

CROWD™ COMPANIES

The Collaborative Economy

July 2015| Jeremiah Owyang | Founder



Ten-year-old Etsy has 19 million active shoppers, doesn't own a single factory, warehouse, or showroom, had an IPO for $3.3B



Eight-year-old Lending Club has issued over $7B in P2P loans, doesn't own a single bank, branch or ATM and is valued at $7B



Seven-year-old Airbnb has over 23 million guests, doesn't own a single bed, bath, or bar, and is valued at $20B



Six-year-old Uber had 140M rides in 2014, doesn't own a single taxi, cab, or towncar and is valued at $40B



In the next 10 years, PwC predicts the Collaborative Economy will grow from $15B Revenue to $335B Revenue

Data compiled on April 2015, by @jowyang, learn more at CrowdCompanies.com

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Phases of Internet Sharing

INTERNET ERA ▸▸▸ SOCIAL MEDIA AGE ▸▸▸ COLLABORATIVE ECONOMY AGE



From Altimeter Research: The Collaborative Economy, 2013, Jeremiah Owyang

What role do companies play when people get what they need from each other?

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A total of 48 companies joined in 2014, the first year.

OUR MEMBER COMPANIES



THE COLLABORATIVE ECONOMY

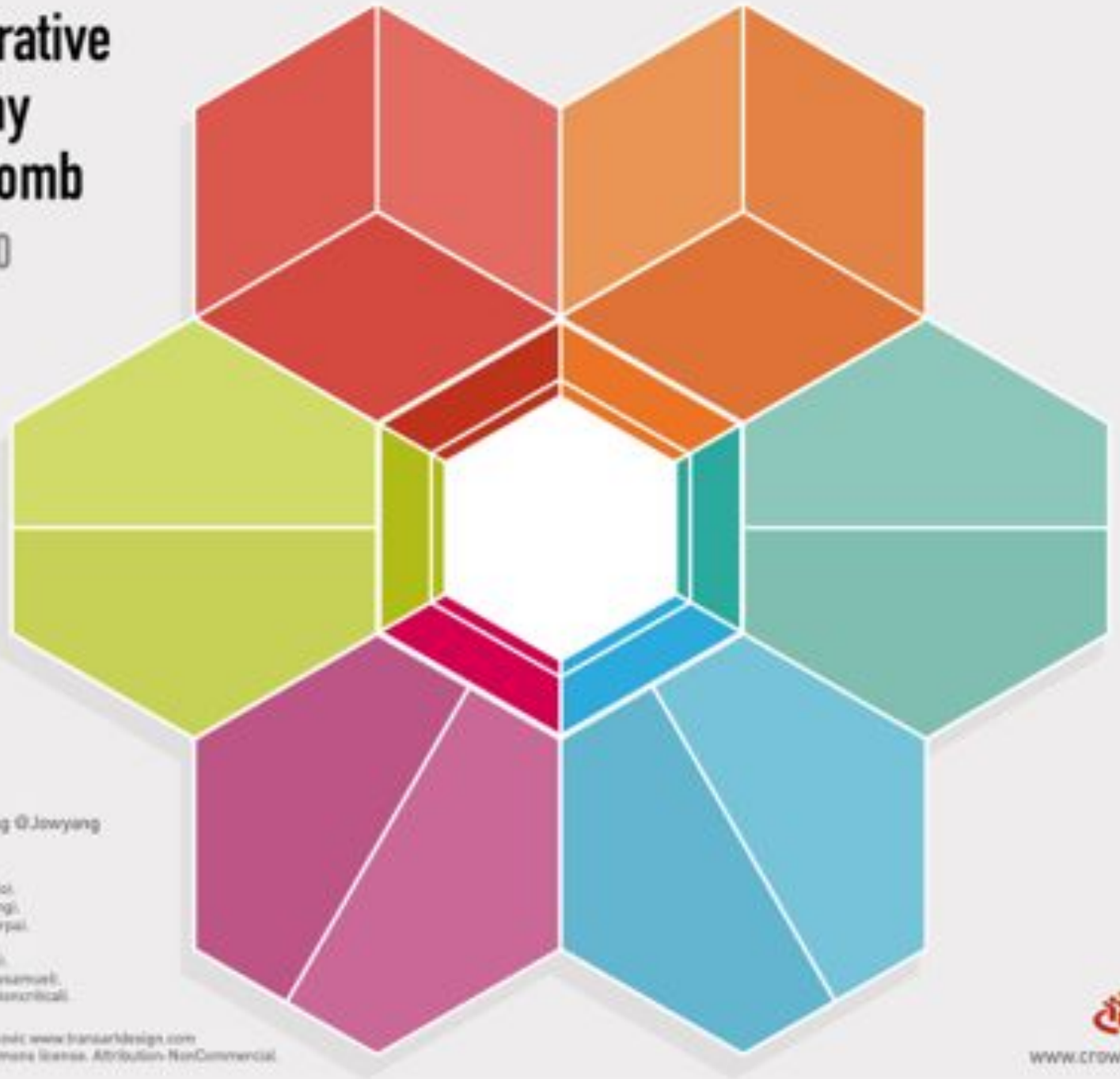
An economic model, where commonly available technologies enable people to get what they need from each other.

- Crowdfunding
- Maker Movement
- P2P Lending
- Cryptocurrencies
- Sharing Economy

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Collaborative Economy Honeycomb

Version 1.0



By Jeremiah Owyang @Jowyang

With input from:
Neal Sorenflo (@gonenflo),
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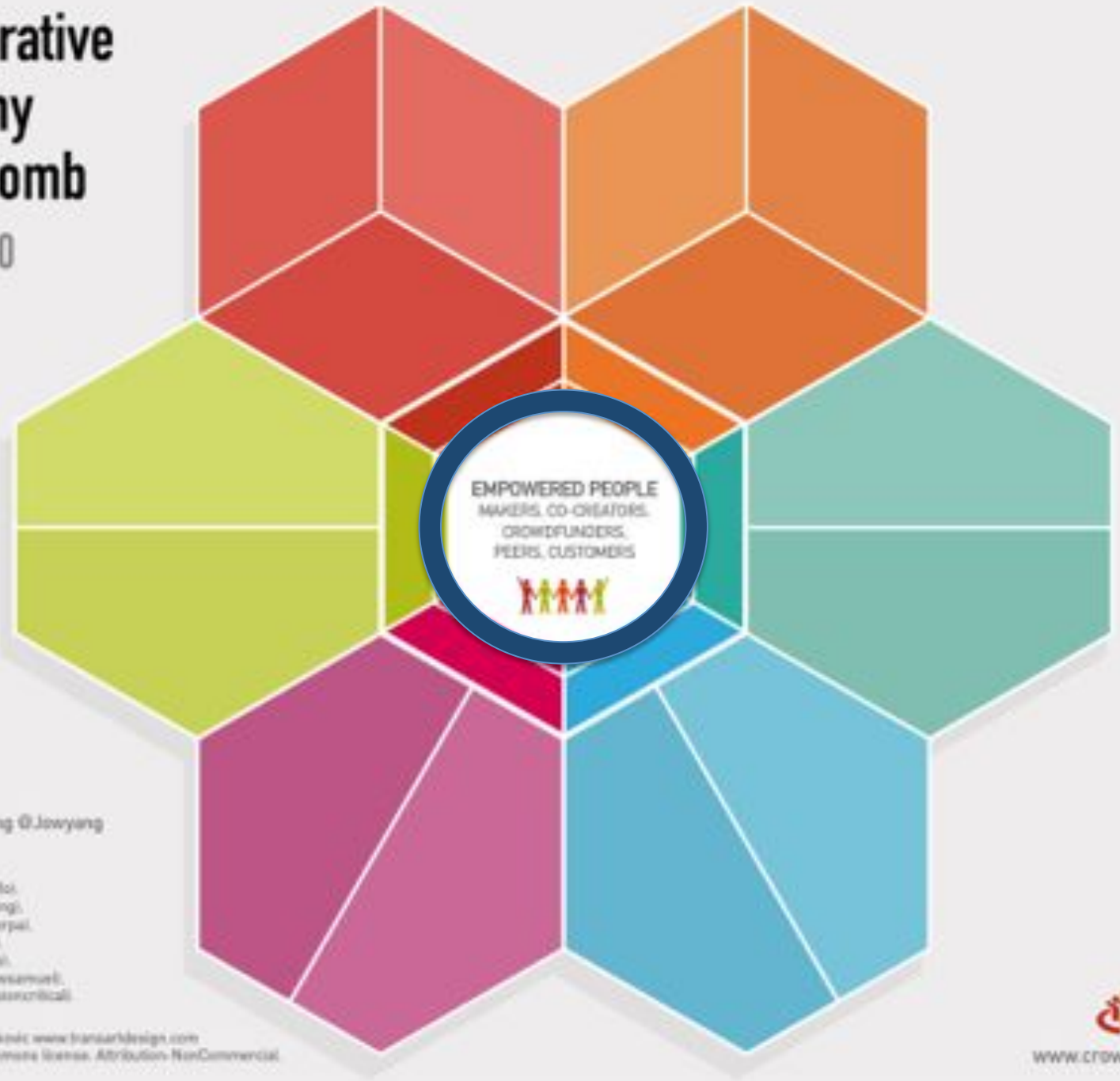
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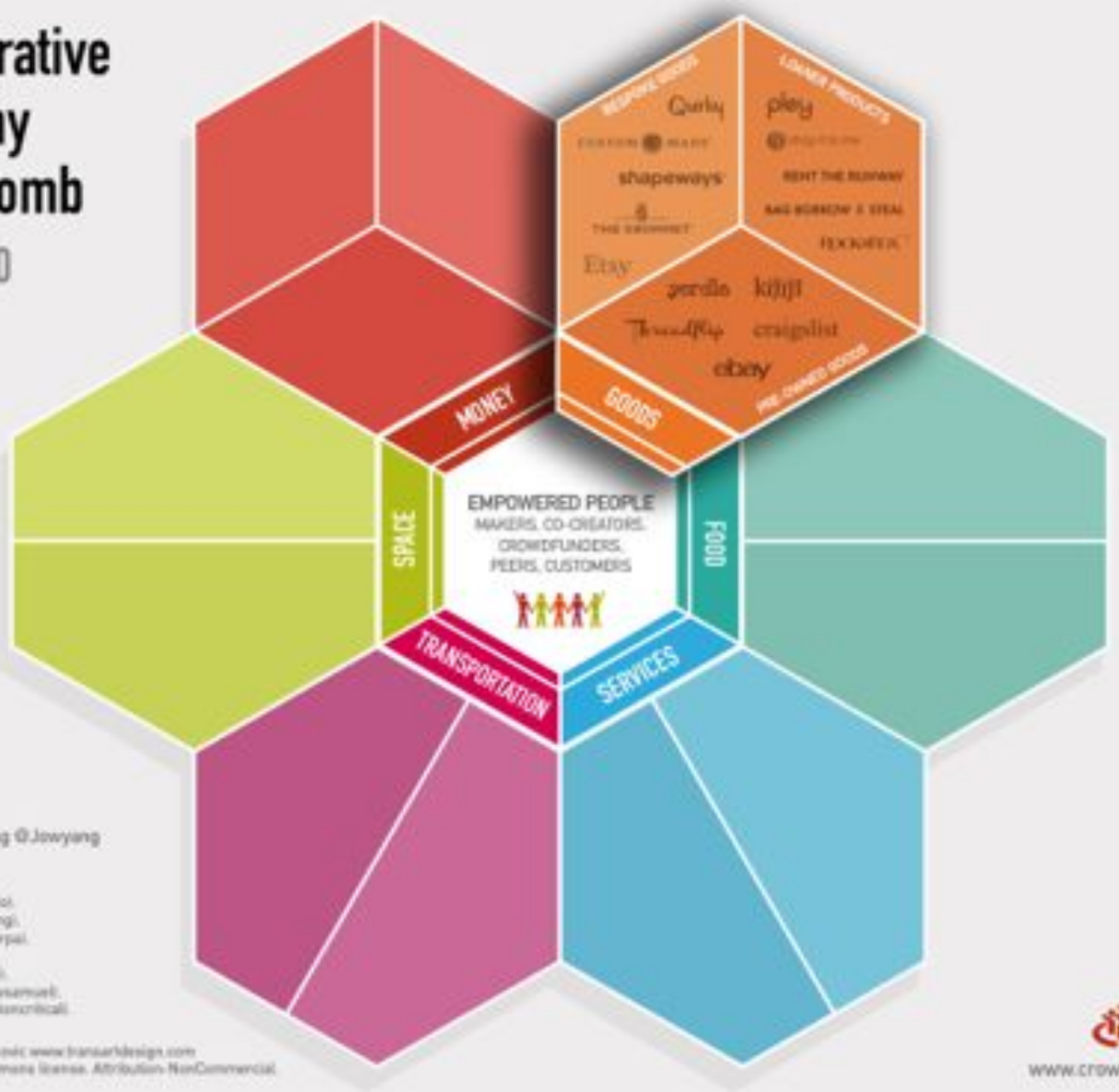
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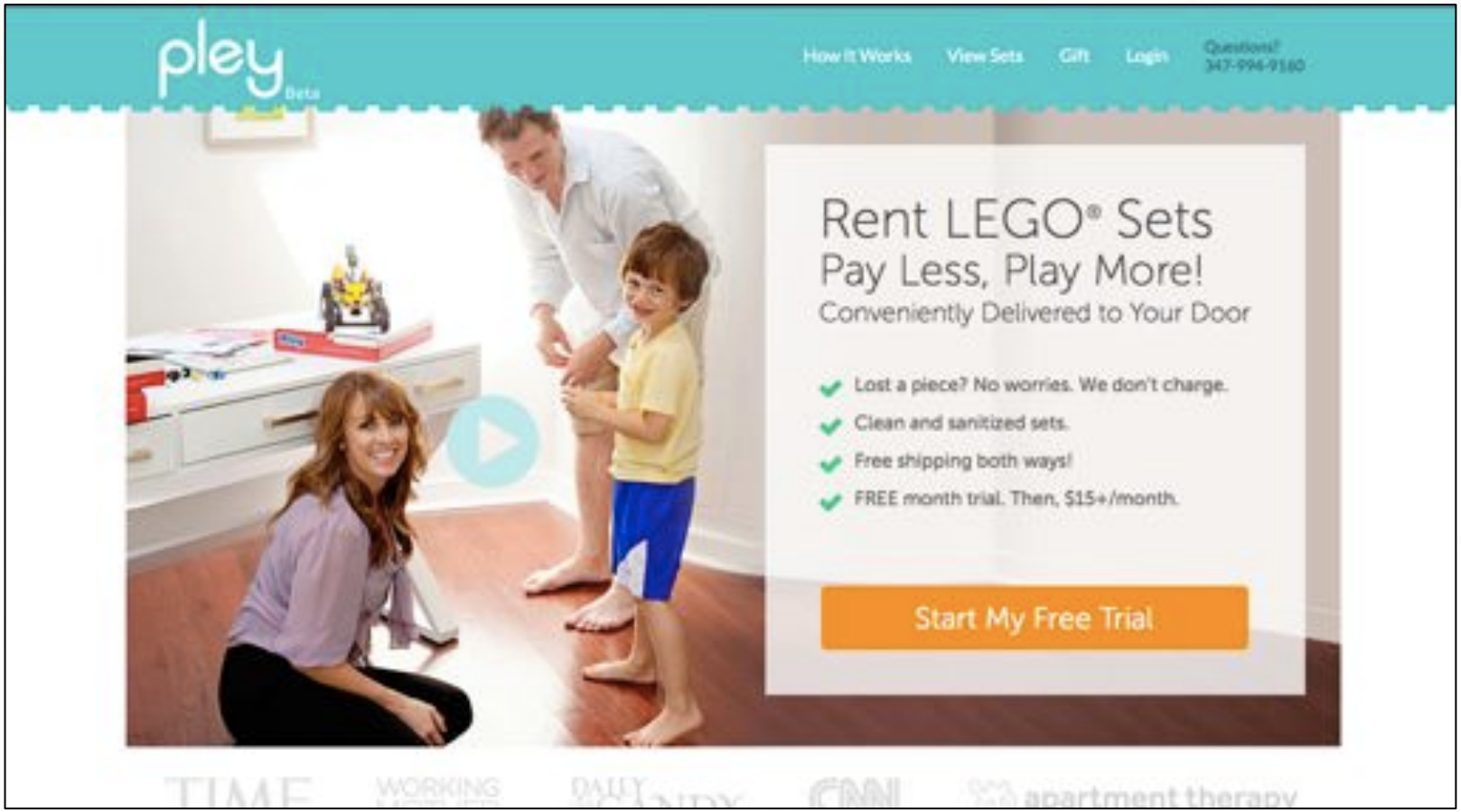
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Maker Faires grow around the world –a bellwether for people-created products.

