

 [@rmchase](https://twitter.com/rmchase)



**EXCESS
CAPACITY**


when do you want to reserve your Zipcar?

pick up


30/1/2014  15:00 

return


30/1/2014  16:00 

my time is flexible 

address / location

My Current Location 

cars

All 

low emission cars 

automatic cars

find cars



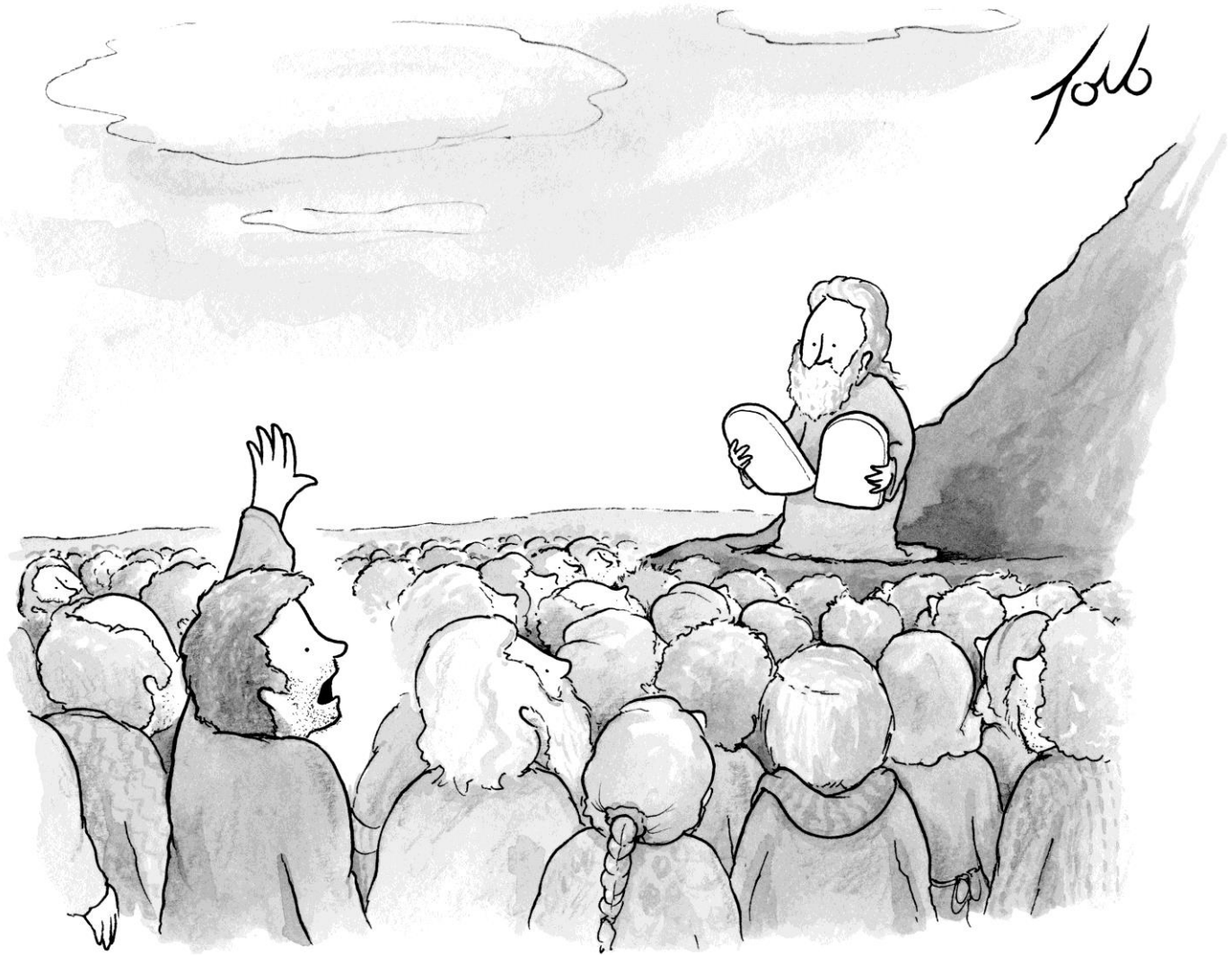
PLATFORM FOR PARTICIPATION



PEER COLLABORATORS:

