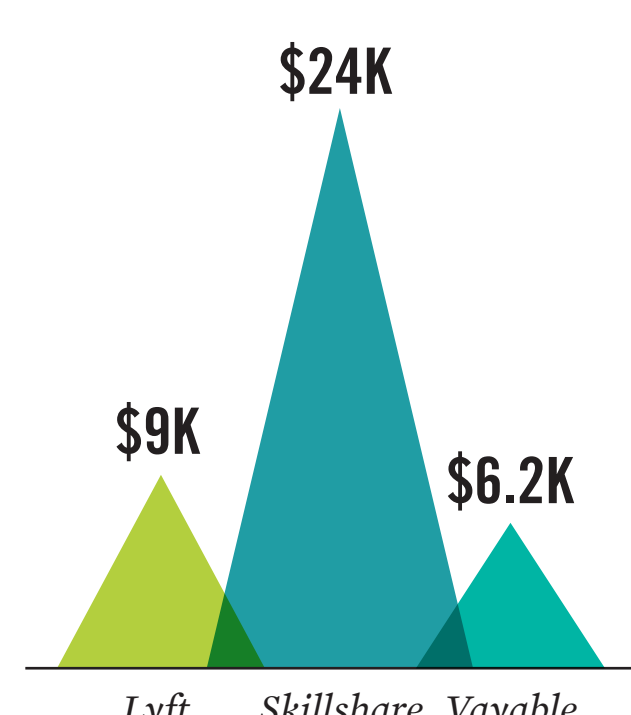
AVERAGE ADDITIONAL INCOME EARNED BY PROVIDER

in dollars per year



61%

Adults who say earning extra money is the main motivation for sharing



BUT IT QUICKLY BECOMES ABOUT CONNECTIONS

Turns out, people love helping people

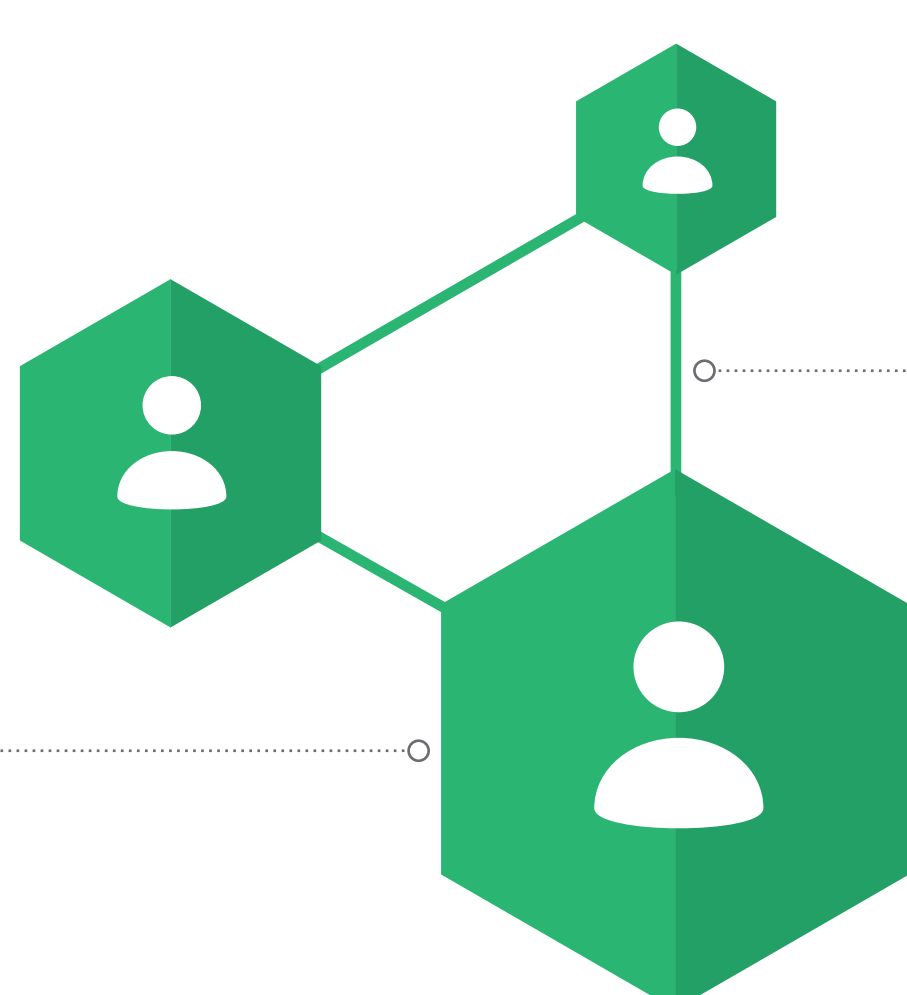
COMMUNITY

"Just browsing the customer photos on @RentTheRunway--can't even explain how much I LOVE that feature!!!"
#sosmart #thebest

 **Jackie**
Rent the Runway user

"I like to consider myself the ultimate 'lyfter'. The drivers are amazing; in fact, I haven't come across one I didn't become best friends with by the end of my ride."

 **Angelina**
Lyft user



RELATIONSHIPS

"Tim was super friendly and a pleasure to work with. The furniture came out great, and he finished quickly! We even had time to talk about comics. Thanks, Tim!"

 **Matthew**
TaskRabbit user

"[We exchanged with two different families] and while talking about different places, we discovered we knew each other and had done business together. It's a small world!"

 **Alberto and Marisol**
Home Exchange users

SO WHAT DOES THIS MEAN FOR THE FUTURE?

As innovators, the sharing economy brings up several important questions that we're keeping an eye on:



EVOLVING BUSINESS MODELS

How do business models stay nimble enough to embrace the sharing economy?



DESIGNING COLLABORATIVE EXPERIENCES

How do we architect inclusive experiences that focus on the community?



BALANCING ECONOMIC AND EMOTIONAL CONNECTIONS

How do we emphasize the experience and not the asset to build loyalty?

SOURCES

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