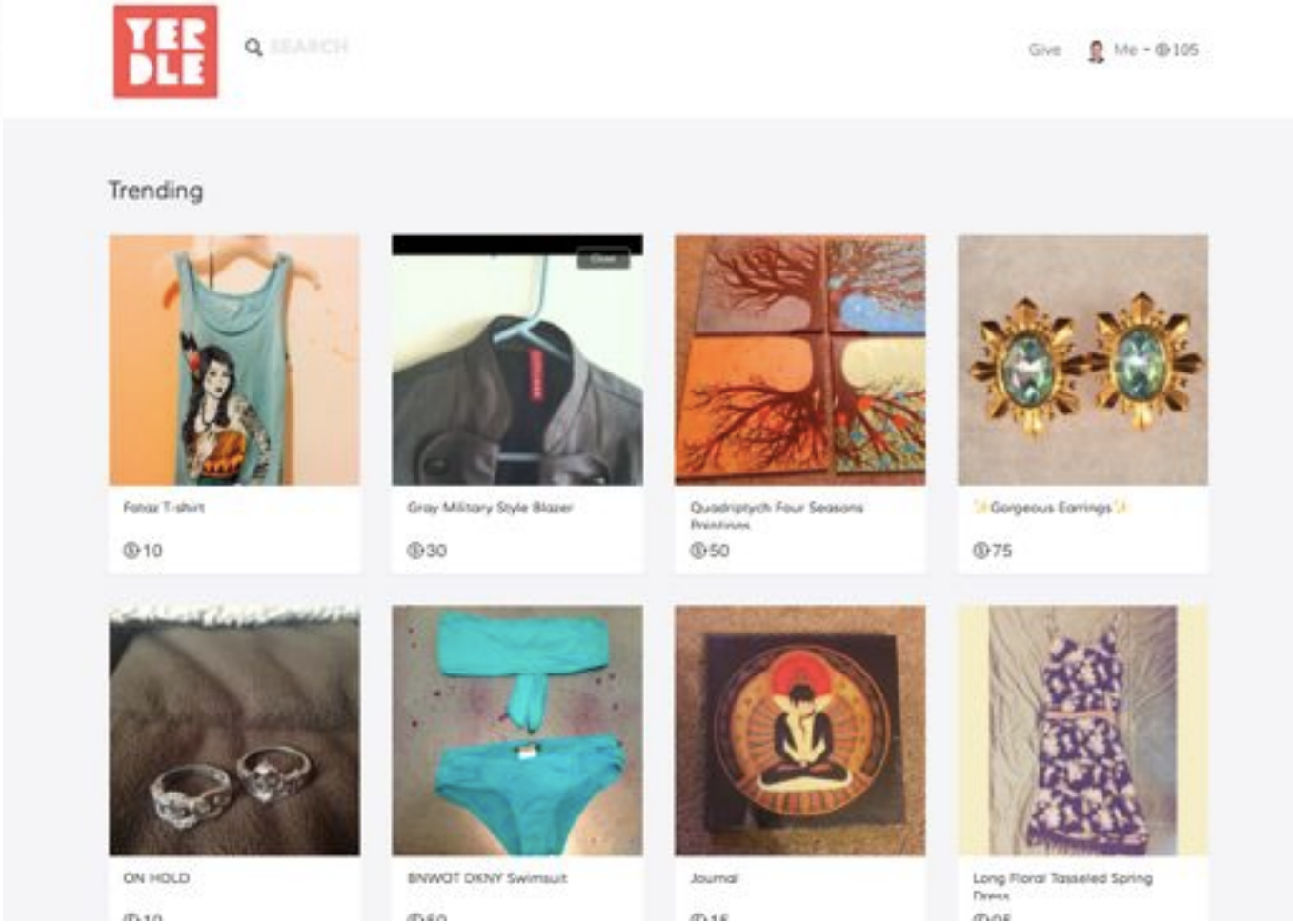
Maker Faire®



Pleygo means a subscription to Lego sets –rather than owning

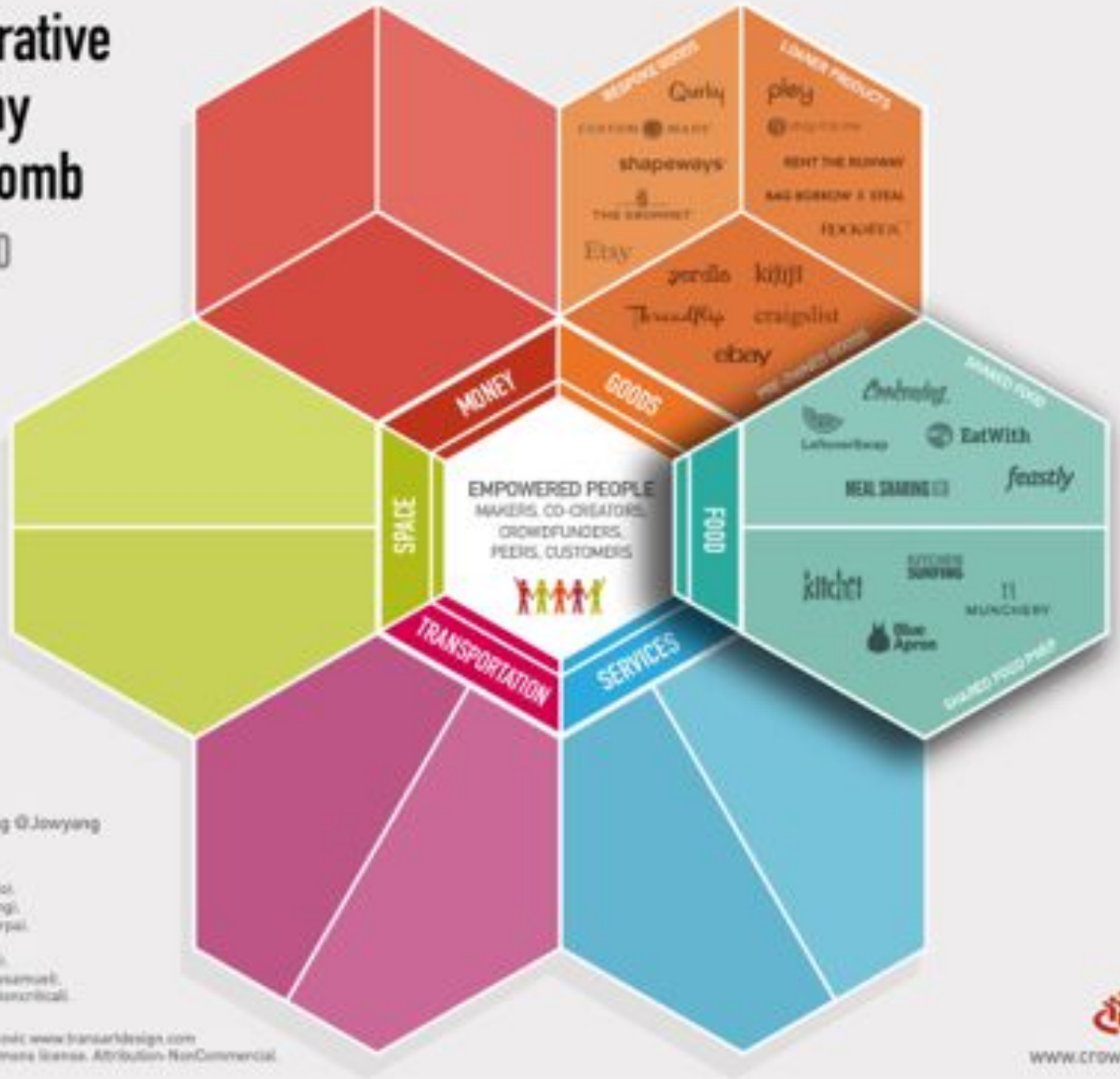


Yerdle enables swapping of goods – with no money exchanged



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Feastly connects passionate cooks and adventurous eaters for authentic and social dining in a cook's home.

