SHARING ECONOMY ?

- Collaborative consumption
- Collaborative economy
- Peer economy
- Access economy

SHARING ECONOMY ?

First key principles

- **Open source**
- **Peer-to-Peer (BBS, FTP, Napster / Kazaa P2P services, democratization of music, movies – content)**
- **Online market places**

WHAT IS SHARING ECONOMY ?

WHAT IS BEING DONE / SHARED?

Almost overnight, numerous peer-to-peer platforms—in the likes of:

- **Crowd-working (e.g., Airbnb, Uber, Amazon Mechanic Turk, E-Lance, Fiverr),**
- **Co-innovation (e.g., Mindmixer, Social Innovator),**
- **Crowd-funding (e.g., Kickstarter, Indiegogo),**
- **Crowd-searching (e.g., Crowdfynd, CrowdSearching),**

and crowd-voting (e.g., California Report Card, Threadless) emerged to facilitate both individuals and/or organizations to pool resources in resolving problems.

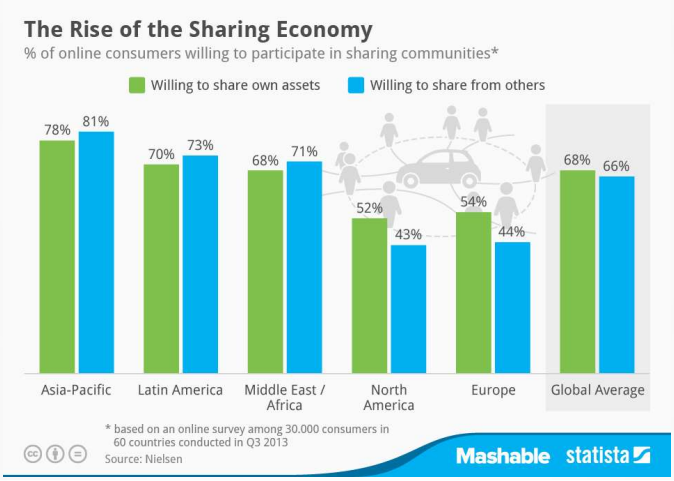
WHAT IS BEING DONE / SHARED?

Plus others:

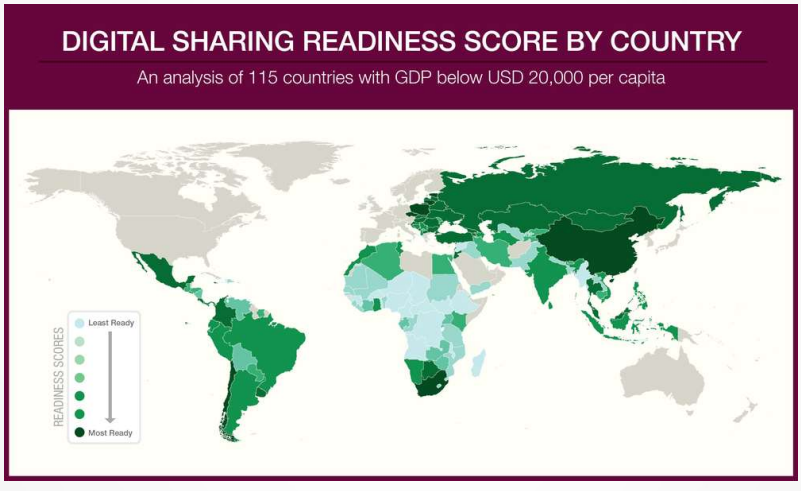
- **social lending,**
- **peer-to-peer accommodation,**
- **peer-to-peer travel experiences,**
- **peer-to-peer task assignments or travel advising,**

carsharing or commute-bus sharing (Shareit Box Car Riderent, Autolevi)

DO YOU HOMEWORK - ARE WE WILLING TO SHARE?

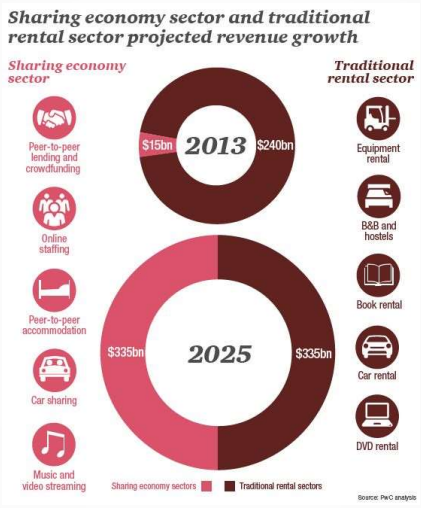


ARE WE WILLING TO SHARE?



WHERE CURRENT SHARING ECONOMY IS COMING FROM ?

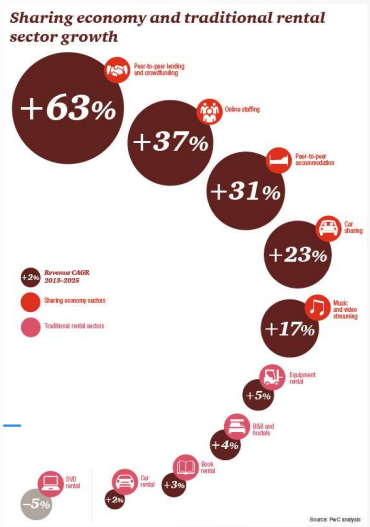
IS THERE MONEY TO BE SHARED IN THE SHARING EONOMY?



