



THE COLLABORATIVE REVOLUTION:

FROM MOBILITY TO CONSUMPTION AND
BEYOND

Lauren Anderson

 @l__anderson #collcons







CARPools

3 OR MORE

NO TOLL

6:00 AM TO 10:00 AM

zipcars

live in your neighborhood

For work or play



Reserve online • Walk a block • Drive! • Gas & Insurance included

.....
Drive a car ... without owning one. From \$8.50/hr.
Find yours @ zipcar.com or call 866.4.zipcar



ZIPCAR TIMELINE

Founded
\$75,000 investment
250 members

2000

Raises \$4.7 million
2,500 members

2002

Raises
\$10 million

2005

Raises \$25 million

2006

210,000
members

2008

Buys Flexicar, becomes world's
largest car sharing service

2009

Buys Streetcar for \$50 million
to expand London Operations

2010

IPO (\$1.2 billion valuation)
515,000 members

2011

767,000
members

2012

Acquired by Avis
for \$500 million

2013

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

2012

2013





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Connecting drivers with people looking for a ride

An illustration of a blue car with three passengers (a woman, an older man, and a younger man) driving on a green hill. In the background, there are stylized buildings and trees. The car has the BlaBlaCar logo on its front.

Find a ride
Choose from 822,234 fabulous drivers in Europe

CONSUMER BENEFIT

Provides people with more convenience and choice.



Easy to access what we want when we want it.



COLLABORATIVE CONSUMPTION

The reinvention of traditional market behaviors — renting, lending, swapping, bartering, gifting — through technology, taking place in ways and on a scale never possible before.

A GLOBAL MOVEMENT. A NEW ECONOMY.

"These companies
are part of a second
Internet revolution.

— Steve Case

VENTURE
INVESTMENT



EVENTS



BIG BRAND
INNOVATION



SHARING
CITIES



START-UPS



LOCAL COMMUNITY
GROUPS

Car sharing 🚗 bike sharing 🚲 social lending 💵 errand networks 🐦
space rental 🏠 co-working 📁 skill sharing 🔧 dog sharing 🐕 p2p travel ✈️
time banking ⌚ ride sharing 🚗 solar power 🔌 toy rental 🎾 textbook rental 📖 art rental 🎨
fashion rental 👠 p2p travel ✈️ online rental 📺 neighborhood rental 🏠 big marketplaces 🌐
gift exchanges 🎁 used electronics 📺 book swaps 📖 baby goods and toys swaps 👶 clothing swaps 👕 games 🎮
neighborhood marketplaces 🏠 co-working spaces 📺 social lending 💵 garden sharing 🌿 p2p travel ✈️ bartering 🤝
crowd funding 👥 garden sharing 🍏 skill sharing 🔧 shared storage 📺 p2p parking marketplaces 🅑 neighborhood marketplaces 🏠
errand & task networks 🐦 experience marketplaces 📺 social food networks 🍏 storage networks 📺 time banking ⌚ local exchange trading schemes 📈 movies 🎬
bike sharing 🚲 social lending 💵 p2p travel ✈️ space rental 🏠 co-working 📁 skill sharing 🔧 dog sharing 🐕 p2pcar sharing 🚗 bike sharing 🚲 ride sharing 🚗
solar power 🔌 toy rental 🎾 textbook rental 📖 art rental 🎨 fashion rental 👠 movies 🎬 general online rental 📺 neighborhood rental 🏠 big marketplaces 🌐 free/gift exchanges 🎁 used electronics 📺
baby goods and toys swaps 👶 clothing swaps 👕 books 📖 games 🎮 neighborhood marketplaces 🏠 co-working spaces 📺 social lending 💵 social currencies 📈 peer-to-peer travel ✈️ bartering 🤝 crowd funding 👥 garden sharing 🍏
fashion rental 👠 p2p travel ✈️ online rental 📺 neighborhood rental 🏠 big marketplaces 🌐 gift exchanges 🎁 used electronics 📺 book swaps 📖 baby goods and toys swaps 👶 clothing swaps 👕 games 🎮 neighborhood marketplaces 🏠 co-working spaces 📺 social lending 💵 garden sharing 🌿 p2p travel ✈️ bartering 🤝 crowd funding 👥 book swaps 📖

ACCESS

OVER

OWNERSHIP

WHAT DOES IT MEAN TO
OWN SOMETHING IN THE
DIGITAL AGE?

