

Photo credit: <http://www.freestockphotos.name/>



### **Economic benefits of not owning a car:**

- Average cost of ownership of a car per year in US: **\$8,558** (\$23 / day)
- Cars are utilised only **5% of the time** (72 mins / day)
- Economic benefit for consumer of **\$6.8b (in the US) in 2015** from Uber alone

## Worksheet - Sharing economy (3)

1. On a very basic level, which of the sharing economy elements can you get ideas from to apply to your company, department or role?
  - The way of bringing demand and supply together (e.g. online marketplace)
  - What elements of sharing economy vision could be valuable for your company?
  - Can you apply any of the collaboratively governed mechanisms?
  - Can you connect peers-to-peers?
  - Which economic benefits would be there if your customers were to use existing assets better?
  - What can you learn from sharing economy's asset management principle?
  - Anything you can learn from sharing economy (or on-demand) businesses distribution models?
  - How can you reduce transaction costs based on some ideas of the sharing economy (or on-demand) businesses
  - Can you establish a better feedback loop on your customer's experience?

Notes - Sharing economy (3)

Date: