

# The Sharing Economy: Does it Harm Businesses and Society?

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  - Peer-to-peer model [1]
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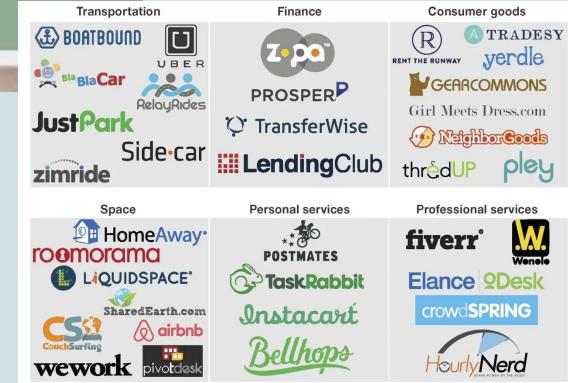
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- Important to consider how it impacts traditional businesses and society
- Is the growth a positive thing or does it cause more harm than good?



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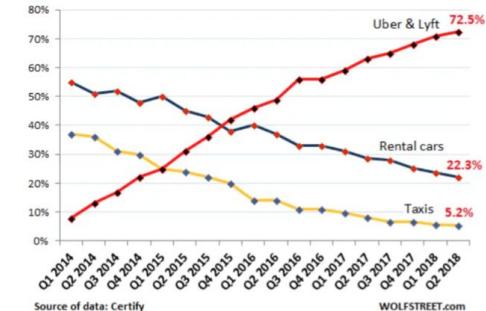


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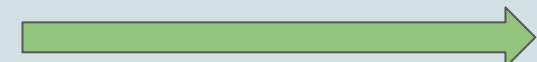
**2009 Uber**

Uber is launched - a transportation company that provides ride-hailing services.

Uber & Lyft Crush Taxis and Rental Cars  
% of Ground Transportation Travel Reimbursements



The sharing economy continues to grow



# The Recent, Present and Future of the Sharing Economy

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- **133** countries
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- Current global market size of “**\$246.18 billion**”
- Sharing economy is the key to many platforms successes [7]
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# The Recent, Present and Future of the Sharing Economy

[8]

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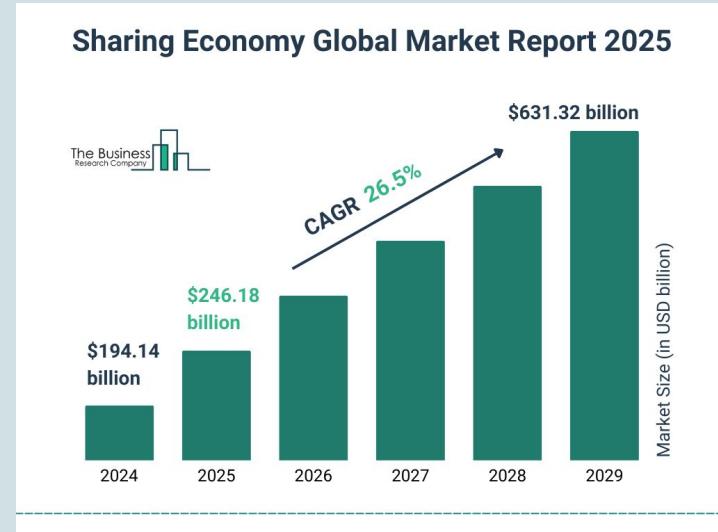
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## 2029

- Global market size estimated to grow to “**\$631 billion**” [8]



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## Convenience for consumers

- Ease of purchase
- One platform for many products



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- Run business from home
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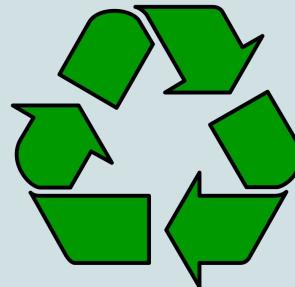
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## **Higher ceiling**

- Sharing economy provides:
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## Responsibility dilemma

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## Cleaning Costs For Short-Term Rentals

National Average



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## Responsibility dilemma

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## Employment conditions

- Workers may miss out on benefits offered by traditional businesses [13]

## Cleaning Costs For Short-Term Rentals

National Average



# What are the drawbacks?

*Impact on traditional businesses*

## **Uber**

- London cabbies sue over low wages [14]
- Have ridesharing services eliminated the traditional taxi industry? [15]
  - Or can they continue to grow by joining the platforms, actually furthering the Sharing Economy [16]

Uber faces £250m London black cab drivers case



REUTERS | This is not the first time that Uber has faced a challenge in London

João da Silva

Bureau reporter

2 May 2024

Uber is facing a multi-million pound legal case being brought on behalf of almost 11,000 London black cab drivers, in the latest challenge to the firm in the UK capital.

