

Sharing Updated Economy

@josanku

 opennet





SONY



18

17

10

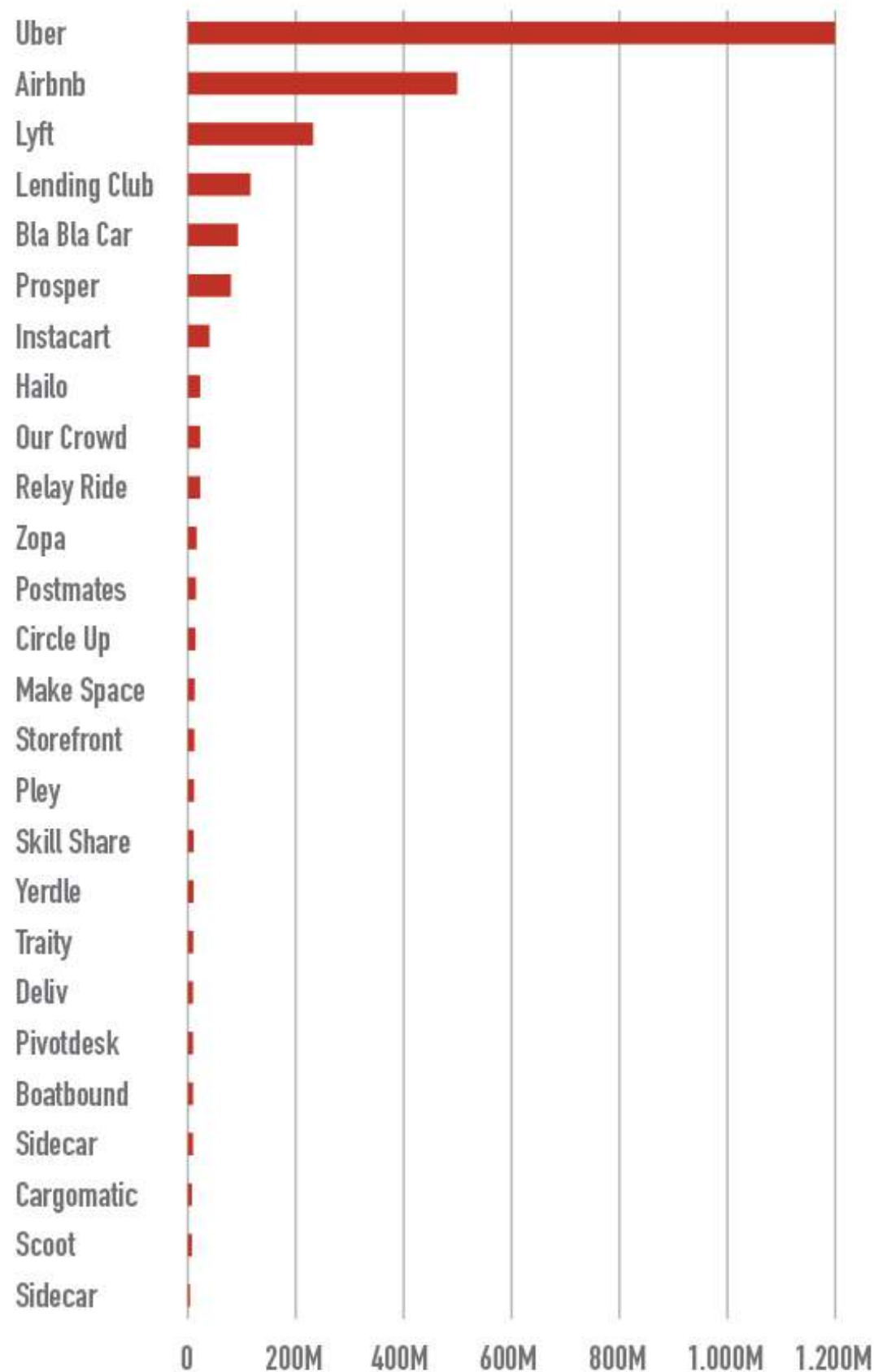
11

9.6



HYATT®

COLLABORATIVE ECONOMY FUNDING IN 2014



Investments by July 3, 2014: 24
Average: **\$102.6 million**
or \$52.6 million (excluding Uber).
\$29 million in 2013

Total Amount of Funding in last
seven months: **\$2.46 billion**

Data: Startups that have raised over \$1m, with public record of funding amount, from Jan 1, 2014 to July 3rd, 2014.



<http://www.web-strategist.com/blog/2014/07/03/collaborative-economy-is-heavily-funded/>

Exponential Growth

Etsy



crowdfunding



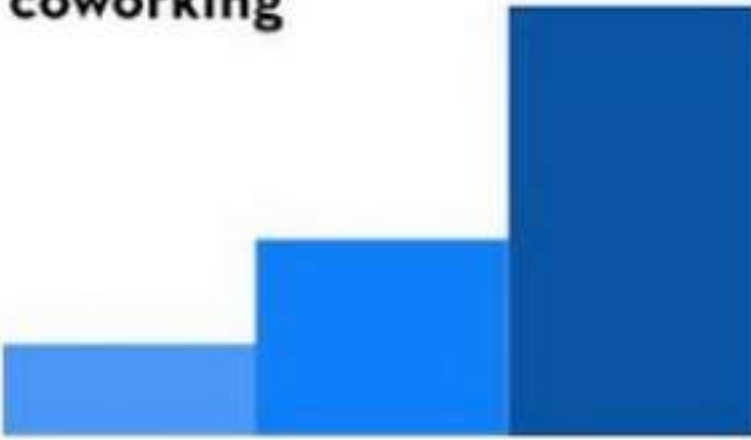
airbnb



zipcar



coworking



KICKSTARTER



bla bla Car



fon



couchsurfing





A landscape photograph showing a sunset or sunrise. The sky is a gradient of dark blue at the top to a bright orange and yellow near the horizon. The foreground is dark and silhouetted, showing the outlines of trees and bushes. The word "definition" is written in white, lowercase letters in the bottom right corner.

definition



Sharing Economy

시민 주도형 경제활동 및 사회현상이다.

일상 생활에 필요한 공간, 기능, 물건, 돈 및 인적자원을 공유 대상으로 한다.

제조, 소비, 금융, 학습 등 생활 방식에 엄청난 변혁을 일으키고 있다.

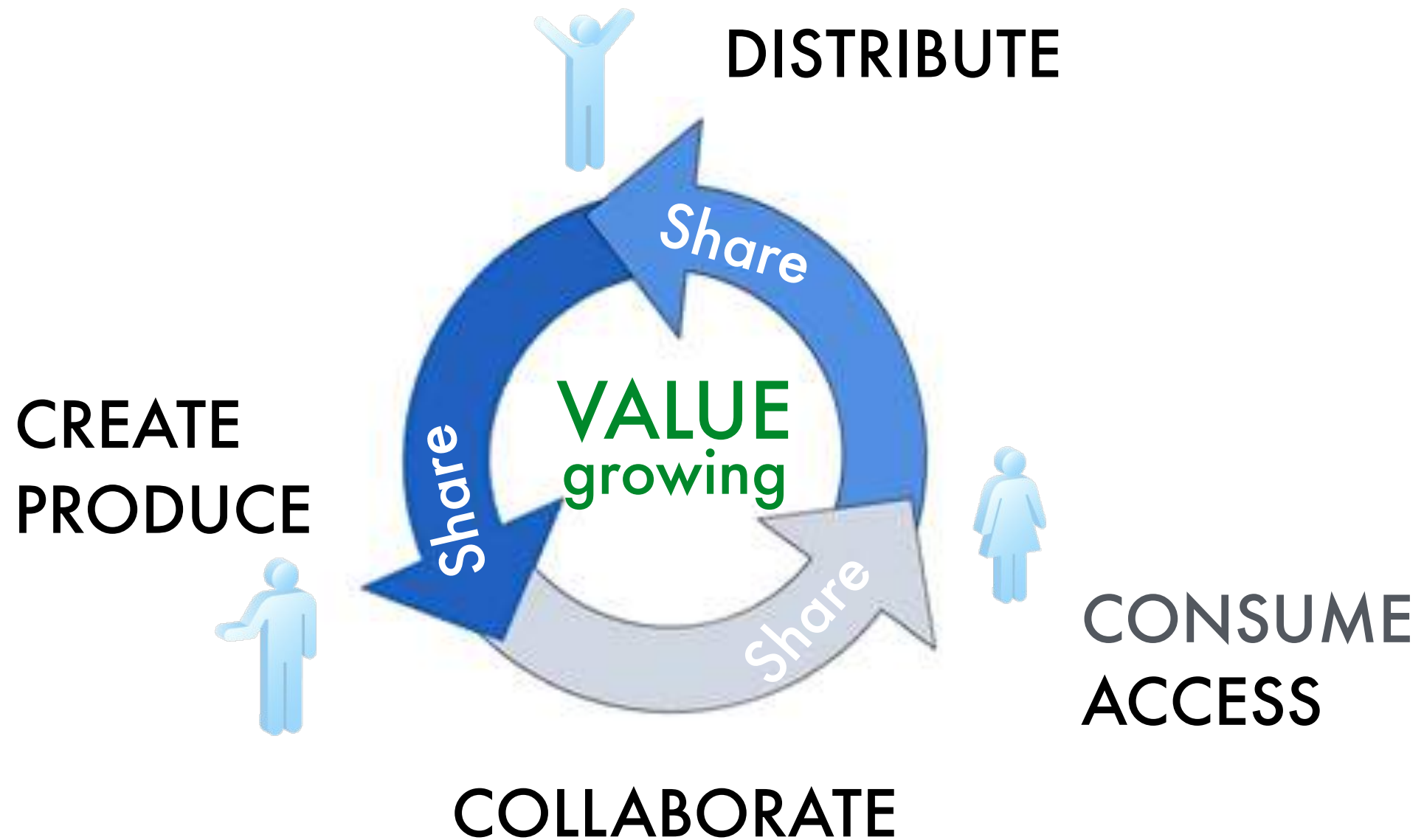
"A socio-economic system built around the sharing of human and physical assets.

It includes the shared creation, production, distribution, trade and consumption of goods and services by different people and organizations."



Decmocratization of Economy

Of/By/For the People Empowered & Networked



Economy2.0, People Economy, Democratization of Economy, Distributed Economy, Collaborative Economy(Jeremiah), Collaborative Consumption(Rachael), Access Economy, Circular Economy, p2p Economy, Peer Economy, Experience Economy, Shareconomy(Neal), Sharenomy(SanKu)