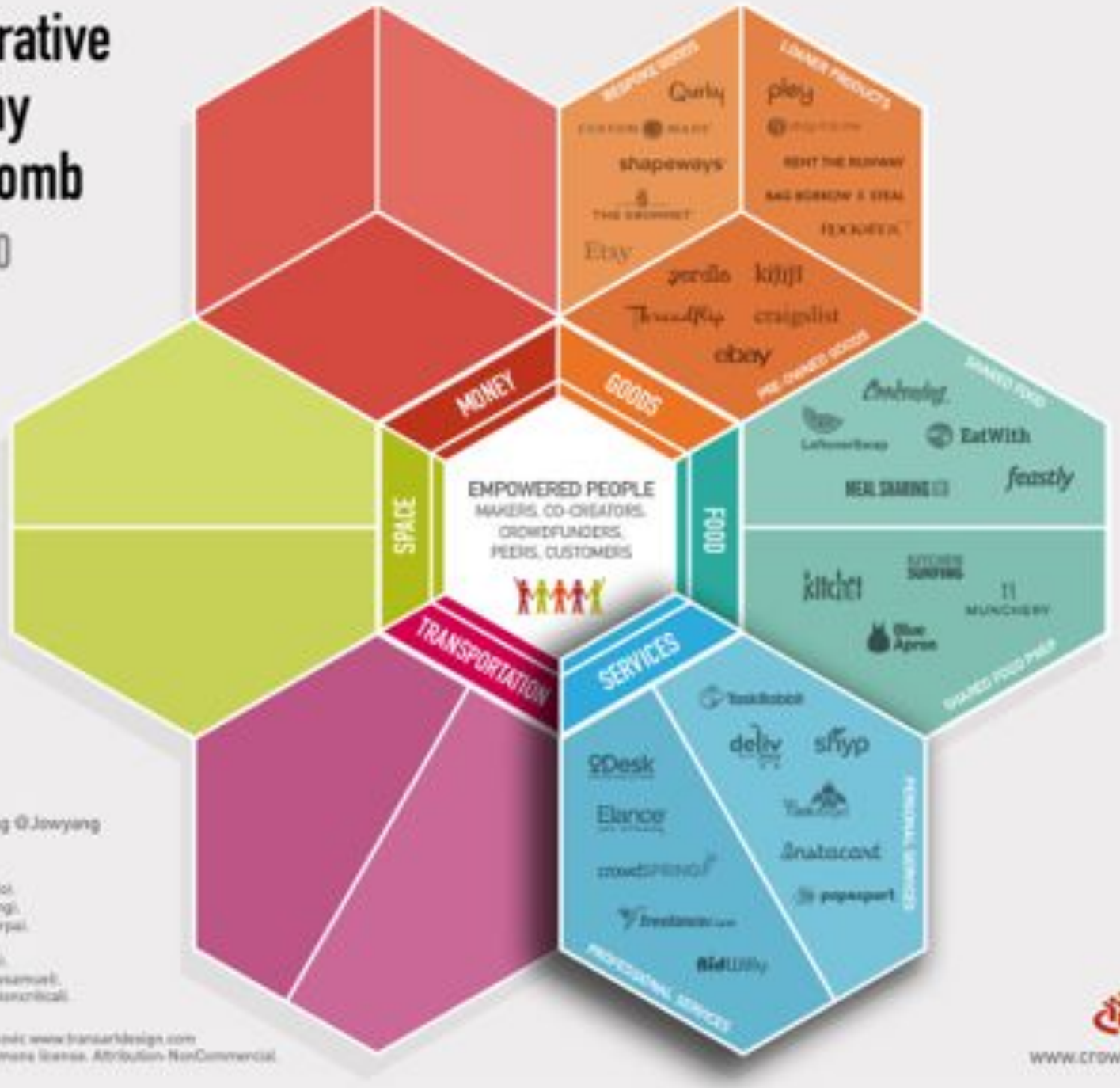
feastly



Feastly launched in 54 hours over Washington D.C.'s Start Up Weekend in November 2011. It currently operates in New York, San Francisco and Washington D.C.

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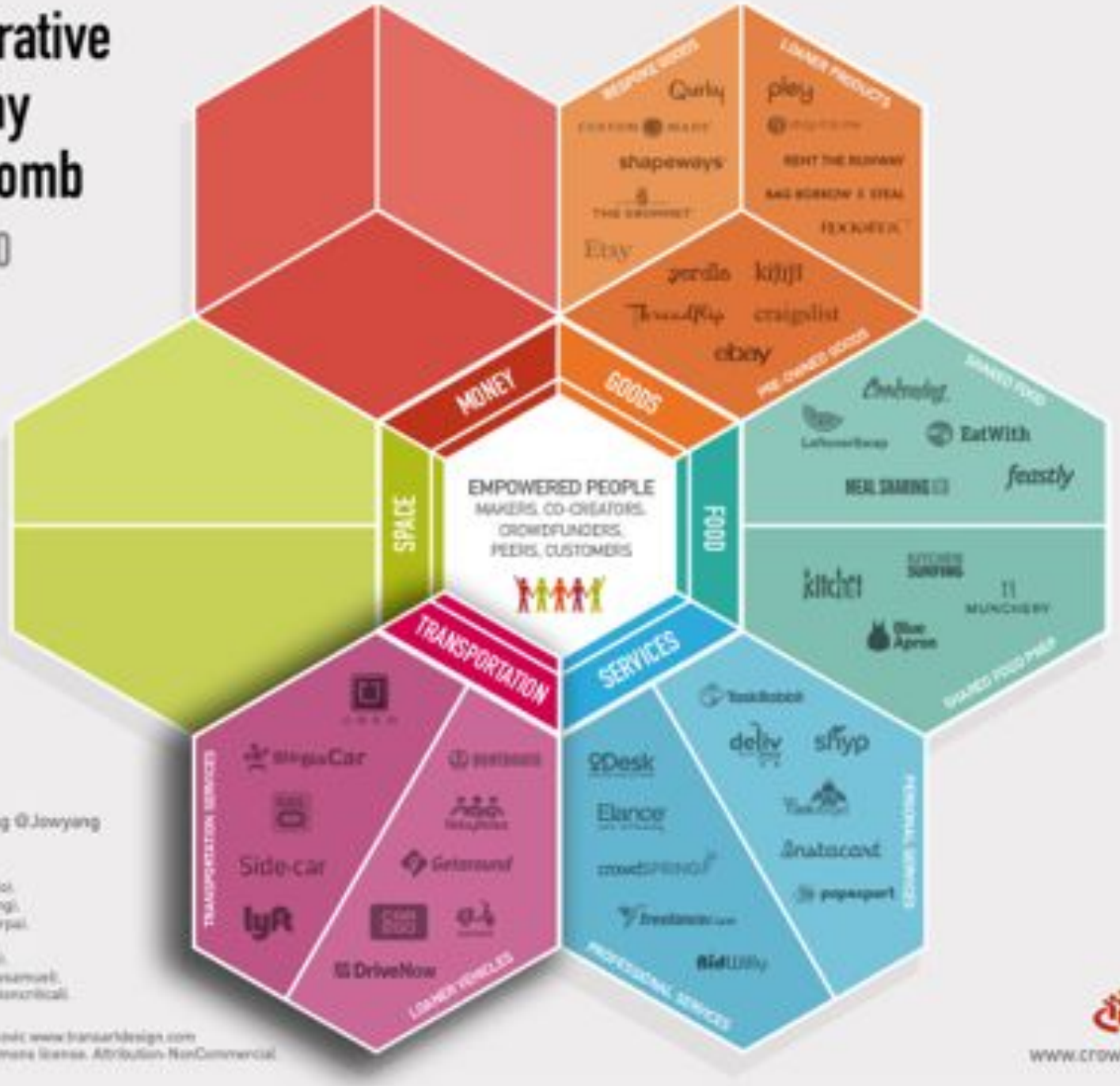
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Instacart taps the crowd for peer to peer delivery



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Breaking News: Uber delivers food to NY and Chicago. Prepare for the API