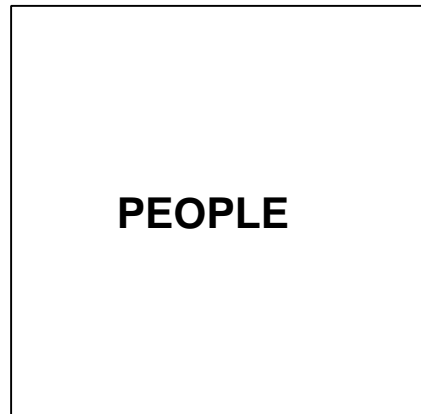
Not consumers but co-creators



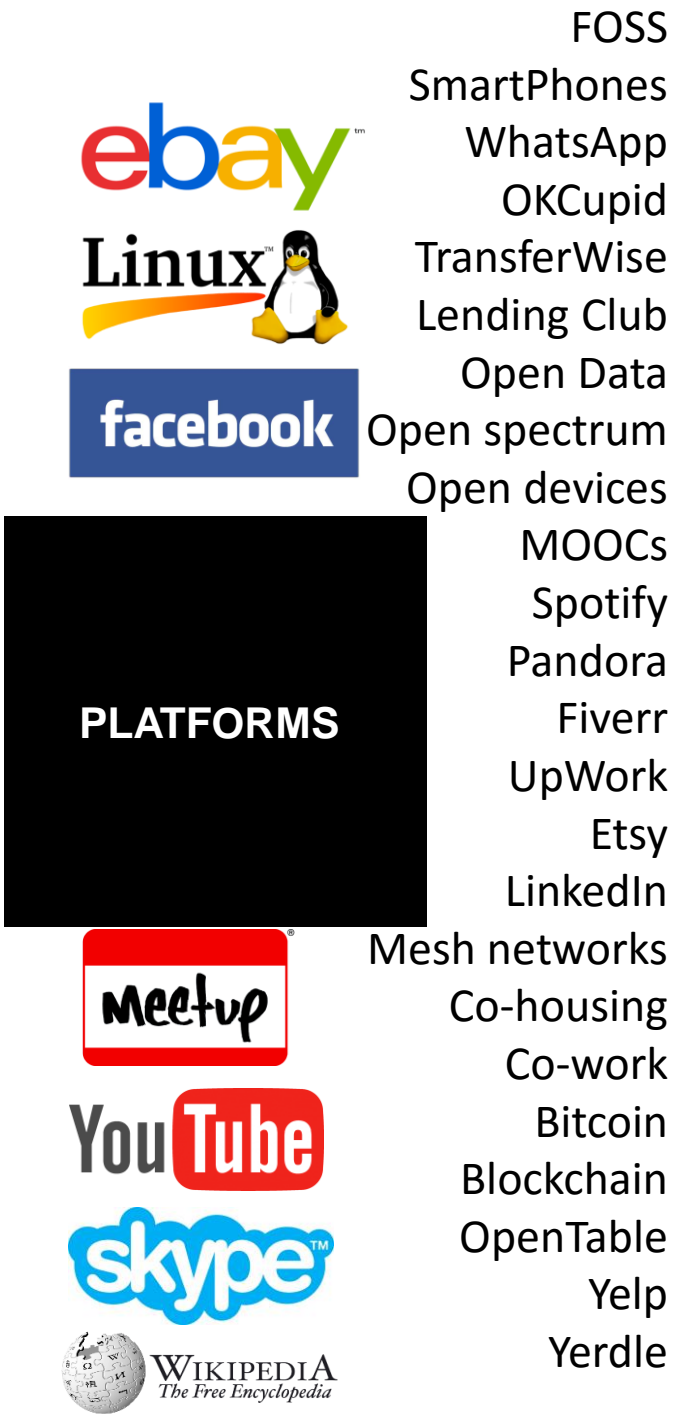
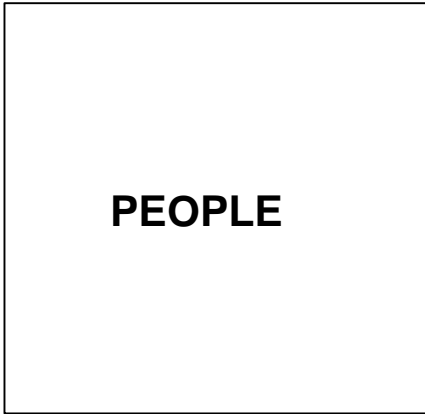
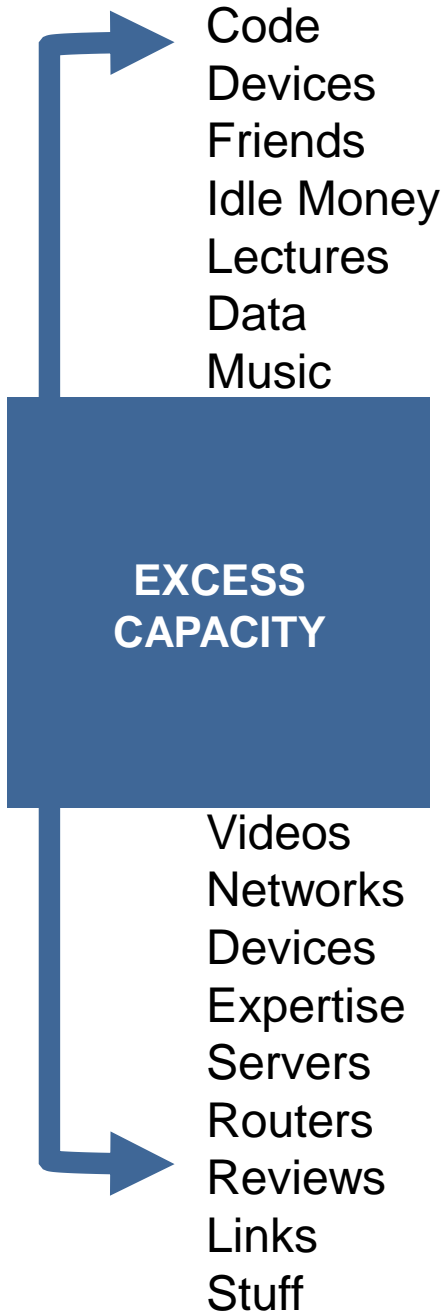