web2.0
Bits

participate
share
open

power to
the people

Mobile Internet
Technologies

o2O

Atoms, Space, Time, Money, Skill, Experience

Economy
2.0

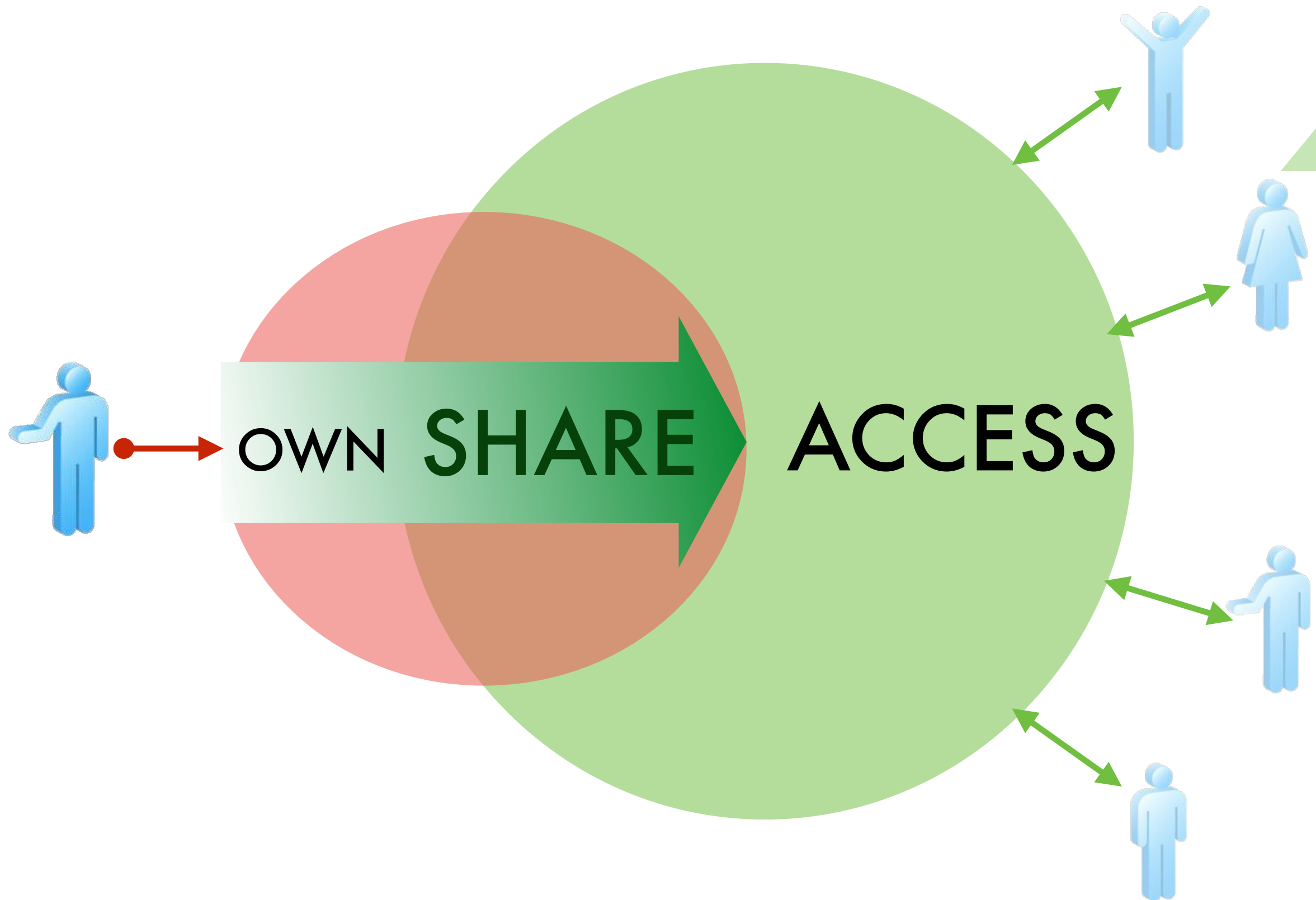
Sharing Economy

Education
2.0

LIFE 2.0

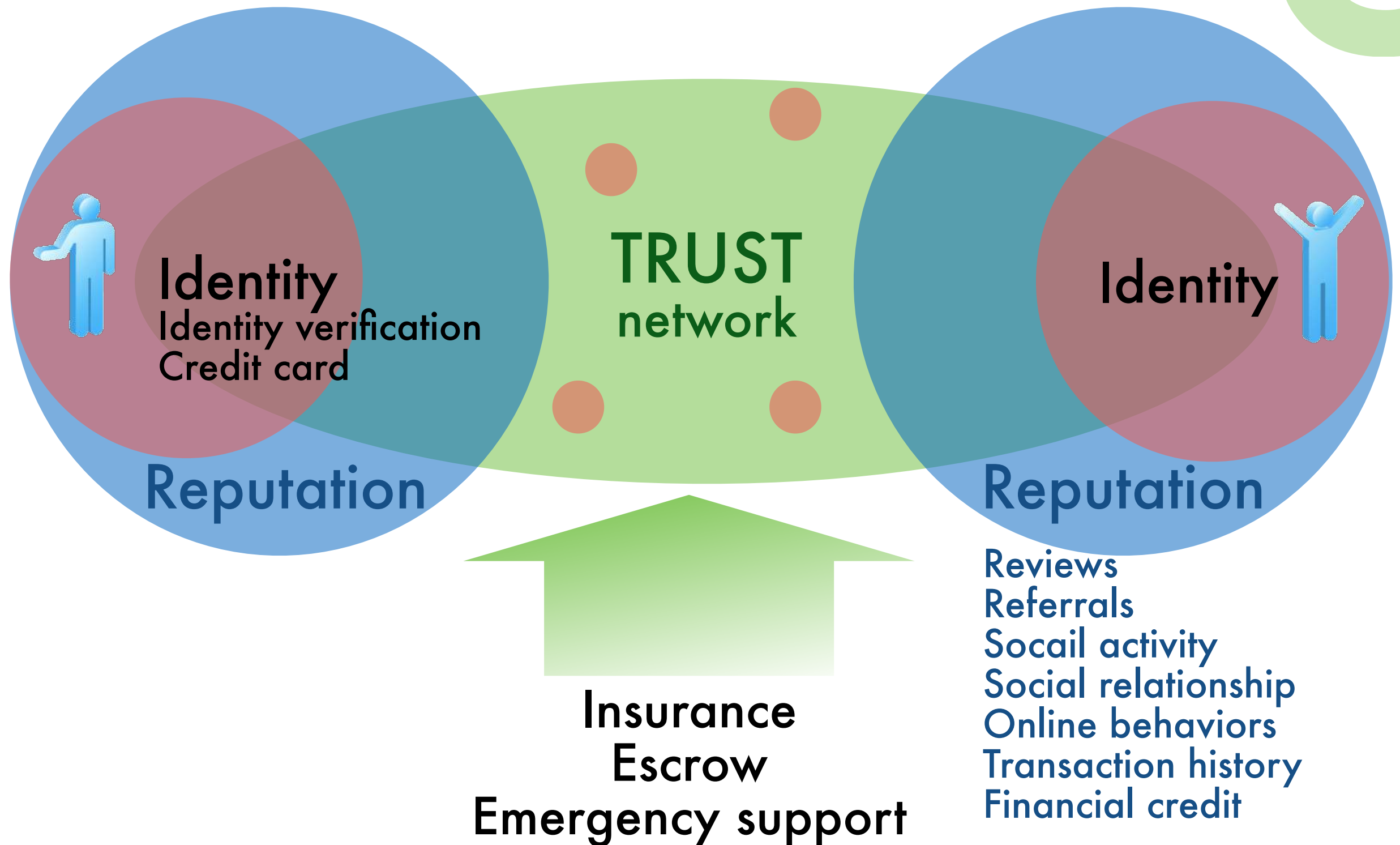