UBER

UBER

BLOG HOME LOCAL BLOGS SEARCH

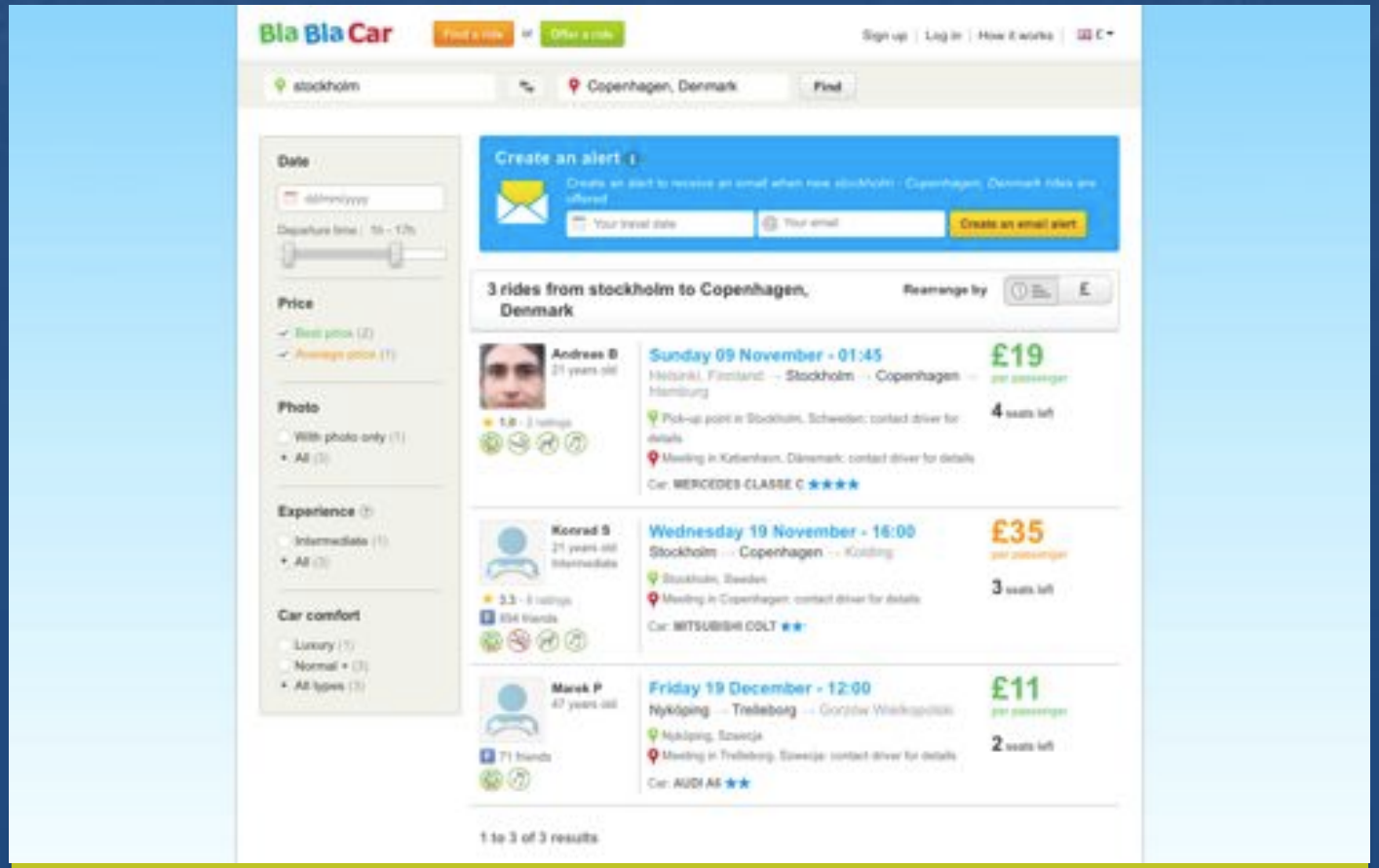
FRONT PAGE

UBEREATS NOW SERVING CHICAGO, NYC

APRIL 28, 2015
POSTED BY JULIA



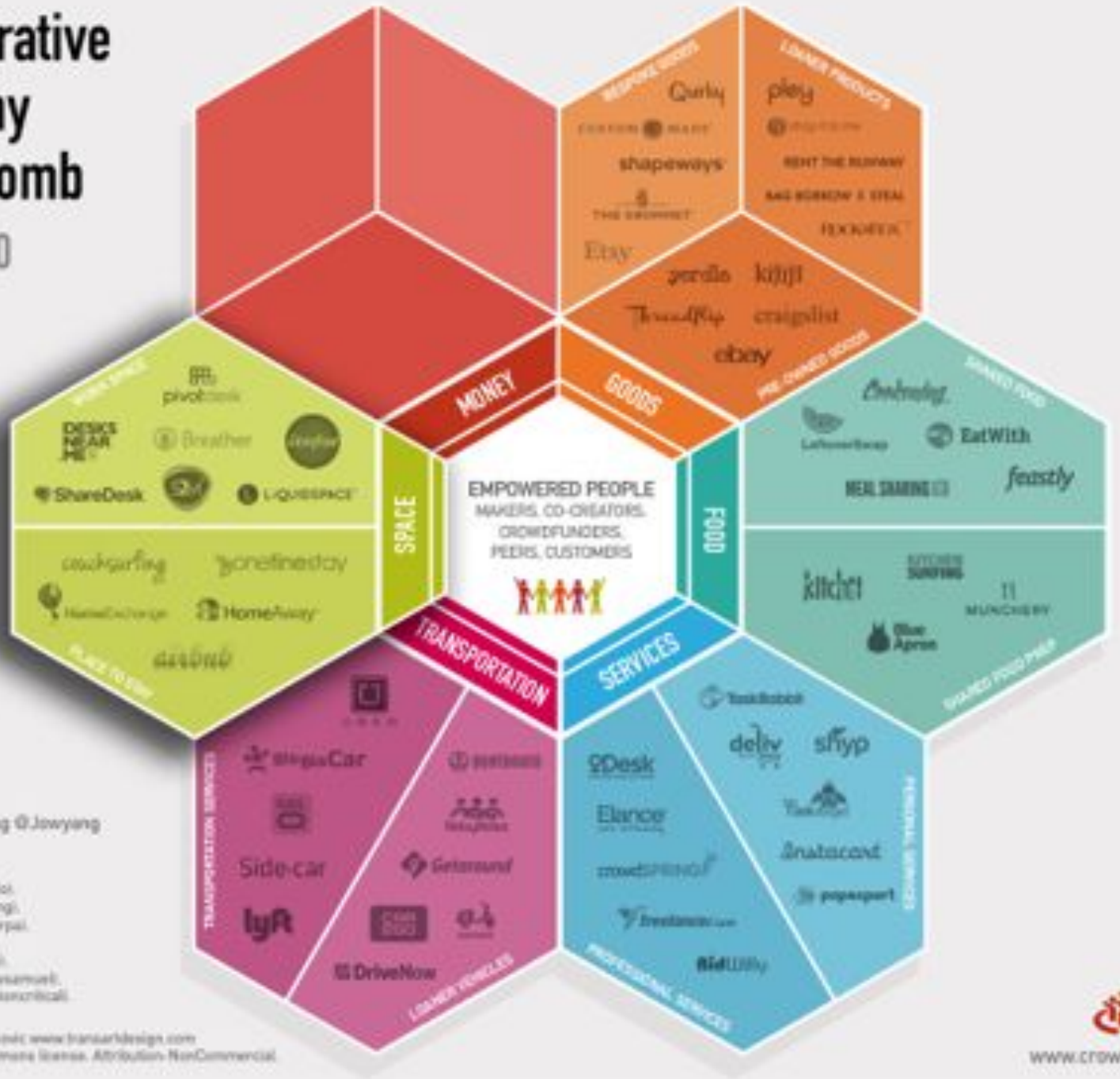
BlaBlaCar enables people to take long distance rides with peers



Recently raised $100m and it's reported that BlaBlaCar has more riders than Eurostar.

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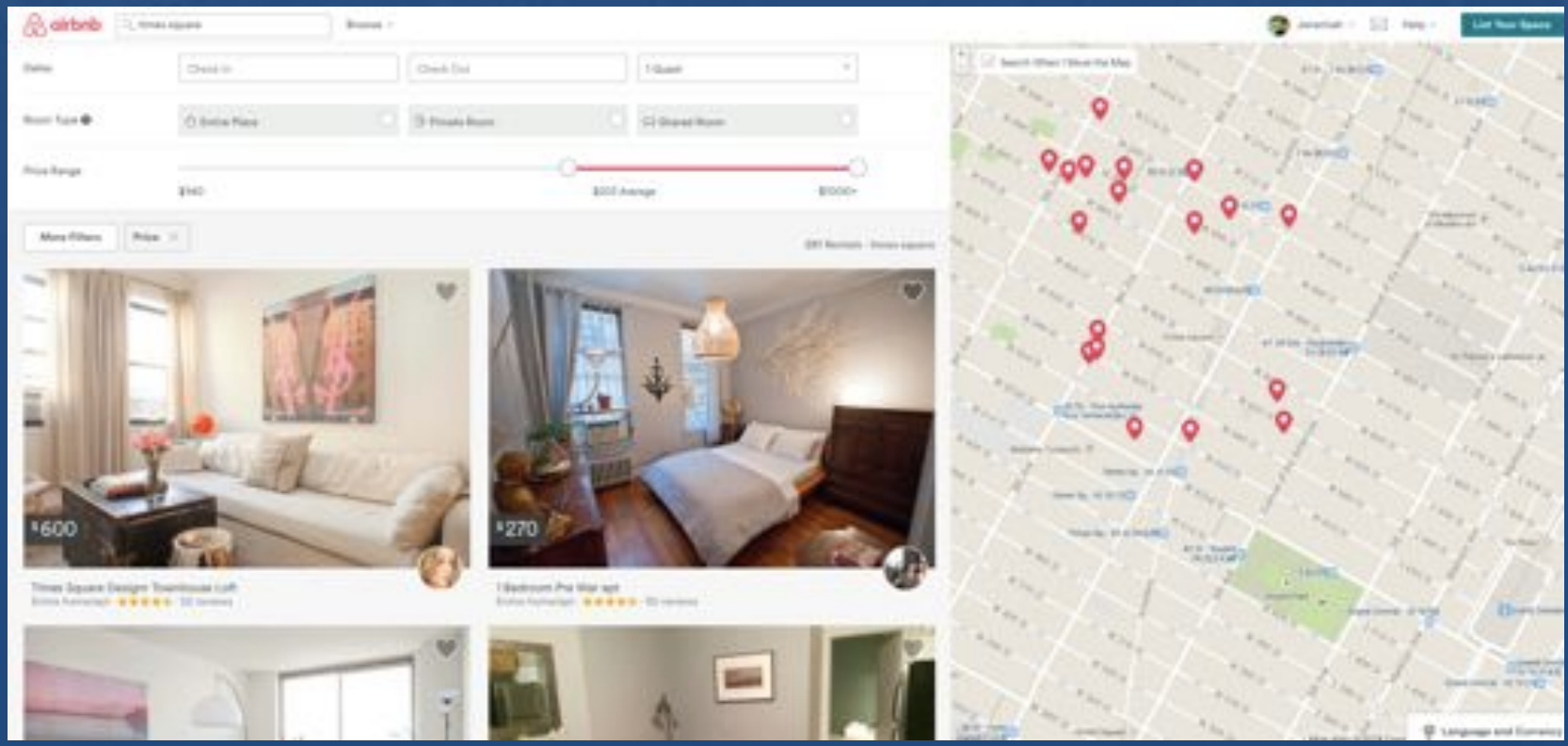
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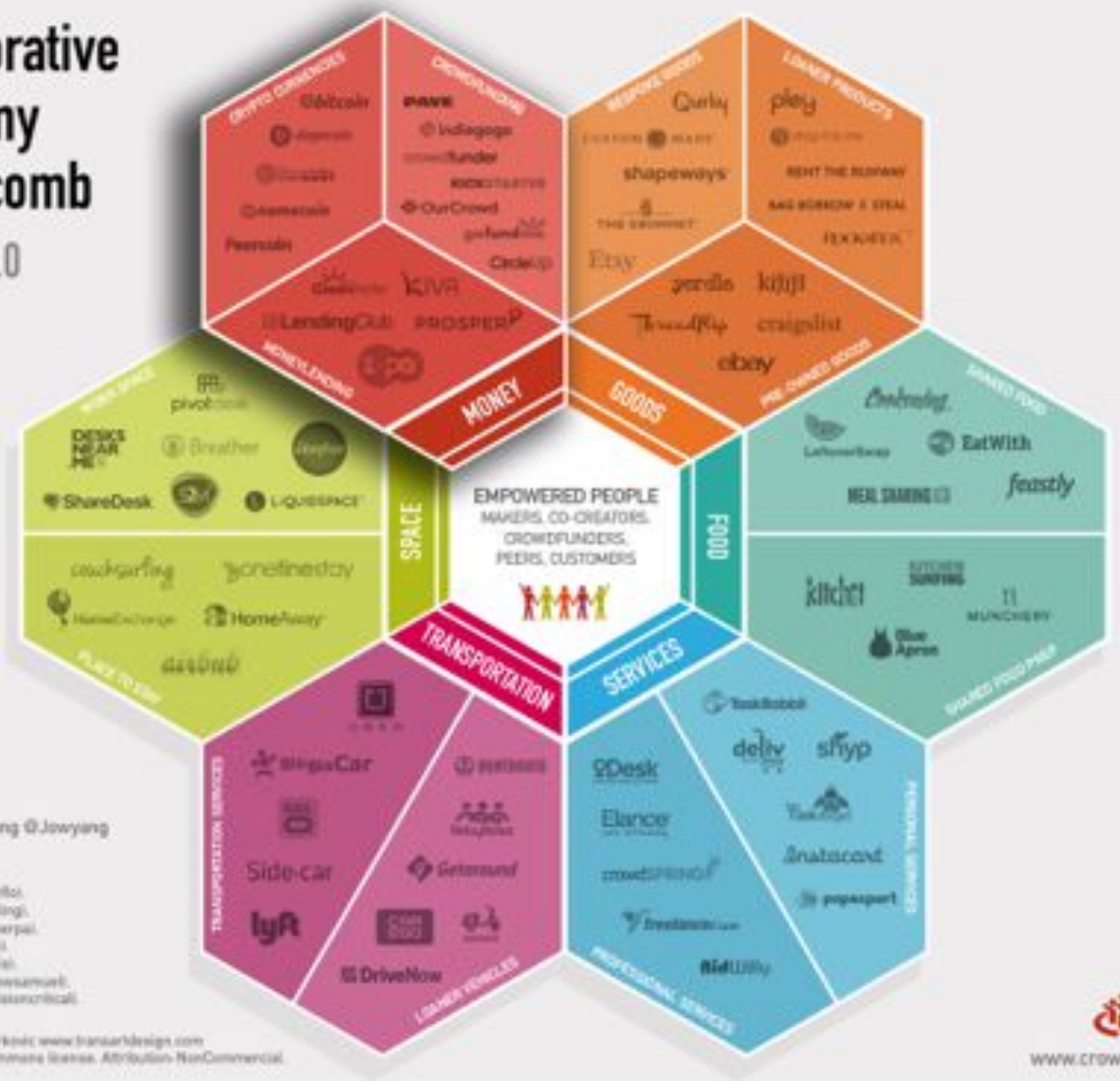
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Airbnb offers person to person space sharing, for a local experience. They've experimented with in-house dining.