IS THERE MONEY TO BE SHARED IN THE SHARING EONOMY?

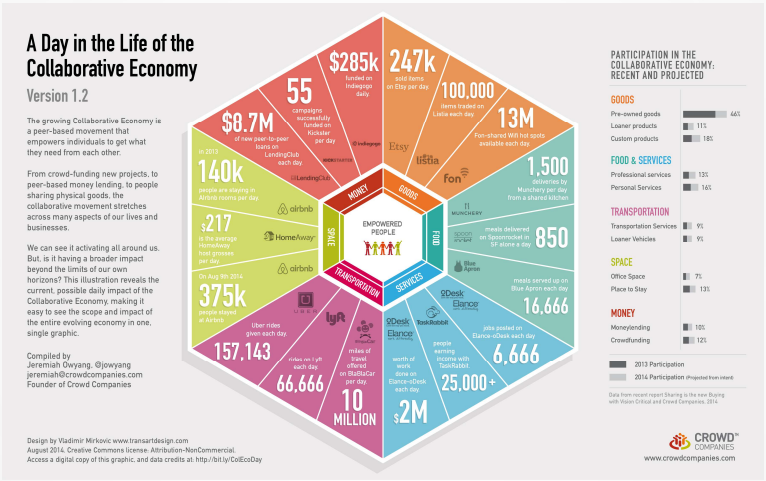
IT-SW industries:
Apple
Microsoft
Alphabet Inc
SAP etc.

Sharing economy business models – cloud apps & SW

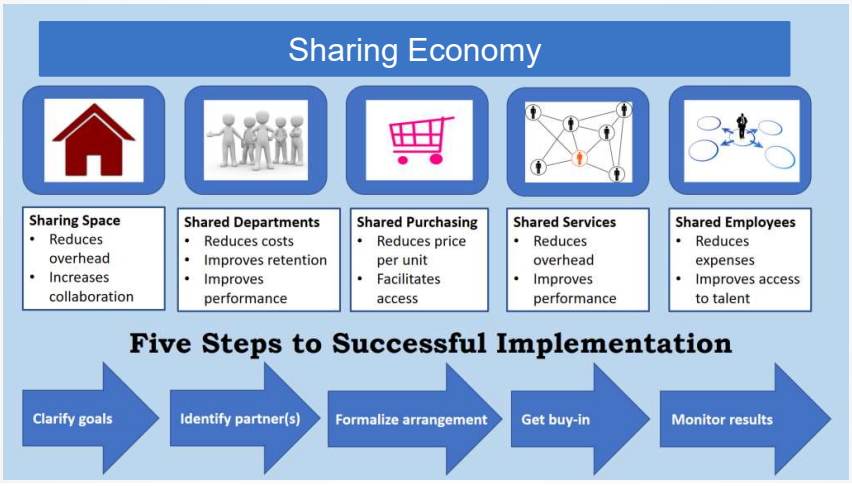


IS THERE MONEY TO BE SHARED IN THE SHARING EONOMY? YES !

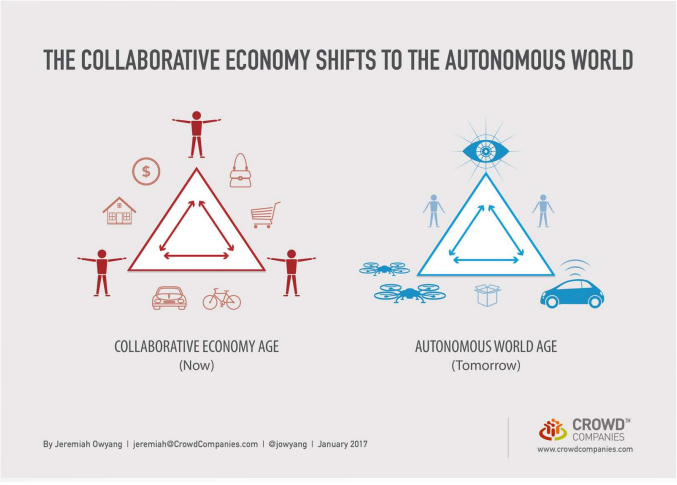
WHAT IS BEING SHARED AND WITH WHAT IMPACT ?



HOW & WHY TO PARTICIPATE ?



FUTURE OF SHARING ECONOMY ?

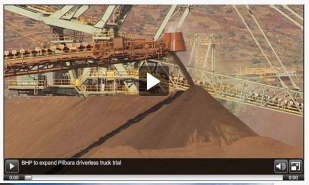


DATA ECONOMY

- DATA ABOUT YOU

=)

DATA RICH ENVIRONMENTS: INDUSTRIAL PERSPECTIVE

- Trucks
- Busses
- Dumpers (e.g. used to carry iron ore in mines)
- Autonomous vehicles
- Telematics (outsourced e.g. to Volvo)

Robotic trucks taking over Pilbara mining operations in shift to automation