Manufacturing
2.0

Ownership to Shared Access



Regulation to Trust

3



Value Shift

4





drivers

Money



Value



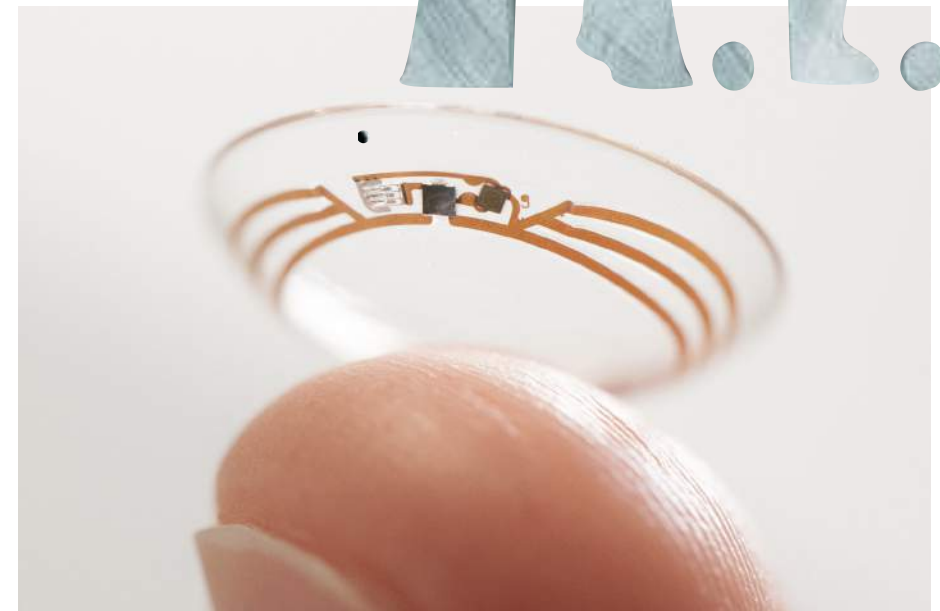
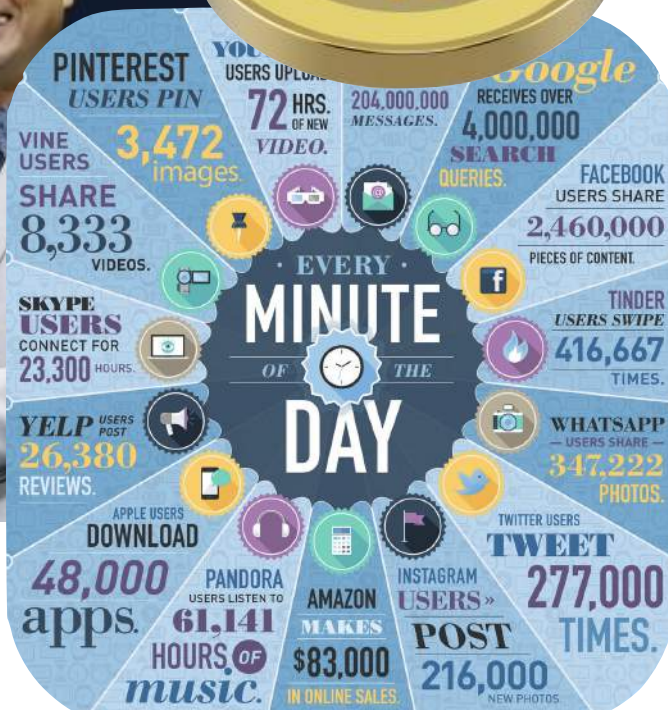
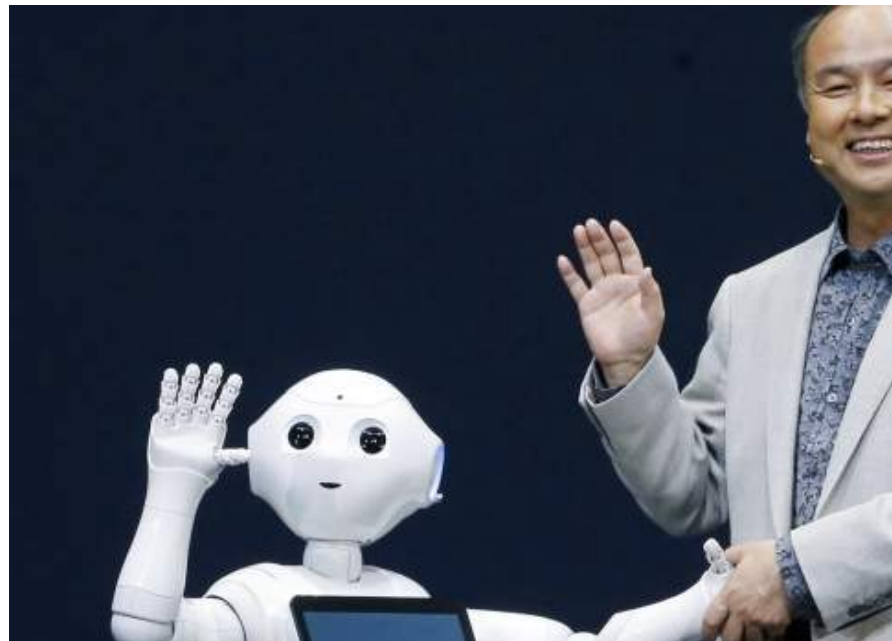
Y