MUSIC



PHYSICAL
OWNERSHIP



ON-DEMAND
ACCESS

VIDEO



PHYSICAL
OWNERSHIP



ON-DEMAND
ACCESS

BOOKS

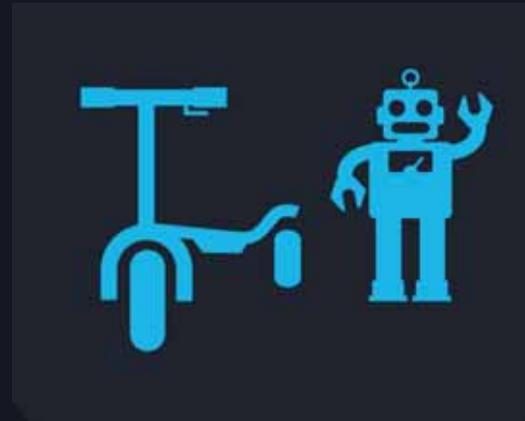


PHYSICAL
OWNERSHIP



ON-DEMAND
ACCESS

IDLING CAPACITY:



RENT THE RUNWAY

PRO
FREE SHIPPING + INSURANCE
[What's this?](#)

[Our Runway](#) [What's New](#) [Dresses](#) [Accessories](#) [Occasions](#) [Designers](#) [Stores](#)

OUR RUNWAY

[How it works](#) [My moments](#)

We found 37471 moments

Sort by: **Featured** [Newest](#) [Most Loved Looks](#)



BIBHU MOHAPATRA
Avalanche Dress



ML MONIQUE LHUILLIER
Glass Slipper Gown



THEIA
Heaven On Earth Gown



BADGLEY MISCHKA
Faye Chiffon Gown

FIND WOMEN
like me

Height ▾

Bust ▾

Usual Size ▾

Age ▾

OFF

FILTER

[clear filters](#)

FAVORITES

RENT THE RUNWAY

FREE SHIPPING + **PRO** INSURANCE
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RENT THE RUNWAY +  Go Further

Test-Drive Style

THE 2014 FORD FUSION



USAGE: COST EQUATION

35%

Typical utilization of an assigned desk or office.



13K

Average cost of an assigned office or desk.

1.2 BILLION
PEOPLE ARE
MOBILE
WORKERS

Where would you like to meet?

This Week

Search



MEETING ROOMS IN A MINUTE

- ✓ Choose the time, quality, and price you want
(Sunlight, please?)
- ✓ Book in minutes with your credit card
(Easier than buying a lava lamp.)
- ✓ Experience professional venues, ready for you
(Have your best meeting ever!)

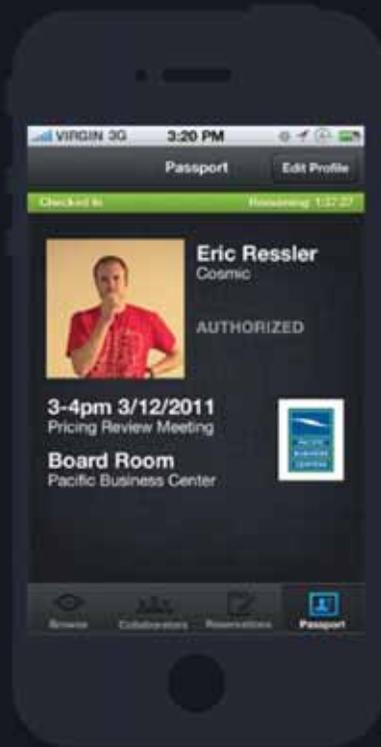
BROWSE >

OVER
1,500
WORKSPACES
NATIONWIDE



TAKE A LOOK AT HOW IT WORKS. WATCH OUR VIDEO >

LIQUIDSPACE™



1. Check in, enter date, meeting, and type of meeting room required



2. Shows you all locations available



3. Review and select



4. Book it, pay, and check in



KEY TAKEAWAY:

THE CONCEPTS OF OWNERSHIP
AND ACCESS ARE BEING
TRANSFORMED.