"Is there a section at the bottom for comments?"

PEERS INC



People & Platforms are
Inventing the Collaborative Economy
& Re-inventing Capitalism



BED sharing



Heiner



THE BRUCE LIPPS
POLY-SCHEMATIC



AGE

ROOMS

HOTELS

COUNTRIES



9

2,500,000

207



4

650,000

192



InterContinental Hotels Group

65

645,000

4400

100



Hilton

93

610,000

3800

88



ACCOR

44

530,000

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INDUSTRIAL STRENGTH

(companies, institutions, governments)

Large investments

Multi-year efforts

Integration & Aggregation of many parts

Deep Sector knowledge

Diverse technical expertise(s)

Standard Contracts & standardization

Consistency

Brand Promise (trusted company)

Global

INDIVIDUAL STRENGTH

(people, local NGOs & local companies)

Small investments

Short-term sporadic efforts

Delivery of small services

Local knowledge

Specific unique expertise/offering

Customization, specialization

Creativity

Personal social networks (trusted individual)

Local

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**DIVERSITY
of offering**

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Global

**PLATFORM
for participation**

Excess Capacity

Resource & Cost Efficient



Excess Capacity

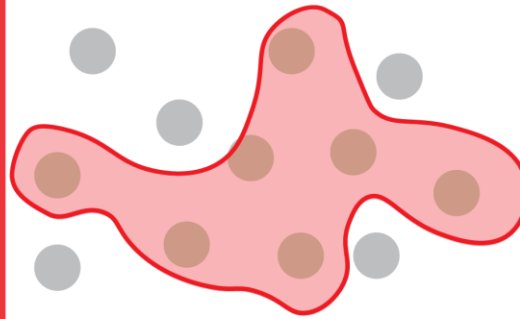
Already exists, paid for, more value there

How to harness Excess Capacity?



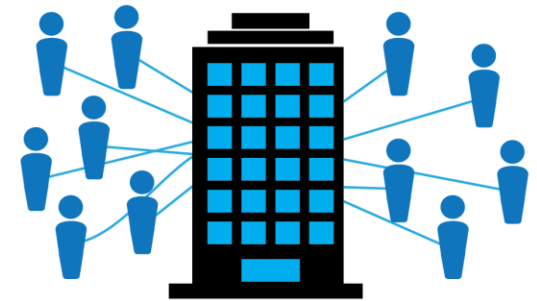
SLICE

consume only what
you need



AGGREGATE

transform via a
common interface



OPEN

discover new value



2013 McKinsey report on OPEN DATA

2013 McKinsey report on OPEN DATA

40+

Number of countries with government open data platforms*

\$3 trillion

Approximate potential annual value enabled by open data in seven "domains"