Tech



People

Technology Rules the World





Invisible

Internet

People Empowered & Connected

Company, Factory, College, Bank, Generator

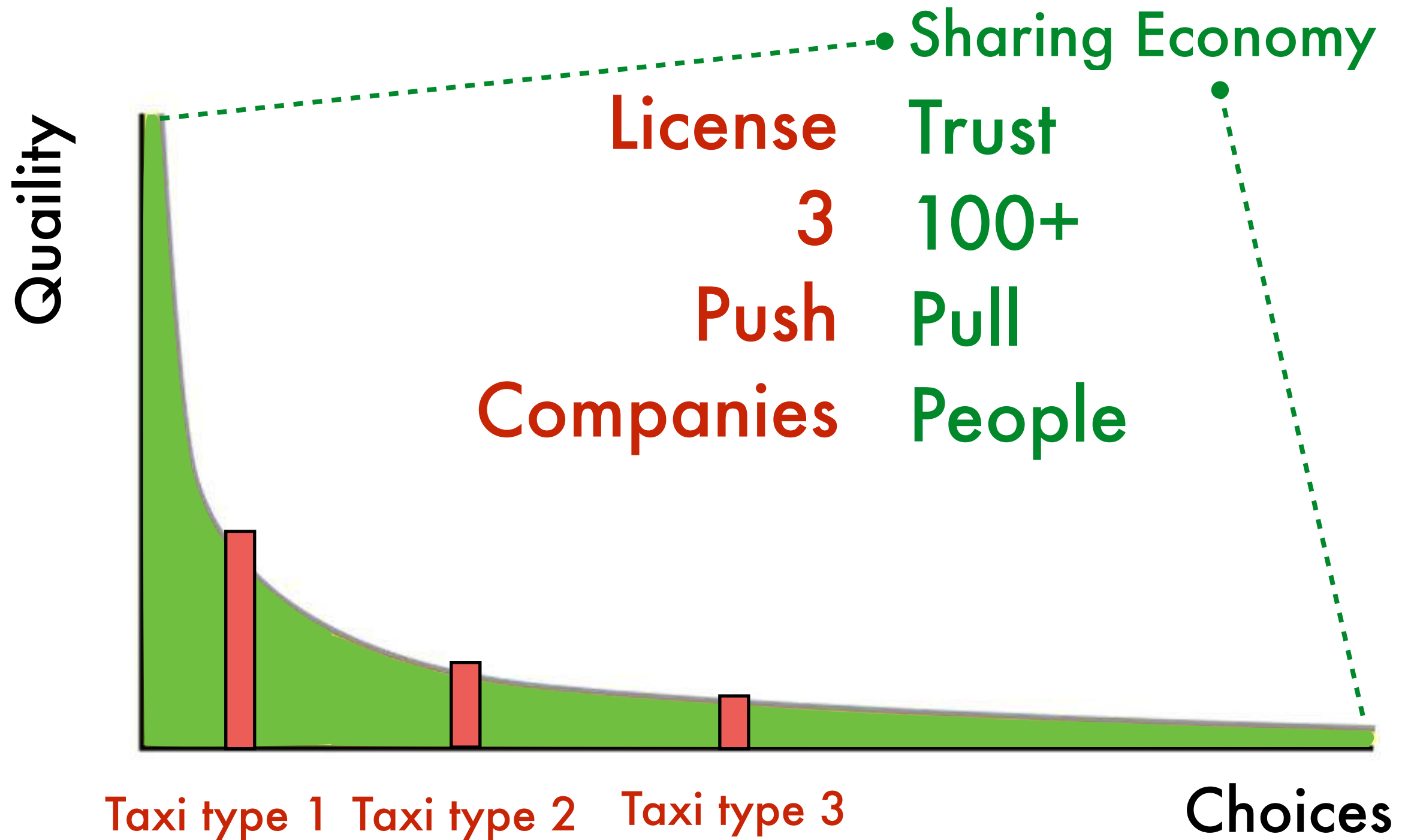




Y generation

Variety of Choices

Based on Trust between People



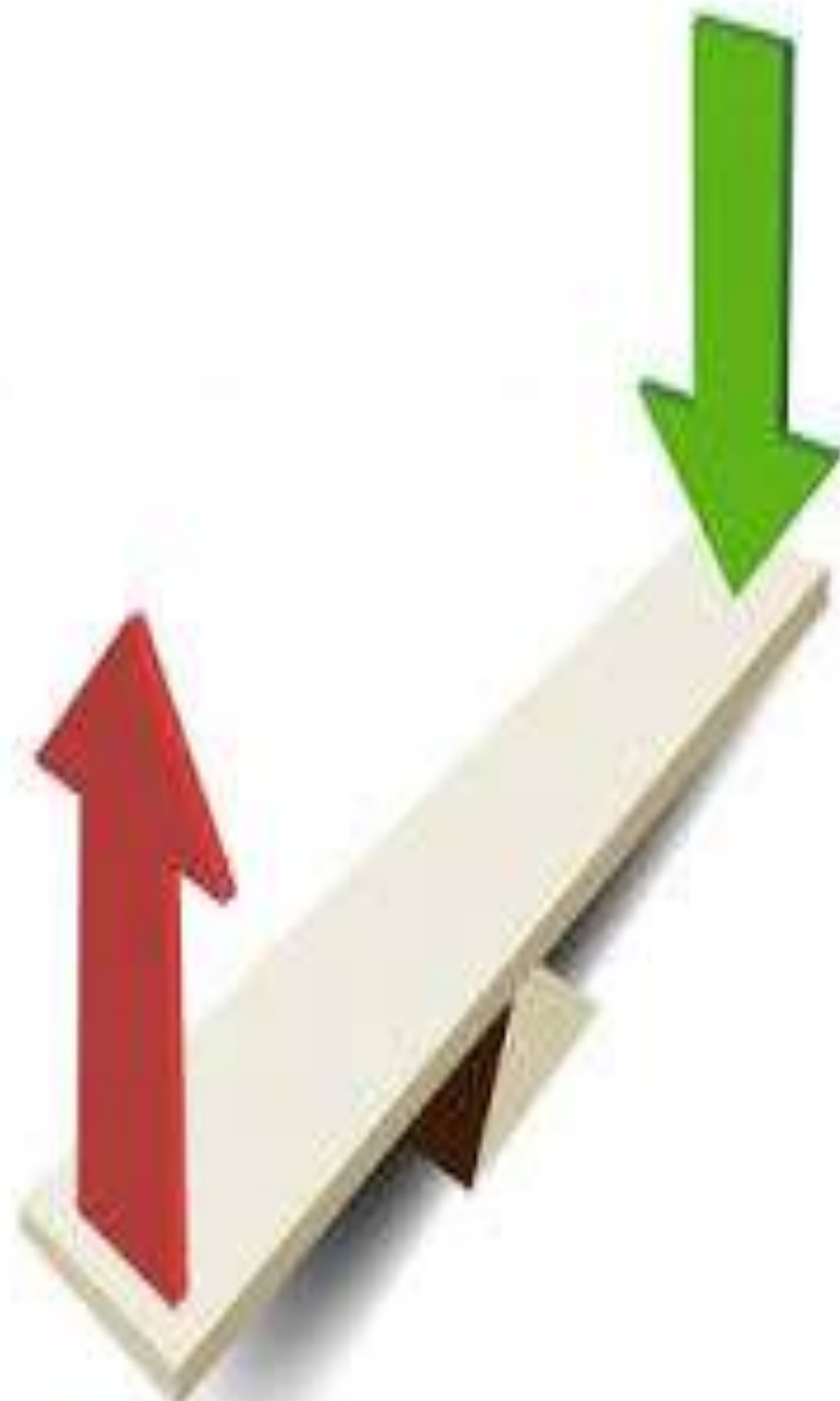


Asset-light Lifestyle

LaaS: Life as a Service

Cloude Lifestyle





1%

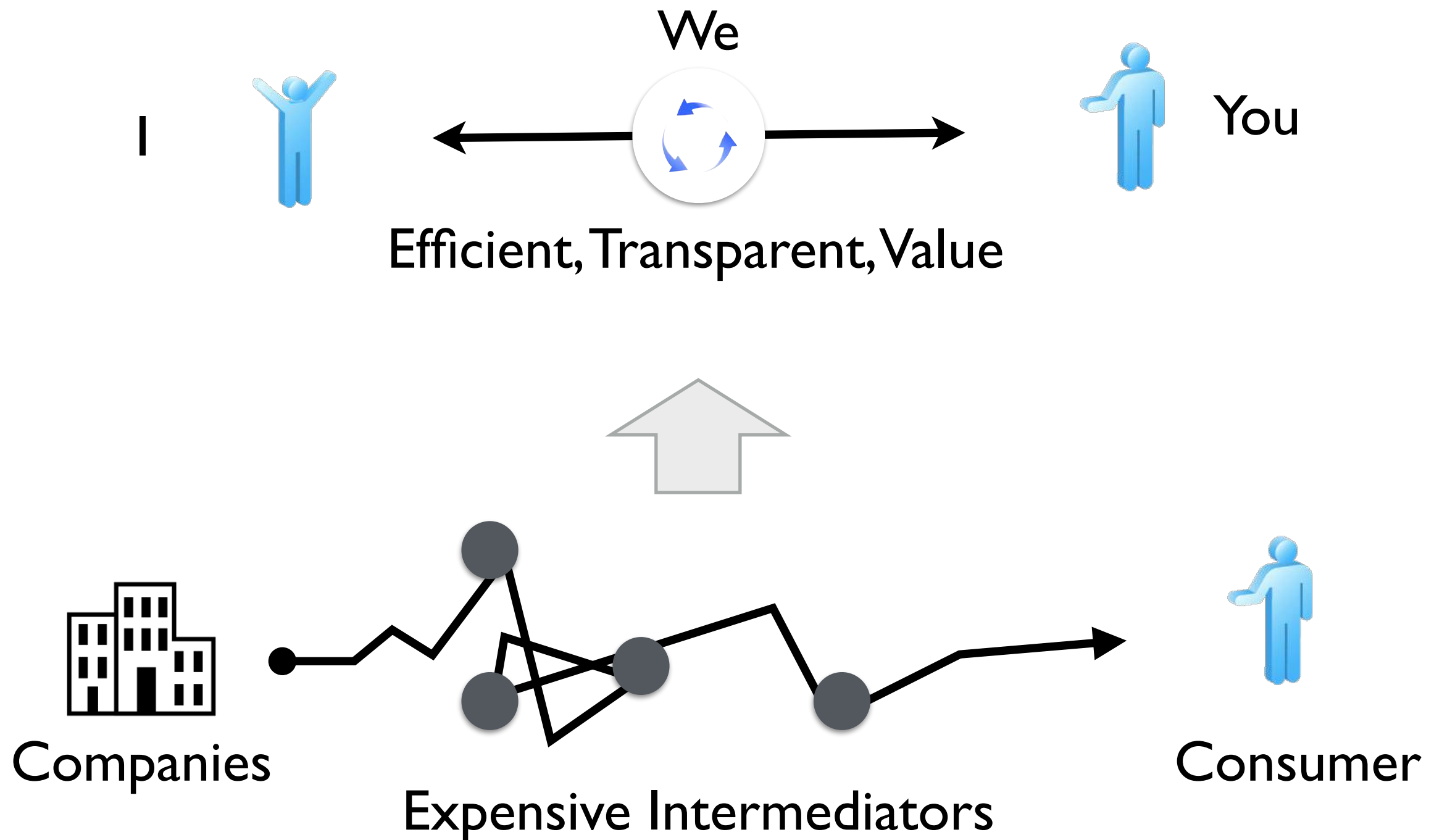
Capitalism



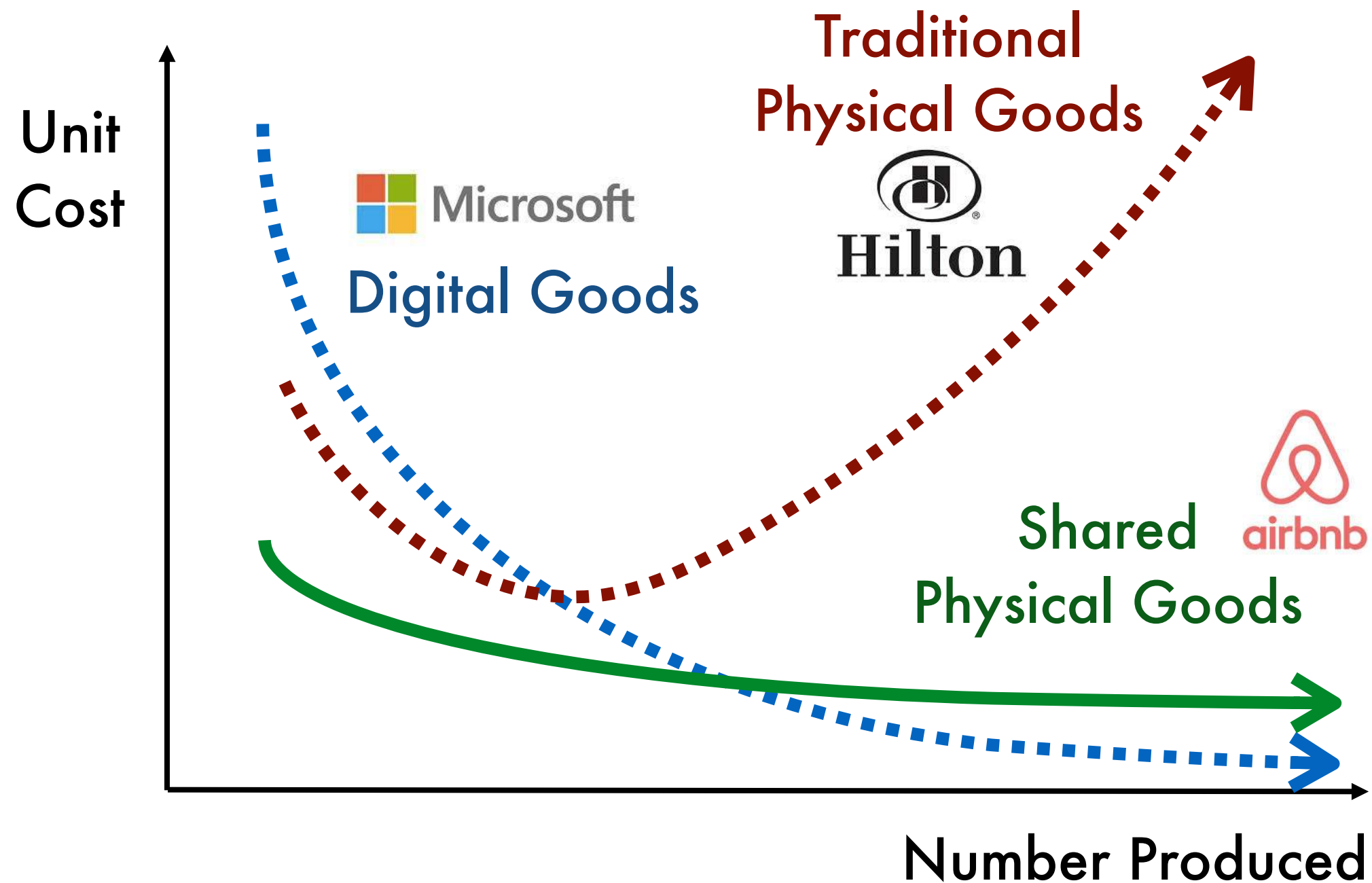