How will this change how people view
and manage their assets? Which organisations will be
threatened by these new access-based platforms? How
can existing companies tap into this idea to add value?



AIRBNB

NIGHTS BOOKED

The idea for Airbnb is born

SEPT 2007

airbnb.com launches

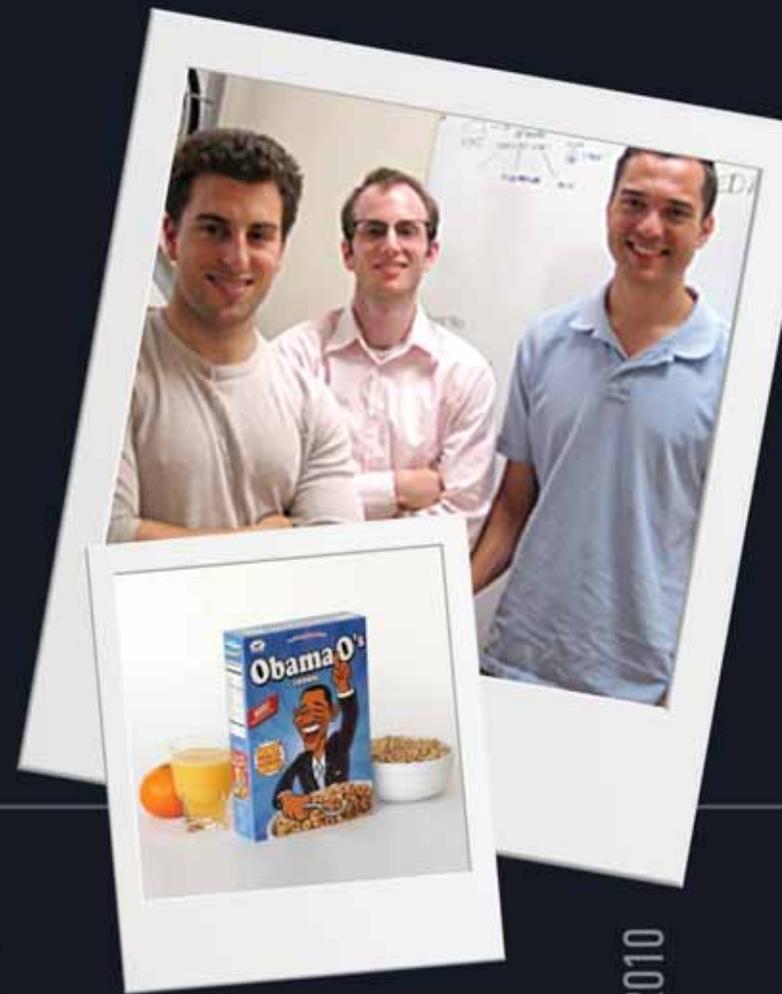
AUG 2008

2007

2008

2009

2010





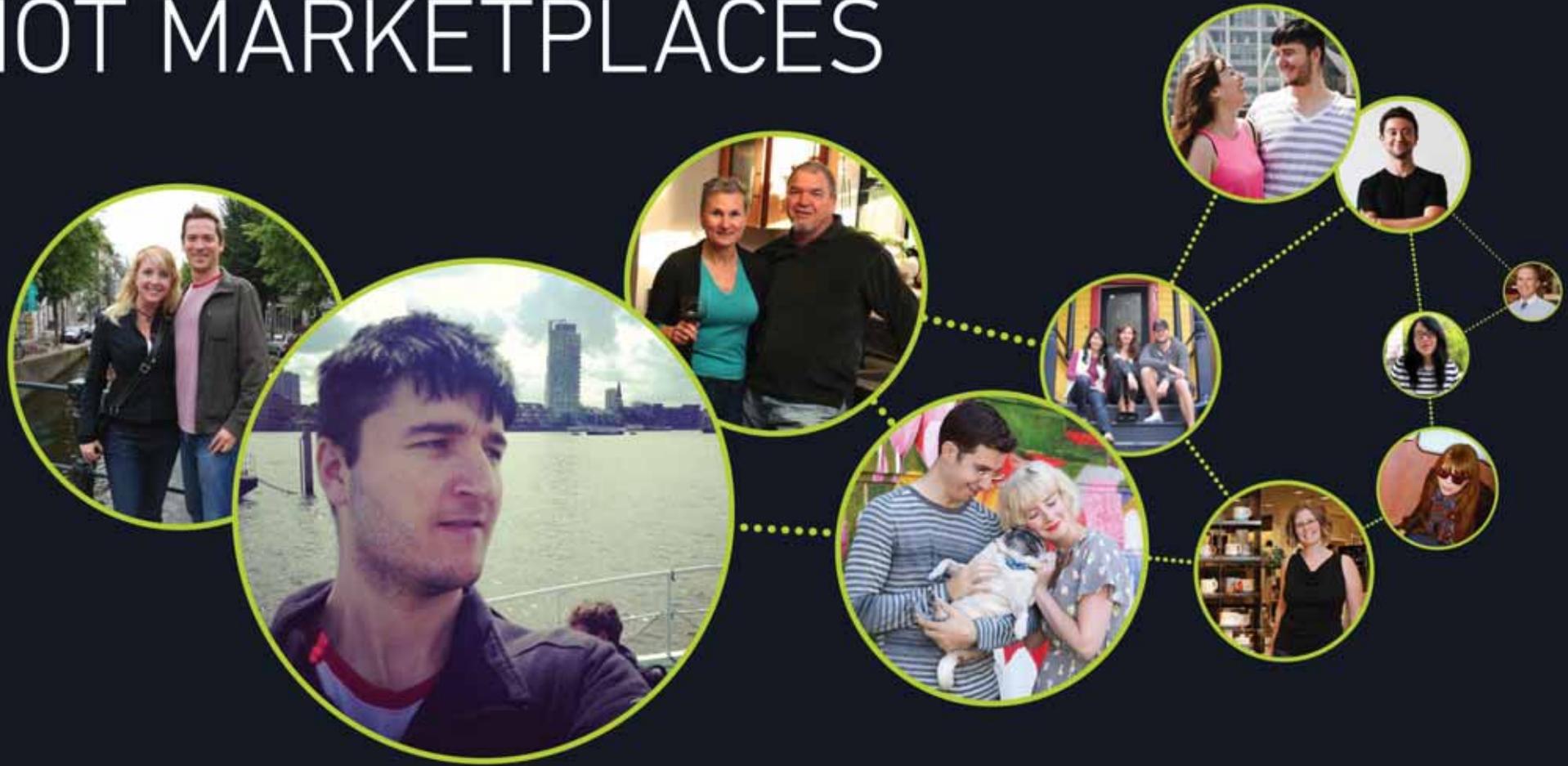
A screenshot of the Airbnb website is shown on a computer monitor. The website features a search bar at the top with the text "Where are you going?", a navigation menu with "BROWSE", "SIGN UP", "LOG IN", "HELP", and "LIST YOUR SPACE", and a main heading "Find a place to stay." with the subtext "Rent from people in 34,382 cities and 192 countries." Below this is a search bar with fields for "Where do you want to go?", "Check in", "Check out", "1 Guest", and a "Search" button. The background of the website is a photograph of a modern living room with a black lounge chair, a white armchair, a glass coffee table, and a wooden floor.

OBSERVE, LISTEN, ADAPT



BRIAN CHESKY, AIRBNB CEO LIVING WITH HOSTS.