The claimants allege that in order to obtain a licence to operate in the city, the ride-hailing giant deliberately misled Transport for London (TfL) about how its app worked.

# What are the drawbacks?

*Impact on traditional businesses and society*

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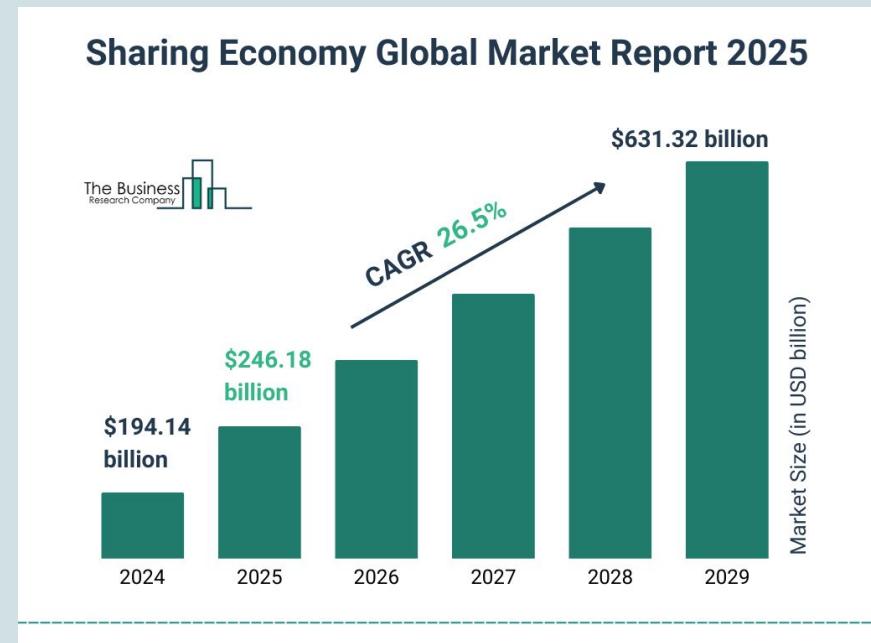
## **Airbnb**

- “First not Second homes” movements
  - The holiday home industry is impacting the housing market negatively [17]
  - Also seen as potentially a catalyst for societal issues like homelessness[18]



# Conclusion: Is the sharing economy harming traditional businesses?

- Optimise the lifetime of a product
- Decrease waste
- Easier and cheaper access to goods and services



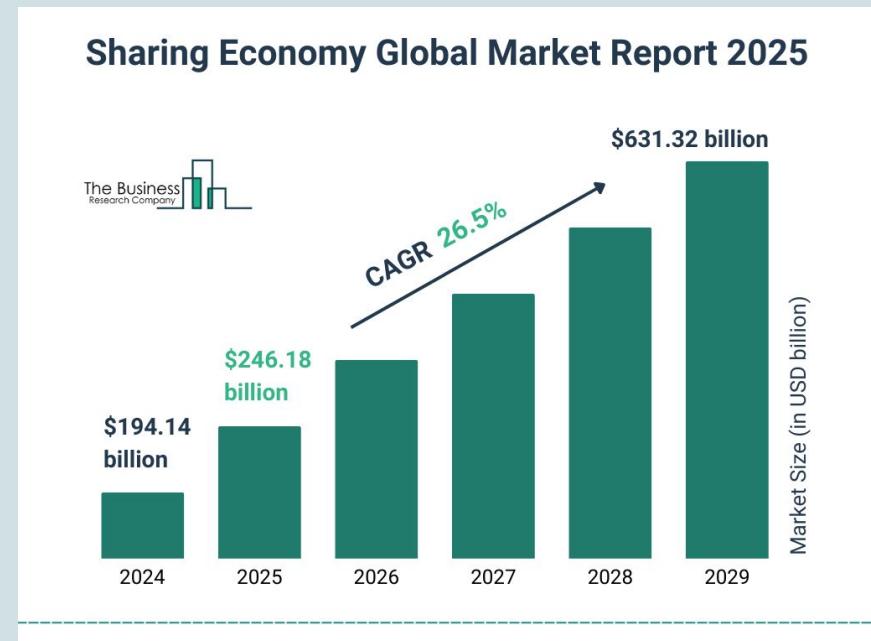
Projected sharing economy worth [8]

# Conclusion: Is the sharing economy harming traditional businesses?

- Optimise the lifetime of a product
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But...