Sharing
Economy

Flat Trusted Network

From Hierarchical Market

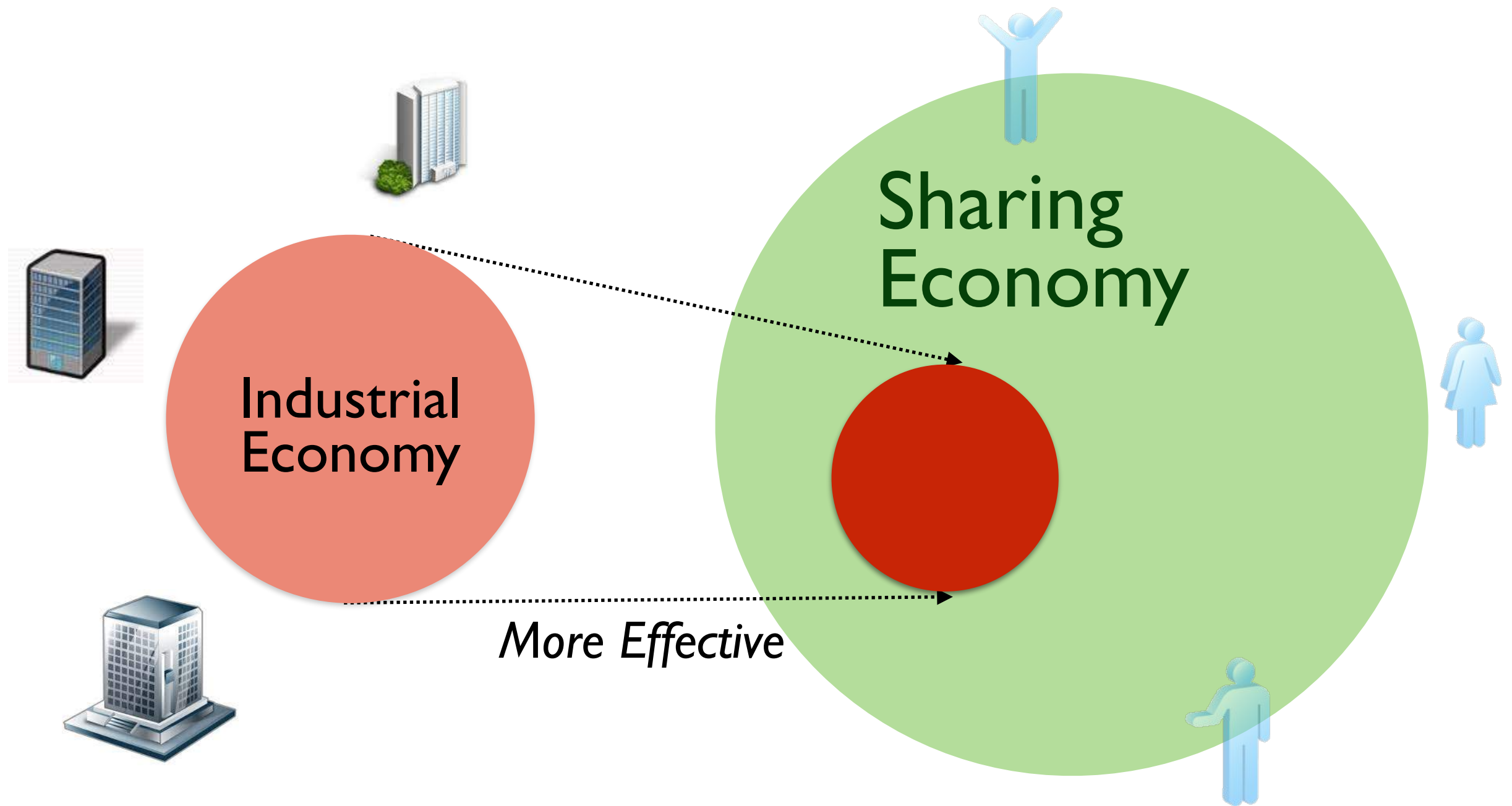


Near Zero Marginal Cost



Boost Economy

More Efficient and Sustainable

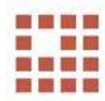




U B E R



airbnb



LendingClub

disrupted

Car, Taxi
Hotel
University
Bank
Factory
Restaurant
Telco
Government

Transformation to **Sharing Economy**

Me

Individual Ownership

Global

Centralized, 1%

Competition