BUILDING **COMMUNITIES**, NOT MARKETPLACES



TRUST

BETWEEN

STRANGERS







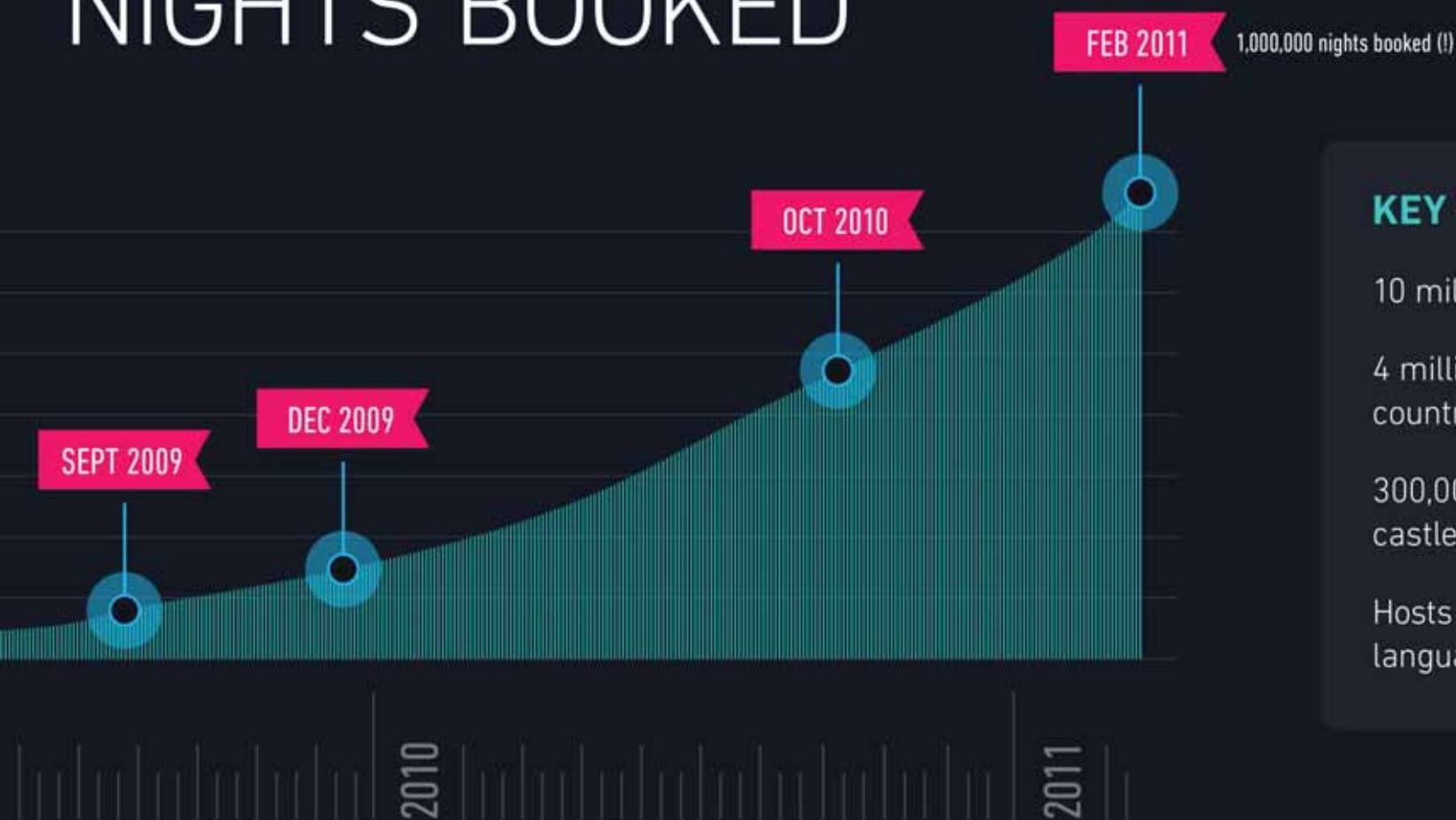
CREATING

UNIQUE

EXPERIENCES

AIRBNB

NIGHTS BOOKED



KEY 2012 FACTS:

10 million nights booked

4 million total guests from 150 countries (3 million in 2012 alone)

300,000 listings (including 500 castles and 200 tree houses)

Hosts and guests spoke 32 different languages with each other

UNDERLYING VALUES



COLLABORATION



EMPOWERMENT



OPENNESS



HUMANNESS

KEY TAKEAWAY: PEOPLE ARE AT THE HEART OF THIS NEW ECONOMY.

How can you empower people to tap into their unique skills and assets to build a new kind of social capital?



DISTRIBUTED POWER

STARTED WITH MEDIA



FINANCIAL DISRUPTION

PAYMENTS

stripe

 Square

PayPal™

WAVE 1

PERSONAL LENDING

KICKSTARTER

 LendingClub

zopa

WAVE 2

CURRENCIES

 TransferWise

 **bitcoin**

 Linden Dollars

WAVE 3

NEXT...

INSURANCE

SUPER

FINANCING

WAVE 4

PEER-TO-PEER LENDING



GROWTH

Global P2P Loans in 2012 estimated to > \$2 Billion USD



MARKET SIZE

Doubling year on year
Expected to reach \$16 billion by 2015



FACT

Default rate is <0.9%
8.1% Average rate of saving interest on a loan (3-year fix)

KEY BENEFITS

- Fast online approval process
- Lower interest rates for borrowers
- Higher saving rates for lenders
- Makes banking **human** again



“PEER-TO-PEER LENDERS LIKE
ZOPA AND FUNDING CIRCLE
COULD IN TIME **REPLACE HIGH**
STREET BANKS.”

Andy Haldane
Executive Director, Bank of England
March 2012

DISTRIBUTED POWER CHANGES

THE ROLE WE CAN PLAY IN OUR ECONOMY & SOCIETY

20th Century

Industrial Economy

PASSIVE CONSUMERS



21st Century

Collaborative Economy

CREATORS

COLLABORATORS

FINANCIERS

PRODUCERS

PROVIDERS

KEY TAKEAWAY:

POWER IS BEING SHIFTED FROM
CENTRALISED ORGANISATIONS
TO PEER-DRIVEN AND
DISTRIBUTED MARKETPLACES.

Where are the weaknesses in your organisation?
How can technology be used to overcome and
engage a new kind of empowered consumer?



THREE MACRO TRENDS

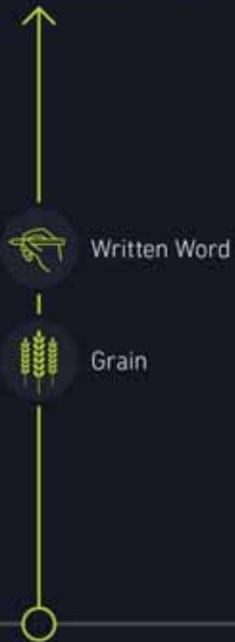
1. ACCESS OVER OWNERSHIP

2. HUMAN CONNECTION

3. DISTRIBUTED POWER

GREAT TECHNOLOGICAL REVOLUTIONS

AGRICULTURAL REVOLUTION



8000 BC

1ST INDUSTRIAL REVOLUTION



1763

2ND INDUSTRIAL REVOLUTION



1876

COLLABORATIVE REVOLUTION



2010...

THE COLLABORATIVE REVOLUTION

1. DESIGN FOR SHARING

2. COLLABORATIVE INFRASTRUCTURE

3. NETWORKS FOR COLLABORATION

AUTOMOTIVE THAT HAVE ENTERED THE CAR SHARING SPACE

CAR SHARING PARTNERSHIPS



MOBILITY SERVICE NEEDS



BOOKING



KEY-LESS
ENTRY



PAYMENTS

How are my tyres?

Do I need a motor
oil change?