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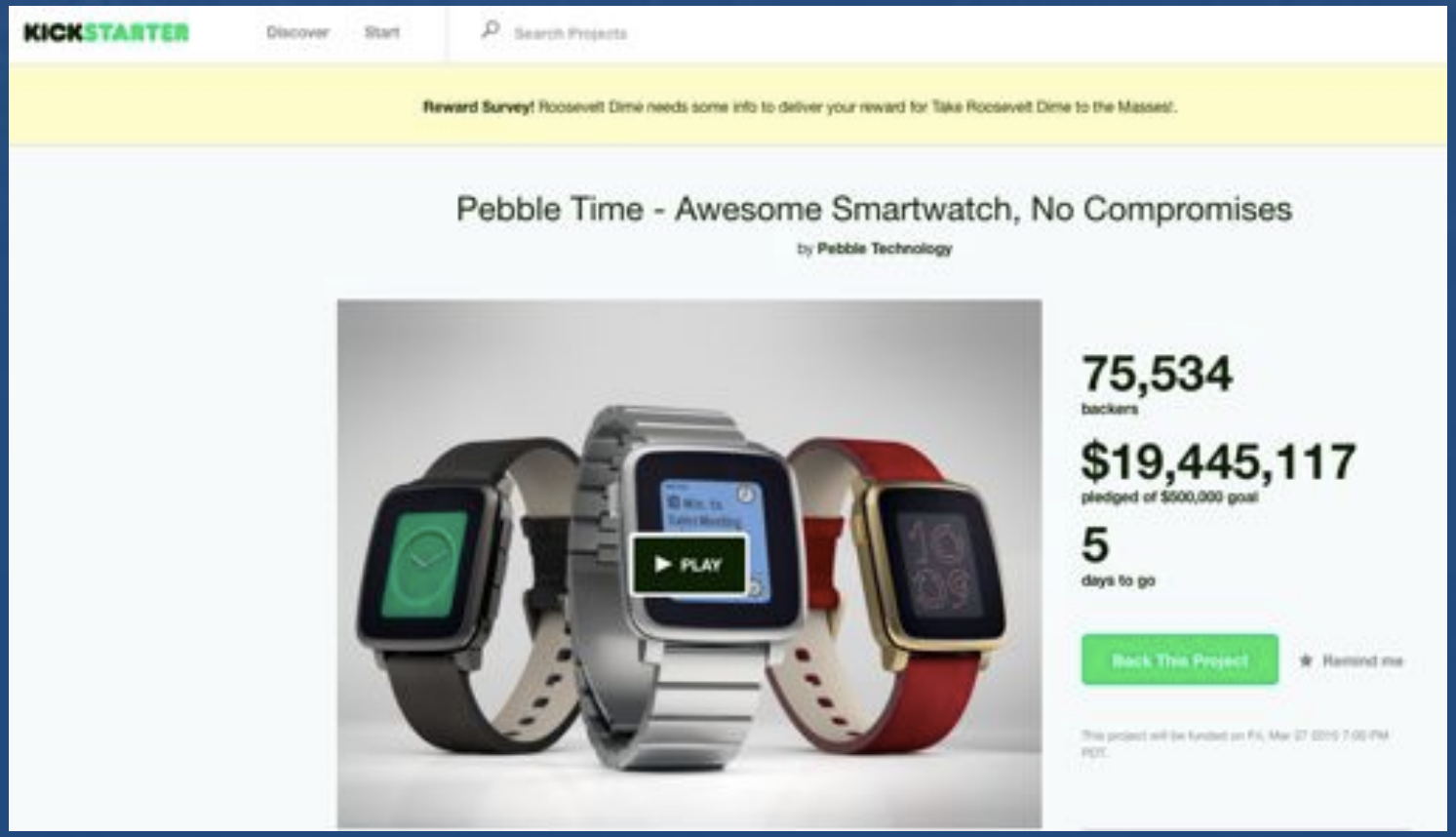
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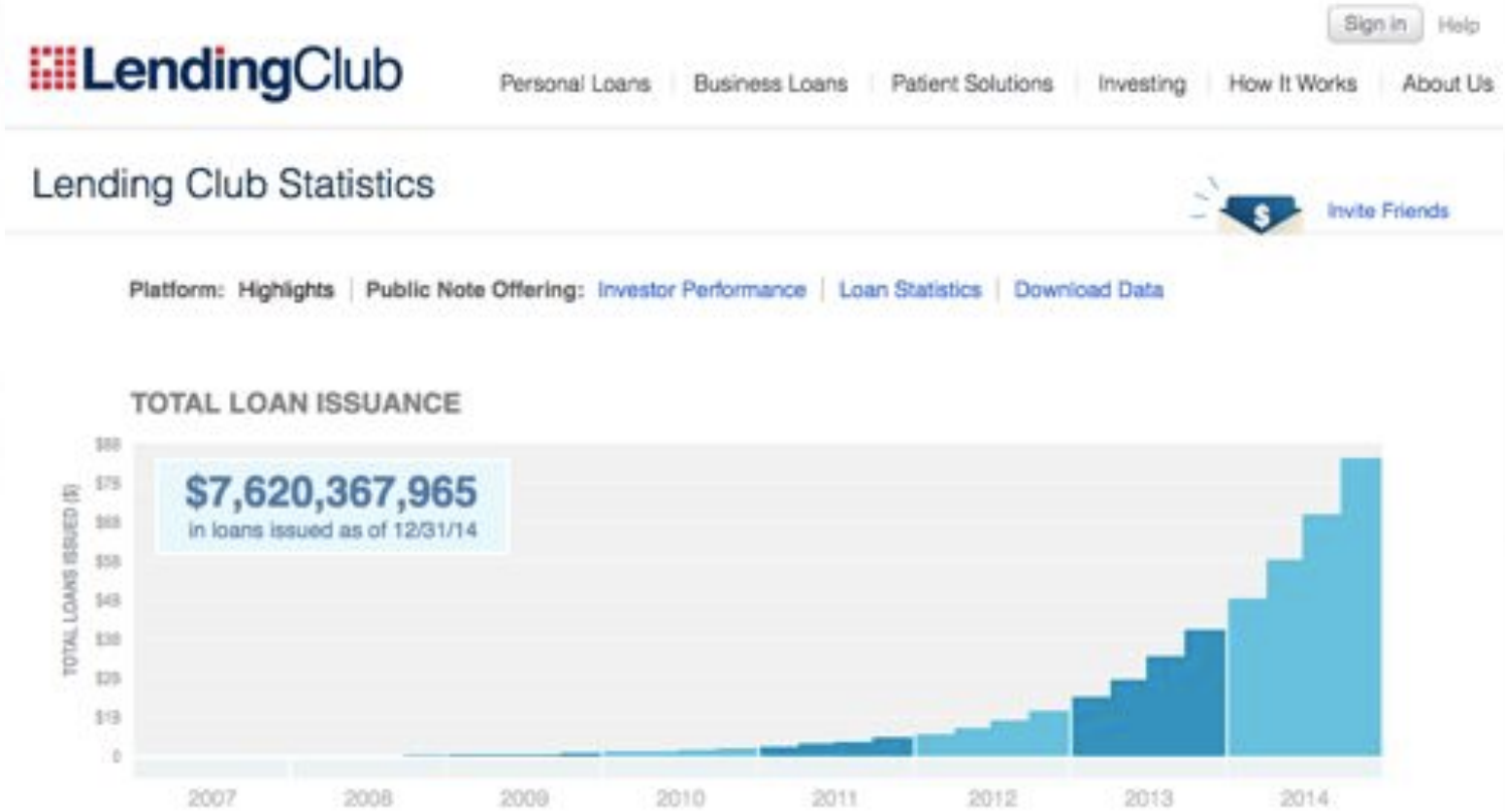
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Kickstarter enables P2P investing by the crowd. The crowd beat Apple to market.

KICKSTARTER



LendingClub enables crowd to be a bank – founded in 2008. Biggest investor: Google



The crowd has created over 600 currencies



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May 2014

Now let's see how it's grown..