Company

Advertising

Money, Capital

Consumer

Credit, Regulation

We

Shared Access

Local

Distributed, 99%

Collaboration

People

Community

+ Value

+ Micro Entrepreneur

Reputation, Trust



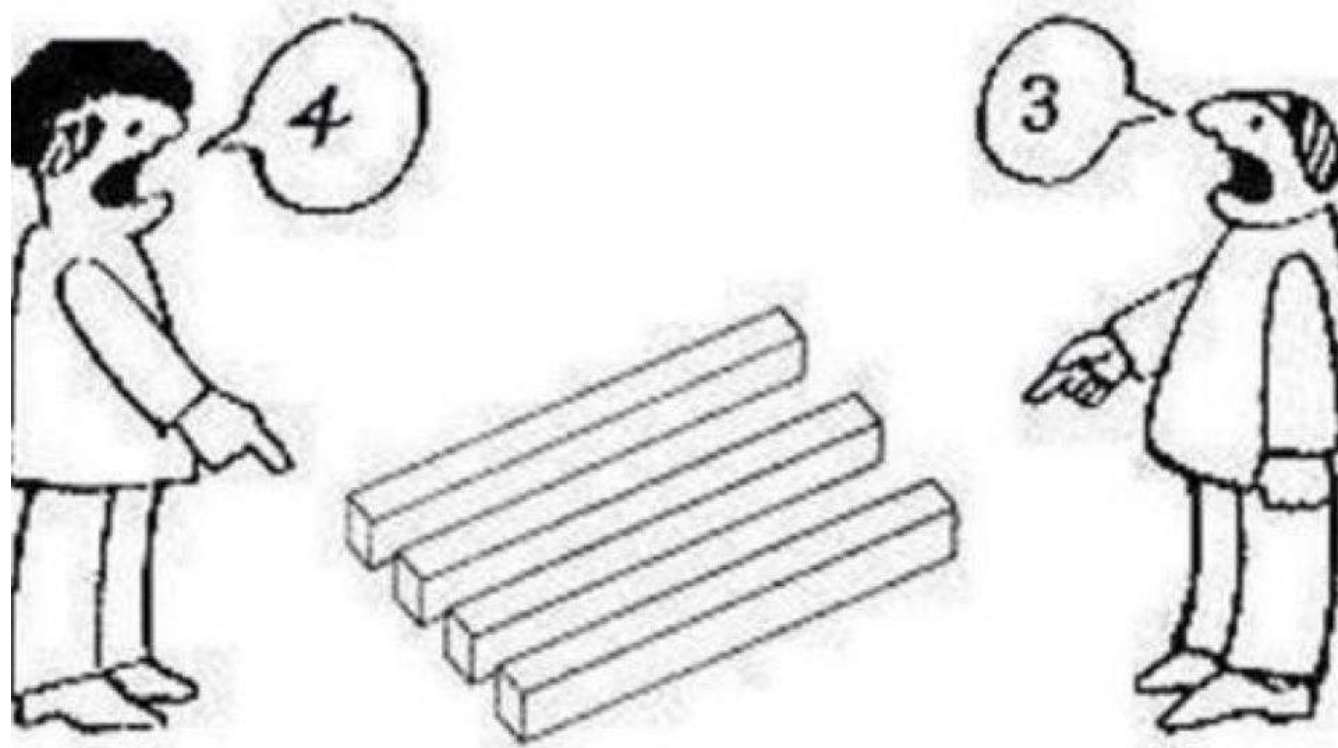
issues

<http://www.economist.com/news/technology-quarterly/21572914-collaborative-consumption-technology-makes-it-easier-people-rent-items>

Speed Bump, Serious

Regulation, Tax, Incumbency, Privacy, Trust