TRACKING
VEHICLES



VEHICLE STATUS
UPDATES

THE COLLABORATIVE REVOLUTION

1. DESIGN FOR SHARING

2. COLLABORATIVE INFRASTRUCTURE

3. NETWORKS FOR COLLABORATION



Buscar coches

Regístrate Gratis

Entrar

0 Ver vehículos en mi carrito 

Qué es SOCIAL CAR

Cómo funciona

Tengo un vehículo

Necesito un vehículo

Nuestro seguro, TU seguridad

Cómo funciona

- ▶ Paso a paso
- ▶ Preguntas Frecuentes - Conductores
- ▶ Preguntas Frecuentes - Propietarios
- ▶ Nuestro seguro, TU seguridad
- ▶ Términos y condiciones

¡Para ti, el seguro que permite alquilar tu coche!

Es **necesario** que un coche utilizado bajo la modalidad de alquiler tenga el seguro adecuado para ese uso. Por ello, **SocialCar** dispone, para ti, de un seguro especial que permite alquilar tu coche a cualquier conductor registrado. Siempre estar protegido al 100%, tanto en tus trayectos particulares como en los que se efectúen bajo la modalidad de alquiler.

Este seguro es un seguro competitivo que ofrece las modalidades "a todo riesgo con franquicia" o "a terceros", según cuál sea tu interés.

Coberturas

Terceros

A todo riesgo



¿Te ayudamos? E

California Regulator Passes First Ridesharing Big Win For Lyft, SideCar, And Uber

Posted Sep 19, 2013 by [Anthony Ha \(@anthonyha\)](#)

28 Like 0 Tweet 411 Share 0



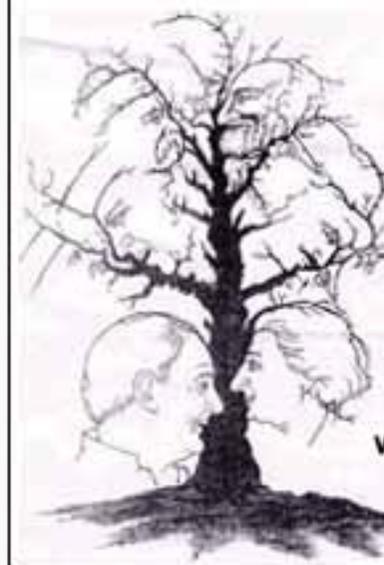
The California Public Utilities Commission has unanimously approved new regulations around ridesharing services such as Lyft, SideCar and UberX (as initially noted in a number of [reports](#) on [Twitter](#)).

The CPUC proposed the rules back in July, offering a legal framework for ridesharing services to operate throughout the state. As

we reported then, [most of the regulations revolved around public safety](#), as well as ensuring that drivers have had background checks and are covered by insurance in the

ADVERTISEMENT

IQ Test: How



UP NEXT

THE COLLABORATIVE REVOLUTION

1. DESIGN FOR SHARING

2. COLLABORATIVE INFRASTRUCTURE

3. NETWORKS FOR COLLABORATION

Die moovel GmbH steht für moderne Mobilität.



Für die größtmögliche Flexibilität verbindet Qixxit Smartphone, Tablet, Laptop und stationären Rechner zu einem großen Ganzen. Damit kannst du deine Reisen überall planen, geplante Verbindungen auf allen Geräten jederzeit abrufen und gelangst schnell und zufrieden zu deinem Ziel.

Qixxit ist ein ganzes Ökosystem, das Zuhause, Arbeit und Unterwegs miteinander verknüpft.

Mit unseren in-
bieten wir unse
Hand an. Unse
GmbH, hervorg
hundertprozen
Daimler Finan



LOCATION PARTAGE

En agence A un parti

Reservez votre véhicule

Agence de départ

Ville, code postal, aéroport ou

Date de départ

23/04/2014 12h00

Retour dans une agence d

Date de retour

25/04/2014 12h00

RECHERCHE

“CHANGE IS GOOD;
CHANGE
WITH SCALE
IS EVEN BETTER.”

Beth Comstock
CMO, GE



THANKS

 @l__anderson #collcons

Research: collaborativeconsumption.com

Advisory Lab: thecollaborativelab.com