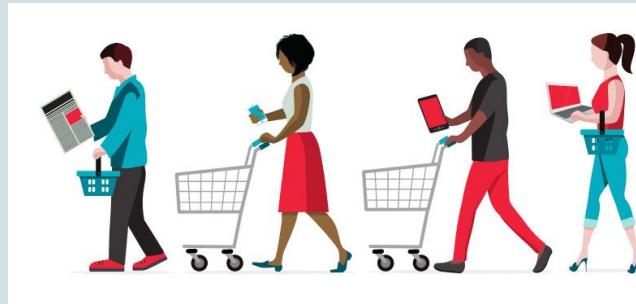
- Regulation is lackluster
- New market can undermine already established traditional businesses



Projected sharing economy worth [8]

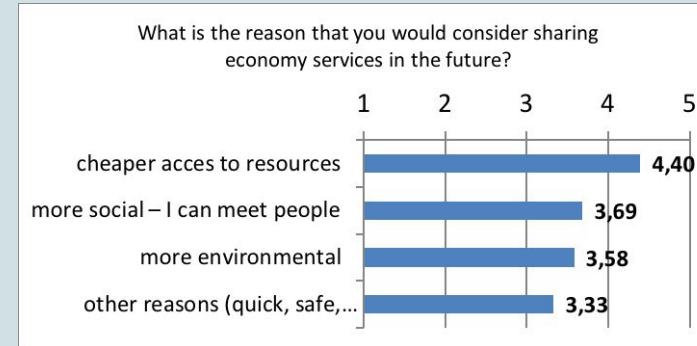
# Who really wins?

The consumer!



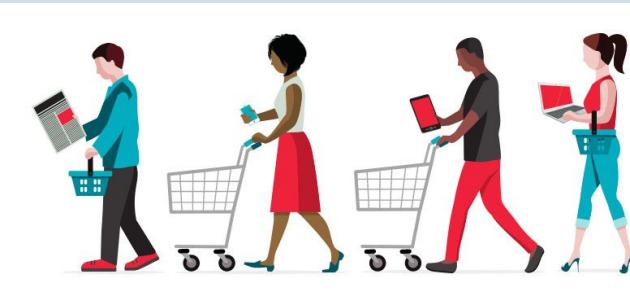
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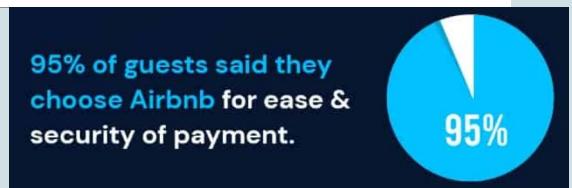
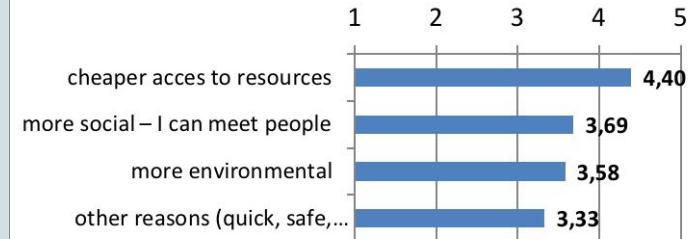


# Who really wins?

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What is the reason that you would consider sharing economy services in the future?



Hey it's your Uber driver here.. Am outside



Thank you for listening!  
Any questions?

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## The Sharing Economy Timeline

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## How can traditional businesses and society benefit

- Low threshold image - <https://www.flickr.com/photos/bionicteaching/39289049090>
- Sounds like a good deal - [https://www.reddit.com/r/AQW/comments/gdluwy/sounds\\_like\\_a\\_good\\_deal/](https://www.reddit.com/r/AQW/comments/gdluwy/sounds_like_a_good_deal/)
- Vinted logo - <https://images.app.goo.gl/7xncnPt7dLkyS1Nm7>
- Working from home image - <https://images.app.goo.gl/yqVToooJ5UHDs5jP8>
- Recycling logo - <https://images.app.goo.gl/6Q21NVH7Zjds6ers7>

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How do traditional businesses benefit (part 2)

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Who really wins?

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- Taxi image - <https://images.app.goo.gl/PARzRTPZSew6SRh8>
- Uber logo - <https://images.app.goo.gl/pXdPkhhv4VPNNGA49>
- Uber meme - <https://images.app.goo.gl/P5RP72fBDJ193Zin6>