Red Flag Act

Locomotives on Highways Act, 1865, Britain



The act stipulated that all mechanically powered road vehicles must :

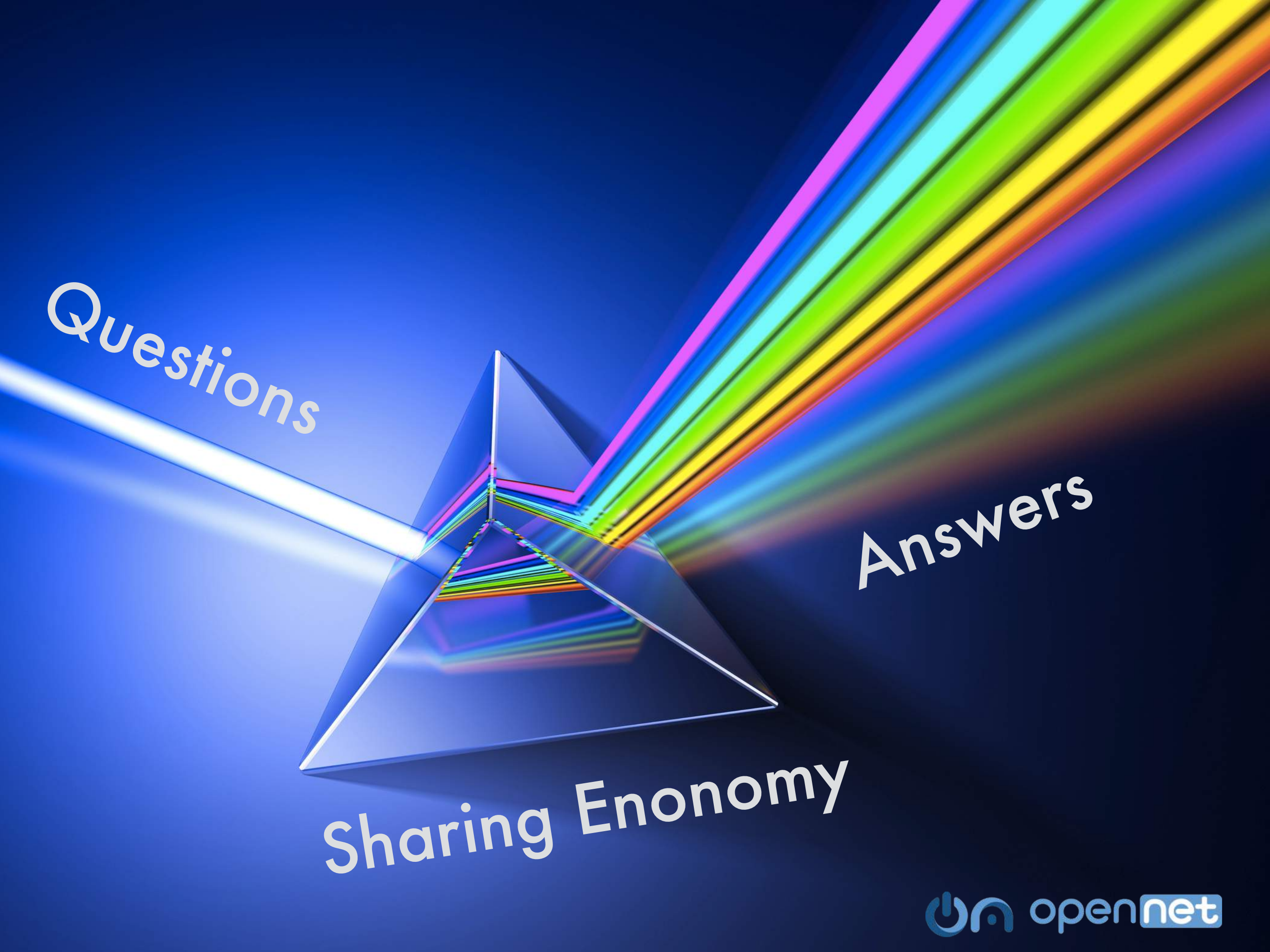
1. Have three drivers.
2. Not exceed 4 mph (6.4 kph) on the open road and 2 mph (3.2 kph) in towns.
3. Be preceded by a man on foot waving a red flag to warn the public.



local economy
community
jobs
green
trust & security
welfare
innovation

magic





Questions

Answers

Sharing Economy