90,000+

Data sets on data.gov (US site)*

3 billion

Metric tons of carbon dioxide equivalent emission reductions from buildings that could be identified through the use of open data

1.4 million

Page views for the UK open data site in the summer of 2013

35

Hours per year could be saved by commuters from schedule changes based on open data

102

Cities that participated in 2013 International Open Data Hackathon Day

100,000+

Medical, health, and fitness apps for smartphones

1 million+

Data sets made open by governments worldwide

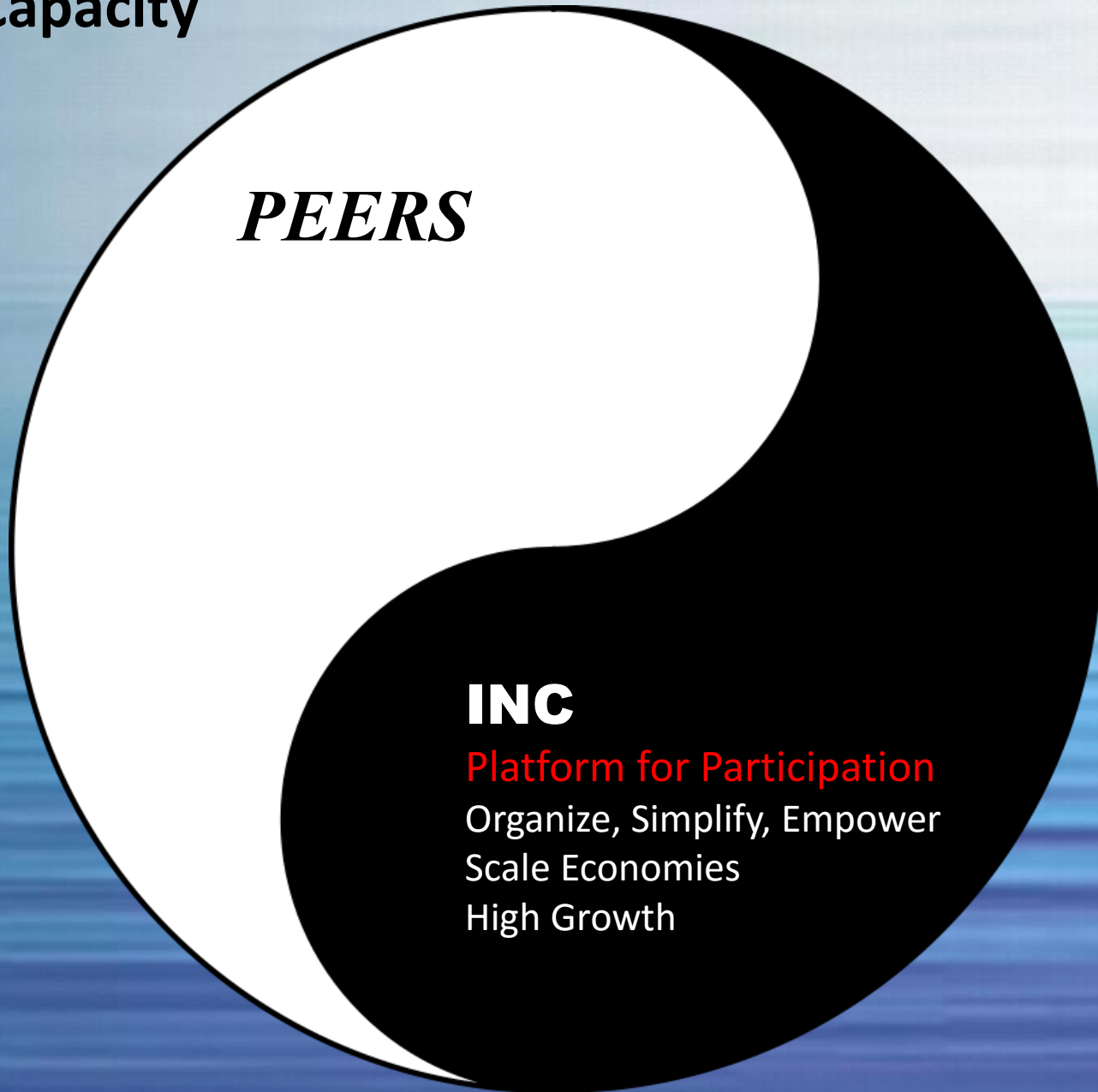
50%+

Consumer share of potential value of open data

Here are 200 people in 177 cars