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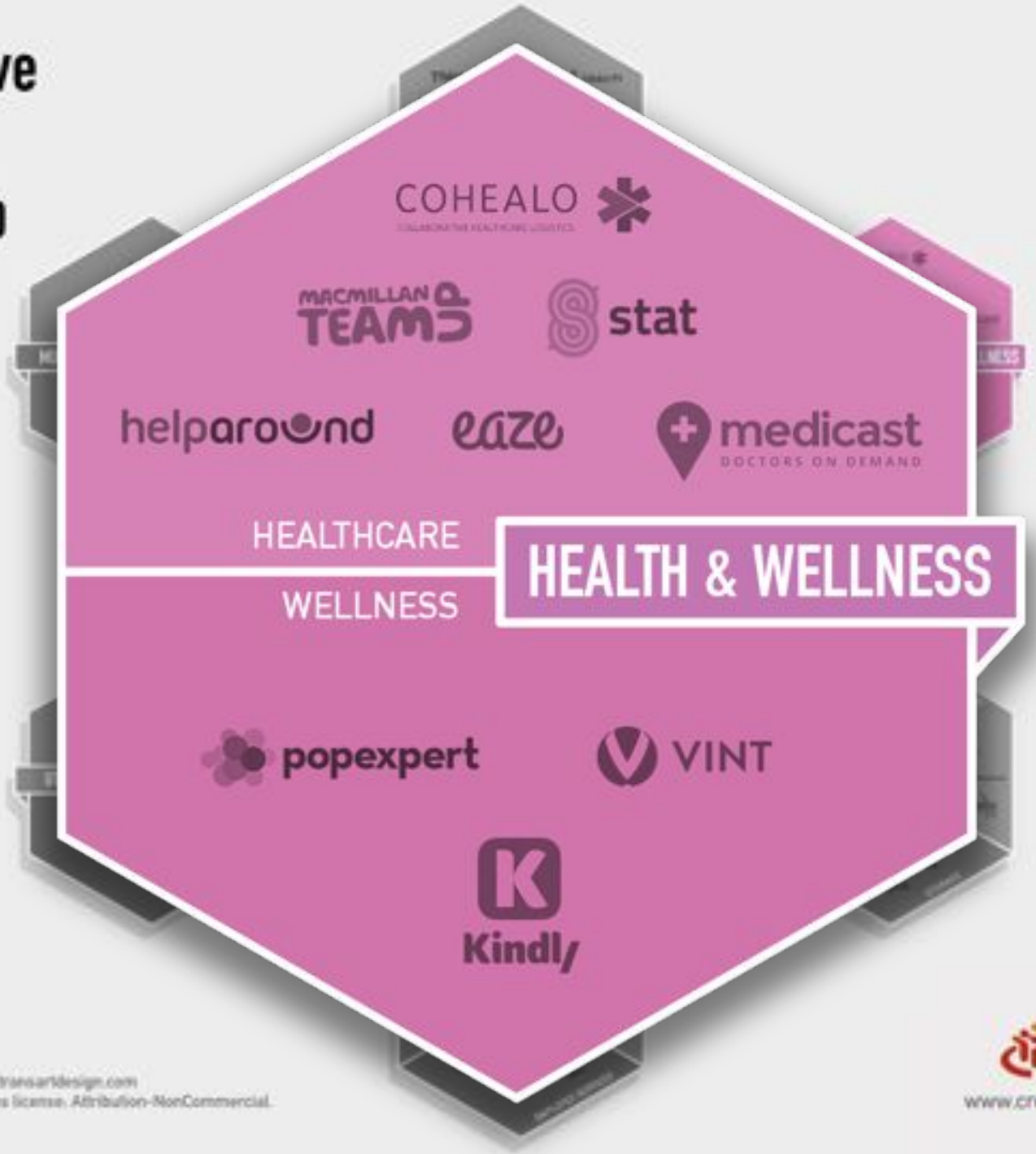
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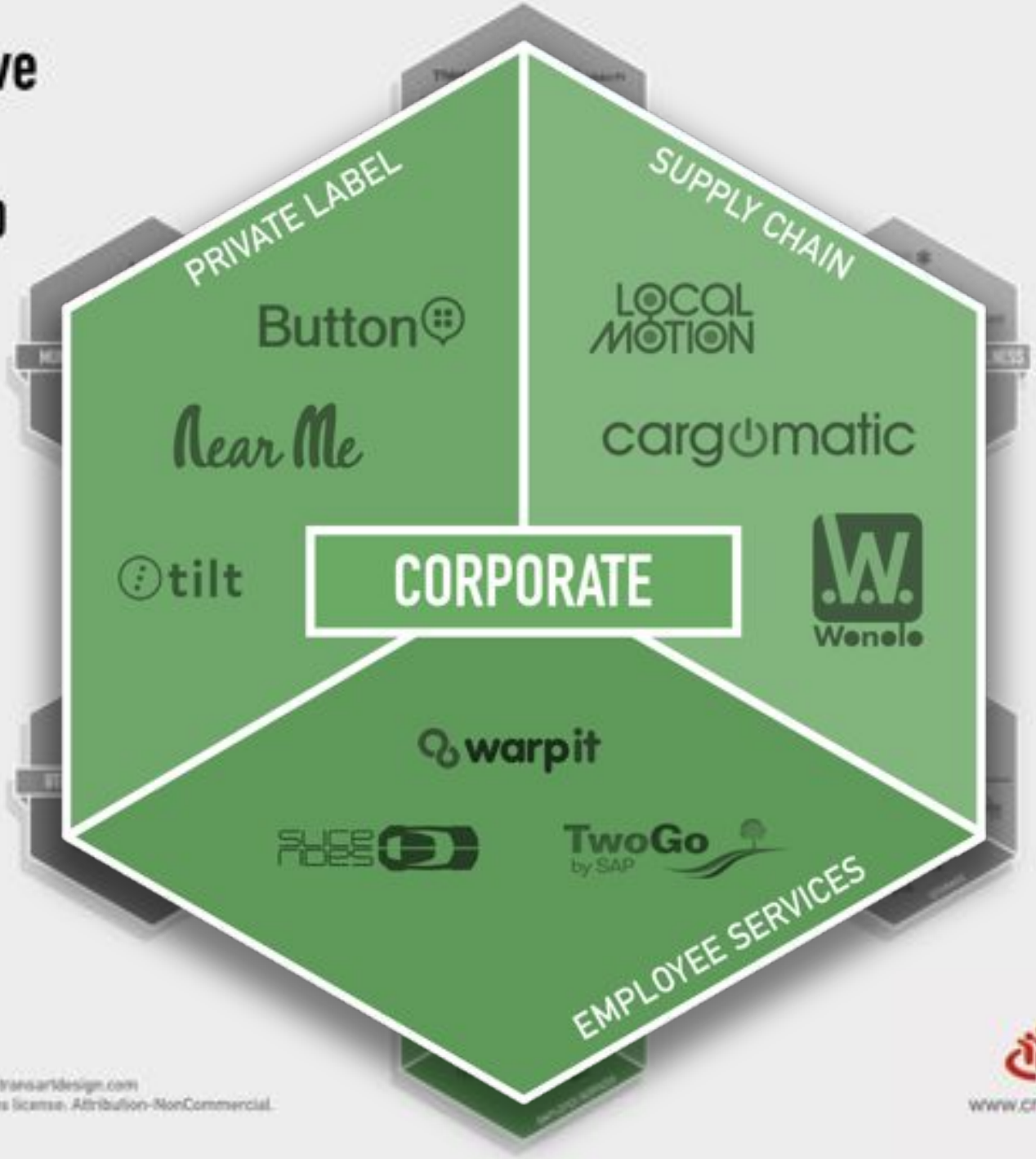
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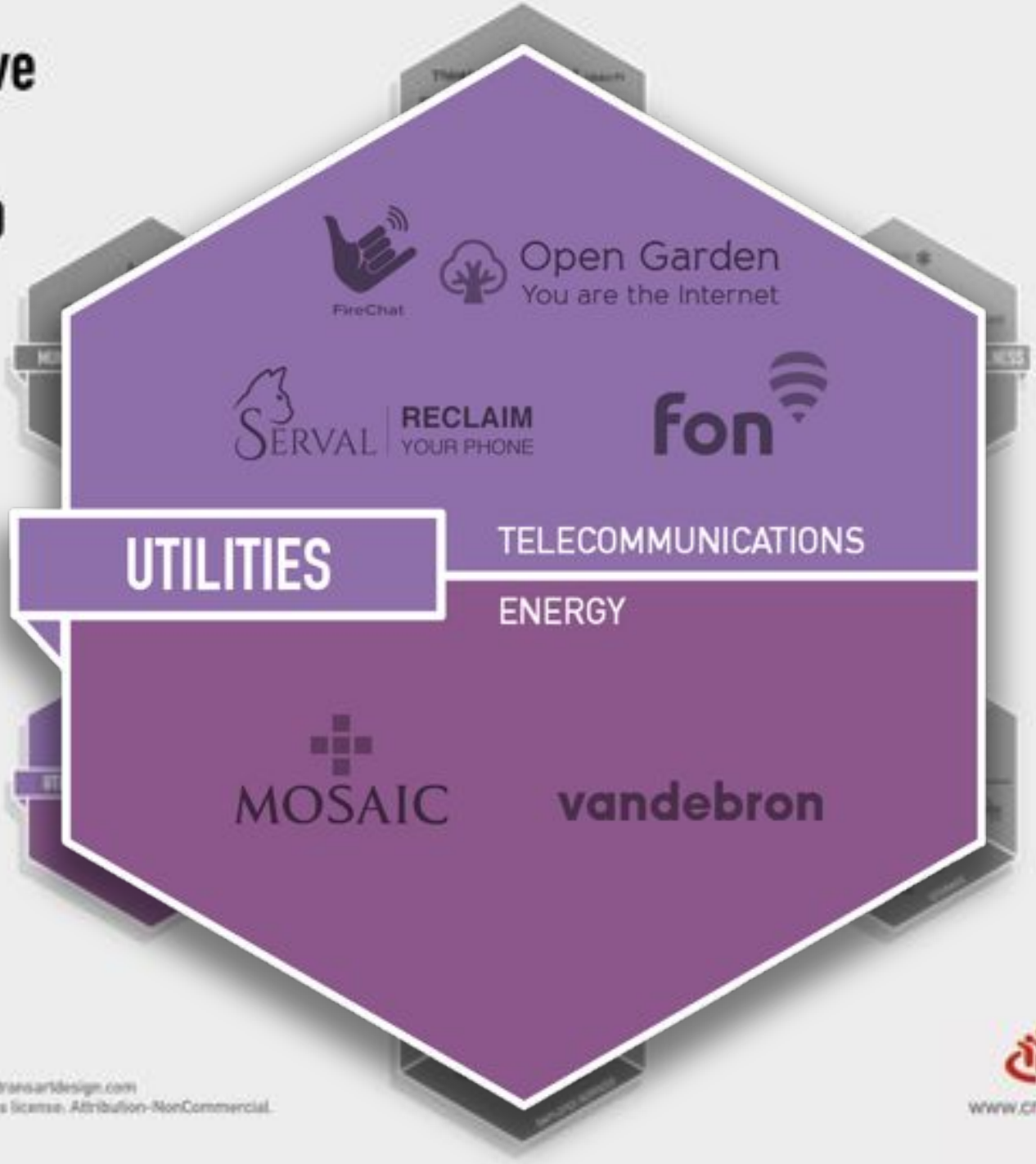
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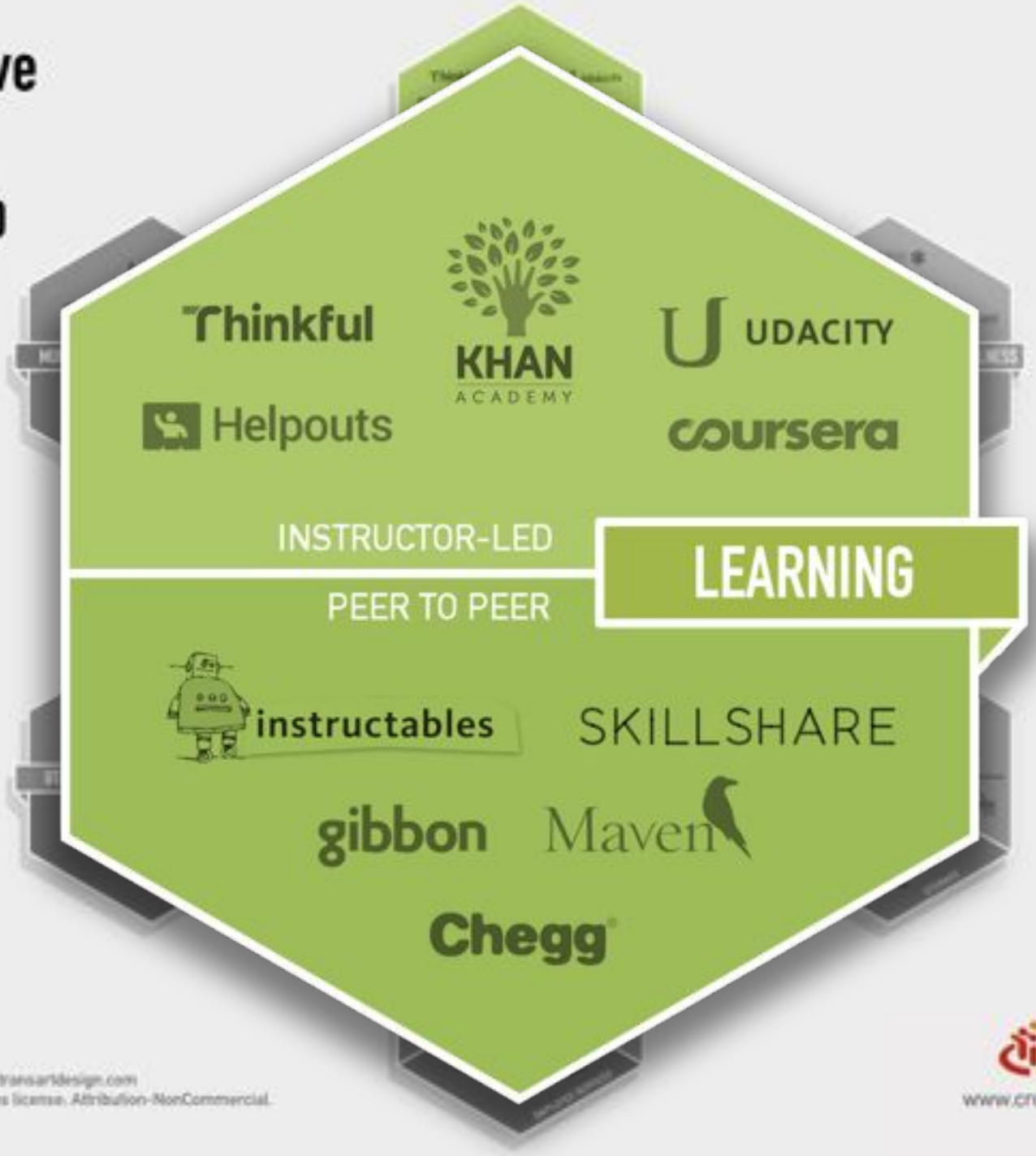
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The Collaborative Economy impacts all areas of society





A properly shared car is

$270k Dollars of Lost Revenue

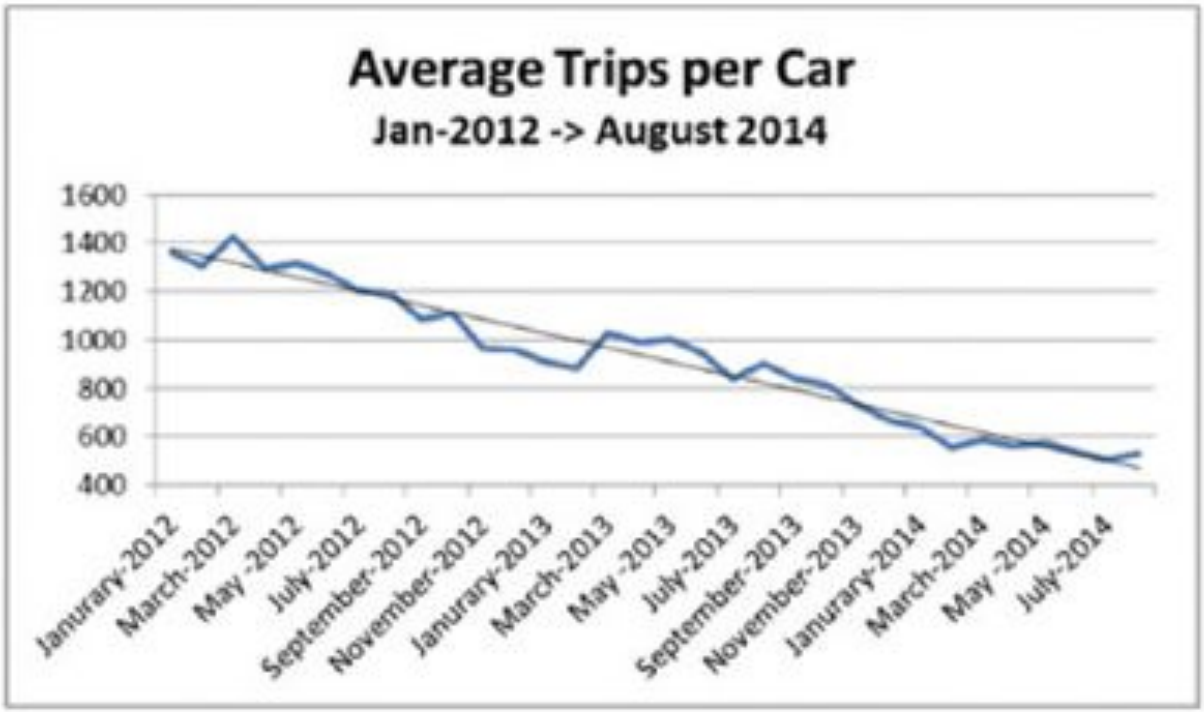
Of auto sales

(1 shared car = 9 cars at average of $30k each.)



Impact of TNCs

- Major impact on overall taxi industry

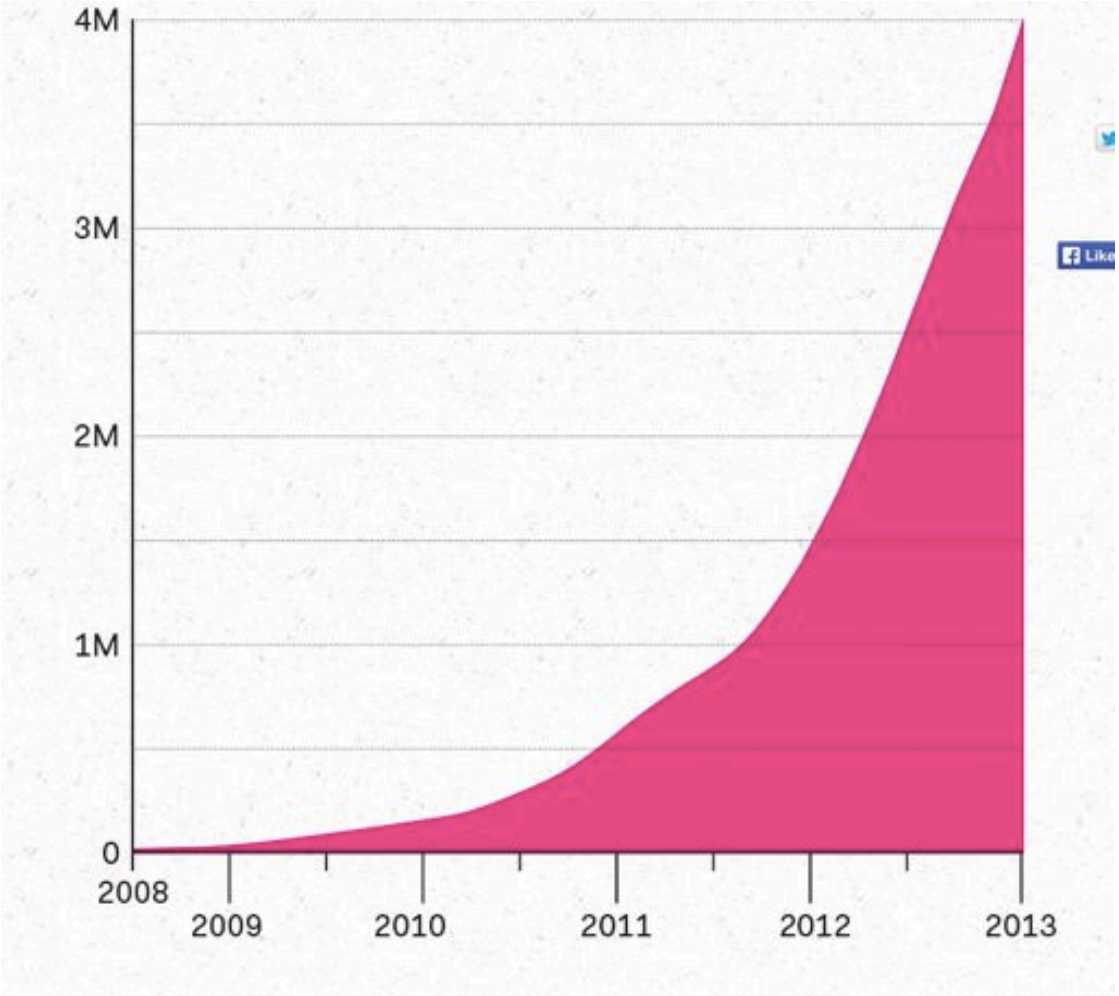


BOSTON UNIVERSITY

"All told, they found that for every 1 percent increase in the number of Airbnb bookings, there is a .05 percent decrease in hotel revenue"

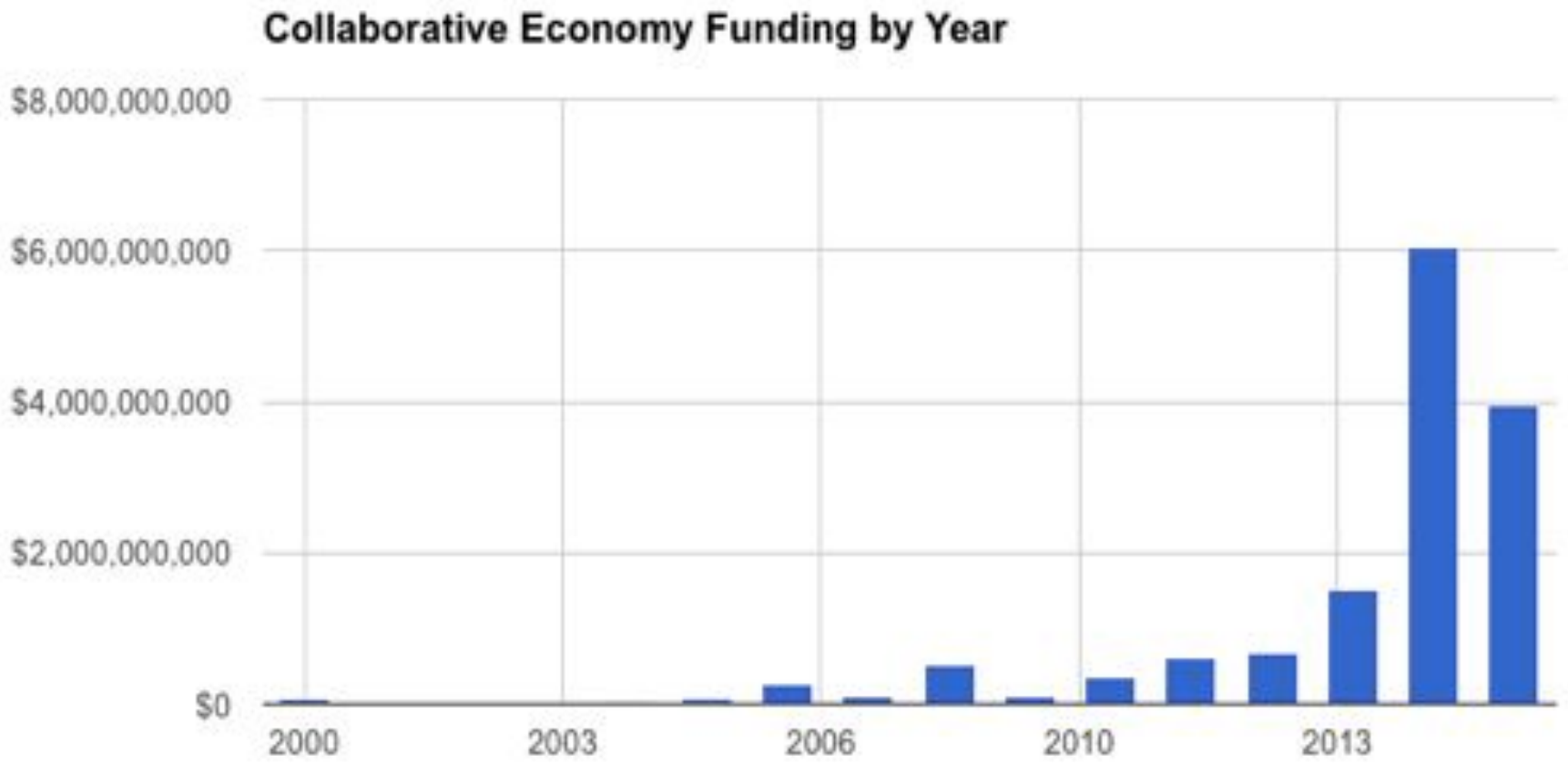
Study by Boston University

Airbnb Bookings



Source: [Airbnb 2013 annual report]

Market Funding on a Rapid Incline: Over $14B billion funded (Social networks funded $6B)

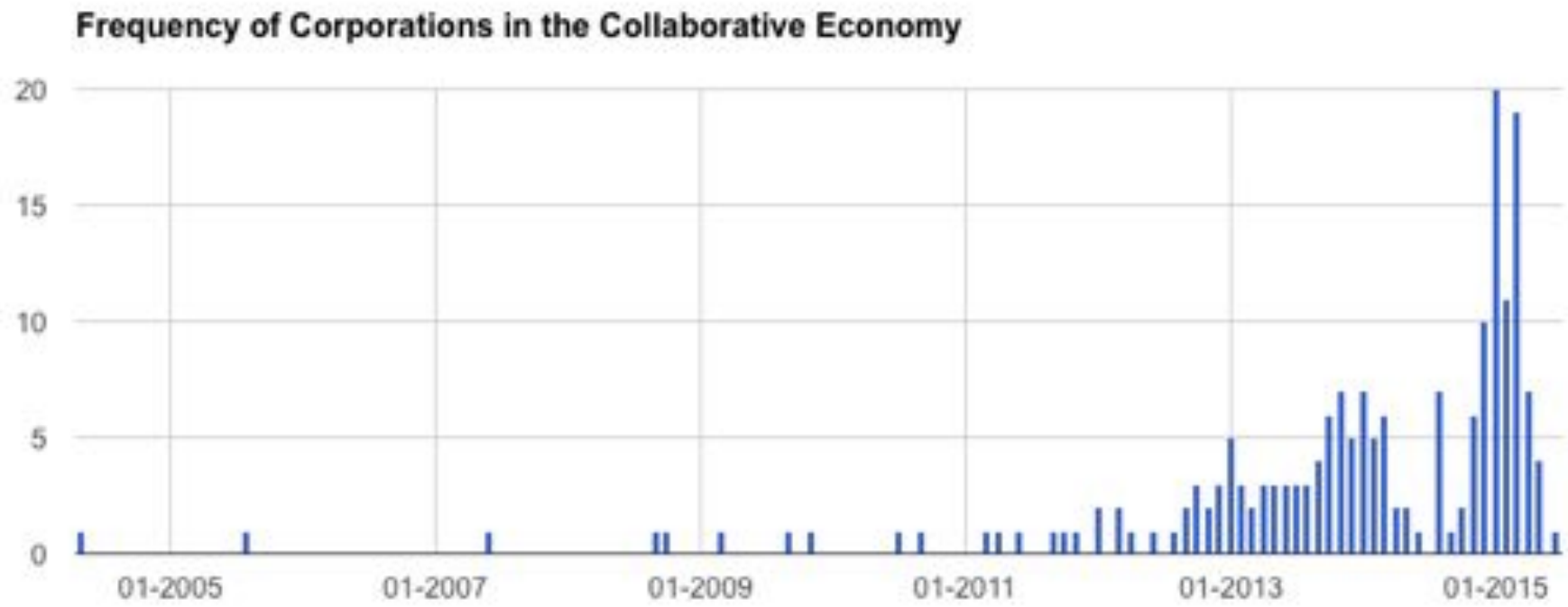


Data: Collaborative Economy Funding, June 2015

How can companies change their business models and become *resilient*?



Large corporations also ramp up adoption



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Collaborative Economy: Value Chain



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Collaborative Economy: Value Chain



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Brand as a Service



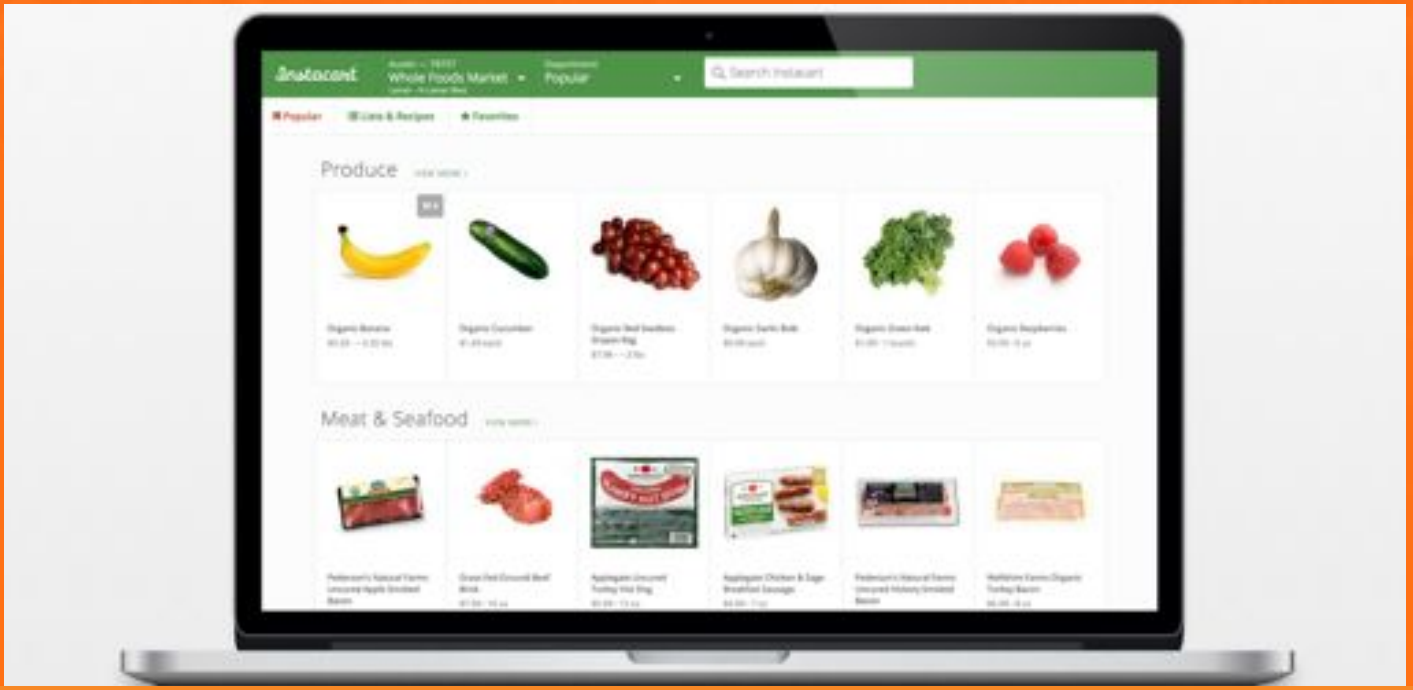
BMW as a Service



Home Depot as a Service



Whole Foods partners with Instacart to offer one-hour delivery.



Whole Foods announced its digital shopping carts with Instacart were 2.5X the size of those in-store. Whole Foods saw a 5.8% increase in quarterly earnings that it attributes to its partnership.

Prediction: Membership models emerge of “Access over Ownership*” –people may not own goods.



*Lisa Gansky, Author of “The Mesh” refers to Access over Ownership models

Collaborative Economy: Value Chain



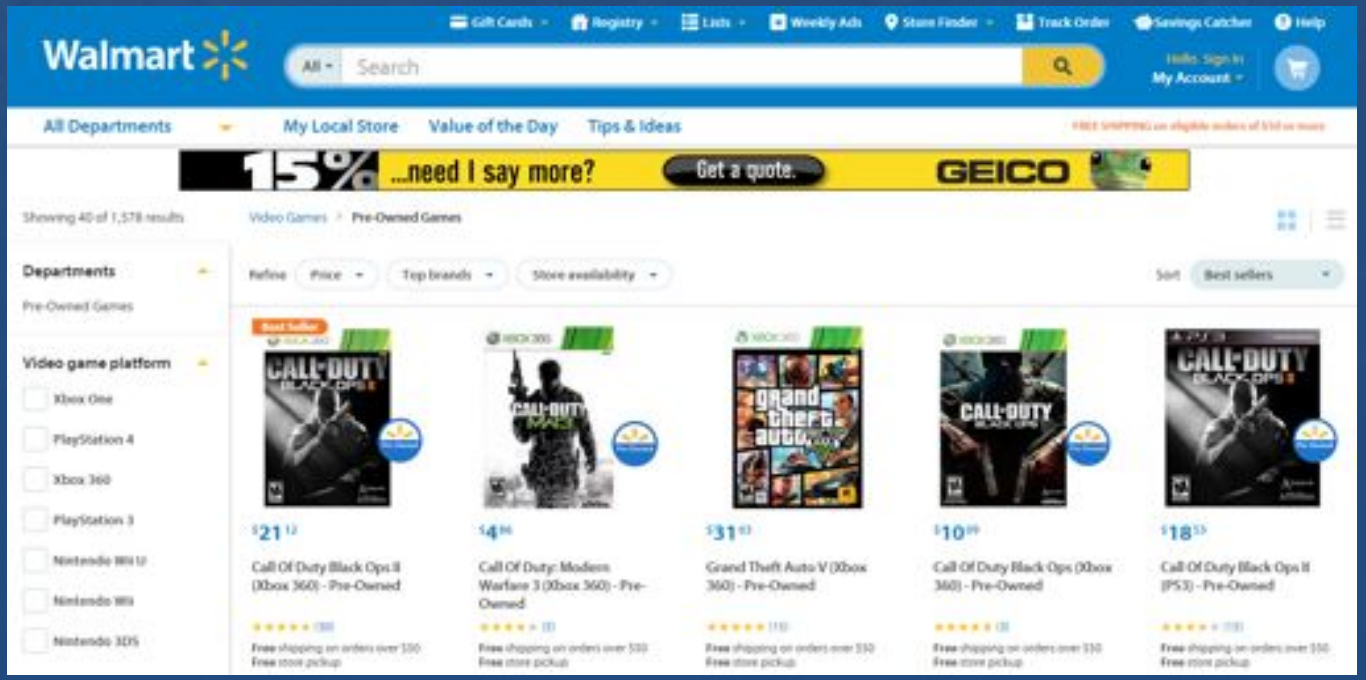
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Collaborative Economy: Value Chain



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Walmart launches video game trade-in program & used marketplace to double-down on the market.



Walmart is focusing on the $2B pre-owned market with the launch of the marketplace and trade-in program.

Verizon Auto Share allows users to easily access and return vehicles.



By helping organizations provide secure access to vehicles., Verizon Auto Share aims to provide new revenue and reduce overhead costs.

Cisco launched a marketplace to sell refurbished equipment.



The Cisco Certified Refurbished Equipment marketplace allows companies to acquire necessary equipment at a much lower price while re-using equipment that was previously abandoned.

Prediction: A progressive Hotel will franchise the crowd –taking Airbnb head on



Collaborative Economy: Value Chain



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Collaborative Economy: Value Chain



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Enable a Platform

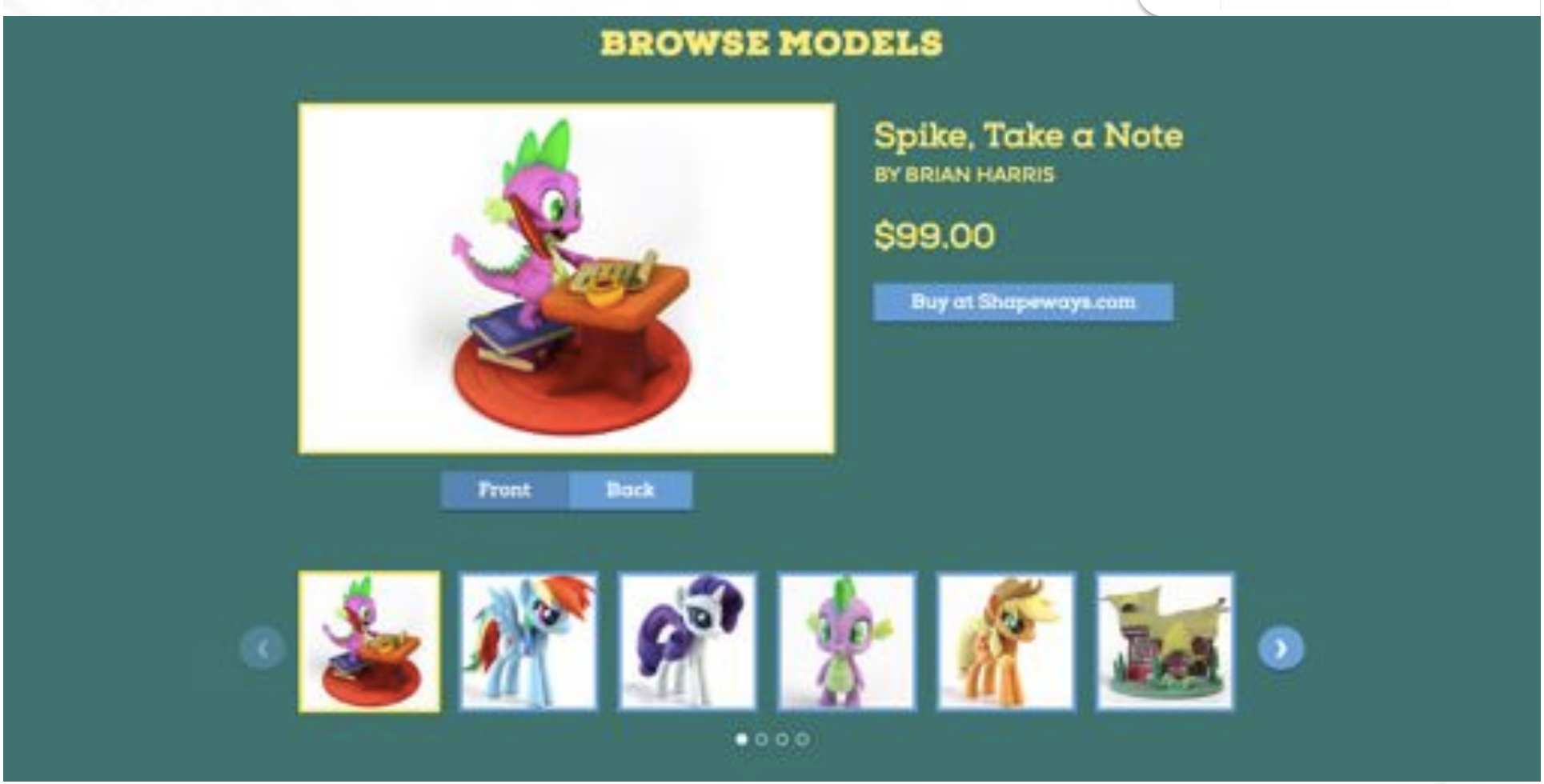


U-Haul enables the crowd to fund truck, share in winnings and foster "Shared Destiny"



Tap the crowd for better rates and terms that a company can set and achieve the highest form of loyalty: *Shared Destiny*.

Hasbro enables customers to 3D print products on demand via Shapeways



Swisscom “Friends” partners with Mila to deliver in-house customer care from the crowd



Swisscom has already 1000+ Friends in Switzerland that extend their customer service and Swisscom will increase Friends over the next years to even offer more helpers in entire Switzerland.

Barclays offers BarclayCard Ring, a credit card designed and built by community crowdsourcing.

BARCLAYS



Card community members can propose ideas and vote for ways to make the card better meet their needs. The community collectively discusses ideas and evolves the card together. The Giveback program allows members to share in the profits of the credit card program.

Prediction: We can't tell the difference between employees and customers.



Collaborative Economy: Value Chain



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Collaborative Economy: Value Chain



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Collaborative Economy: Value Chain



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FIVE FINAL TAKEAWAYS

1. Common digital technologies empower people to get what they need from each other.
2. The crowd is becoming like a company –bypassing inefficient corporations.
3. Like the internet and social, corporations must use these same digital strategies to regain relevancy.
4. This requires business model change: *product* > *service* > *marketplace* > repeat.
5. Continue to be digitally *Resilient*: connected, empowering others, built to last, and profitable.

Welcome to the Collaborative Economy

Crowd Companies

Empowered People & Resilient Brands



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