Excess Capacity



BlaBlaCar

4m transported each month
=10k high speed trains
= 10k 747s

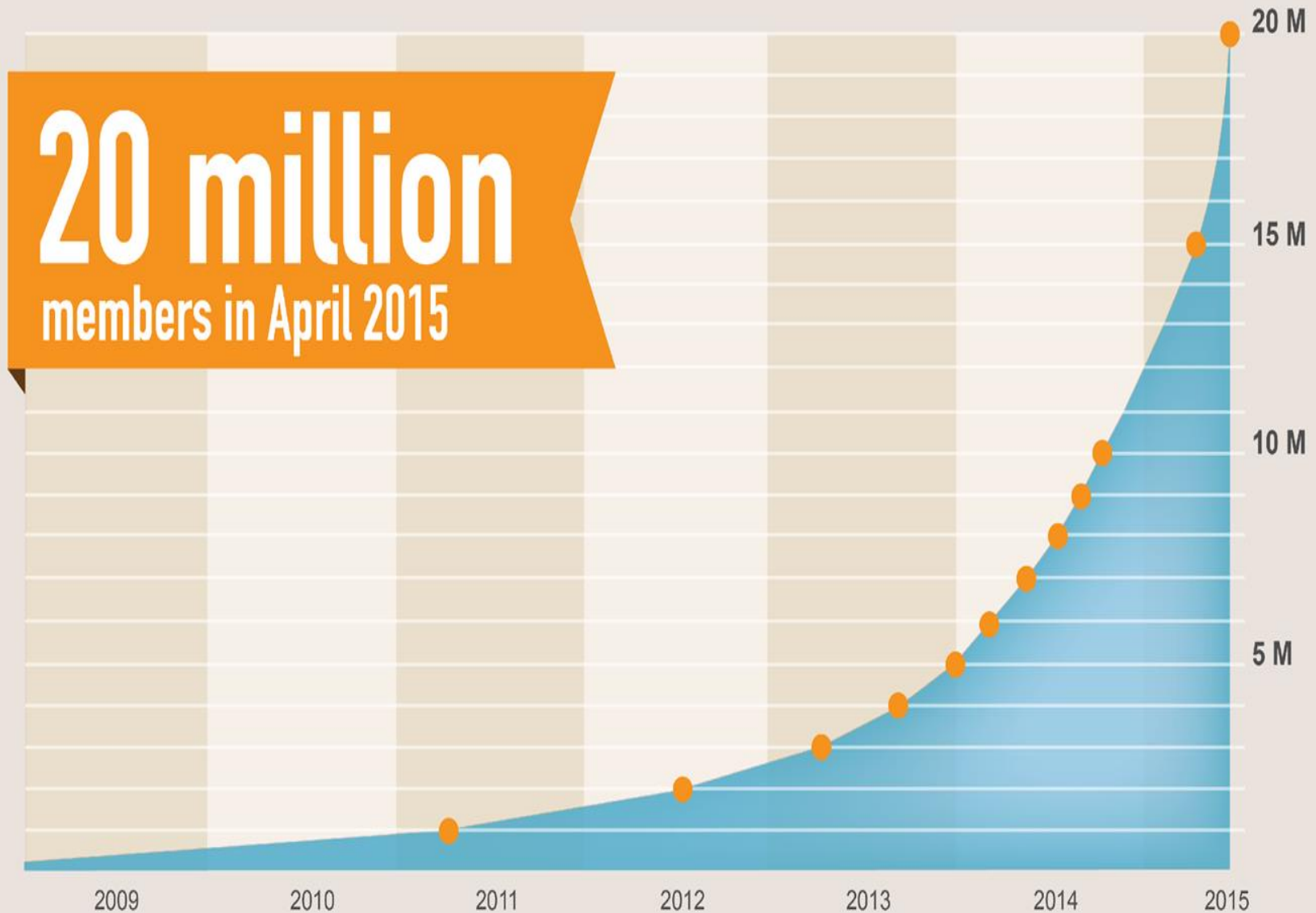
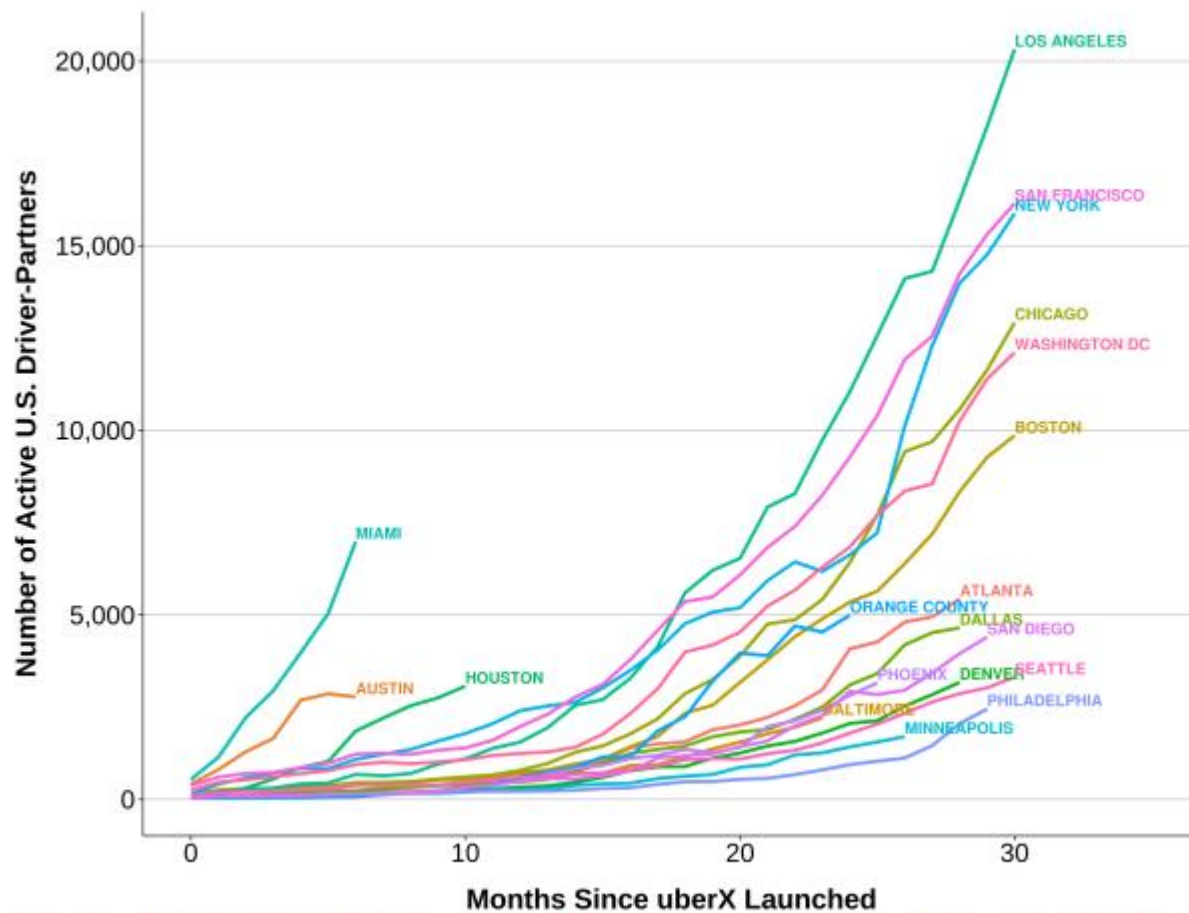


Figure 5: Active U.S. Driver-Partners Over Time, by City



Note: Figure reports the number of U.S. UberBLACK and uberX driver-partners making at least one trip in the specified month, indexed to the number of months since Uber began in the city or June 2012, whichever came later.





G - Auto
ANY TIME RICKA
927 444 4444
ગુ - ઓટો

G - Auto
ANY TIME RICKA
927 444 4444
ગુ - ઓટો

15 000 rickshaws in 4 cities
4.5m passengers/month

THE WORLD'S MOST POWERFUL ONLINE LOAD EXCHANGE.

uShip COMMERCIAL.

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[Freight](#) [Household Goods](#) [Vehicles](#) [More](#)

[Find Shipments](#) [Sign In](#) [Join](#)

Ship Anything, Anytime, Anywhere

Over \$3 billion of goods shipped by 326,554 carriers worldwide!

What are you shipping?

Get Free Quotes

Earn up to a **\$100 rebate** on your first shipment!

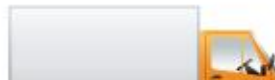
Brokers

Bid on shipper freight & post your brokered loads on uShip.



Carriers

Find shipper and broker loads. Get paid online, no subscription fees.



uShip PRO

Manage all of your shipping needs and optimize your carrier network.

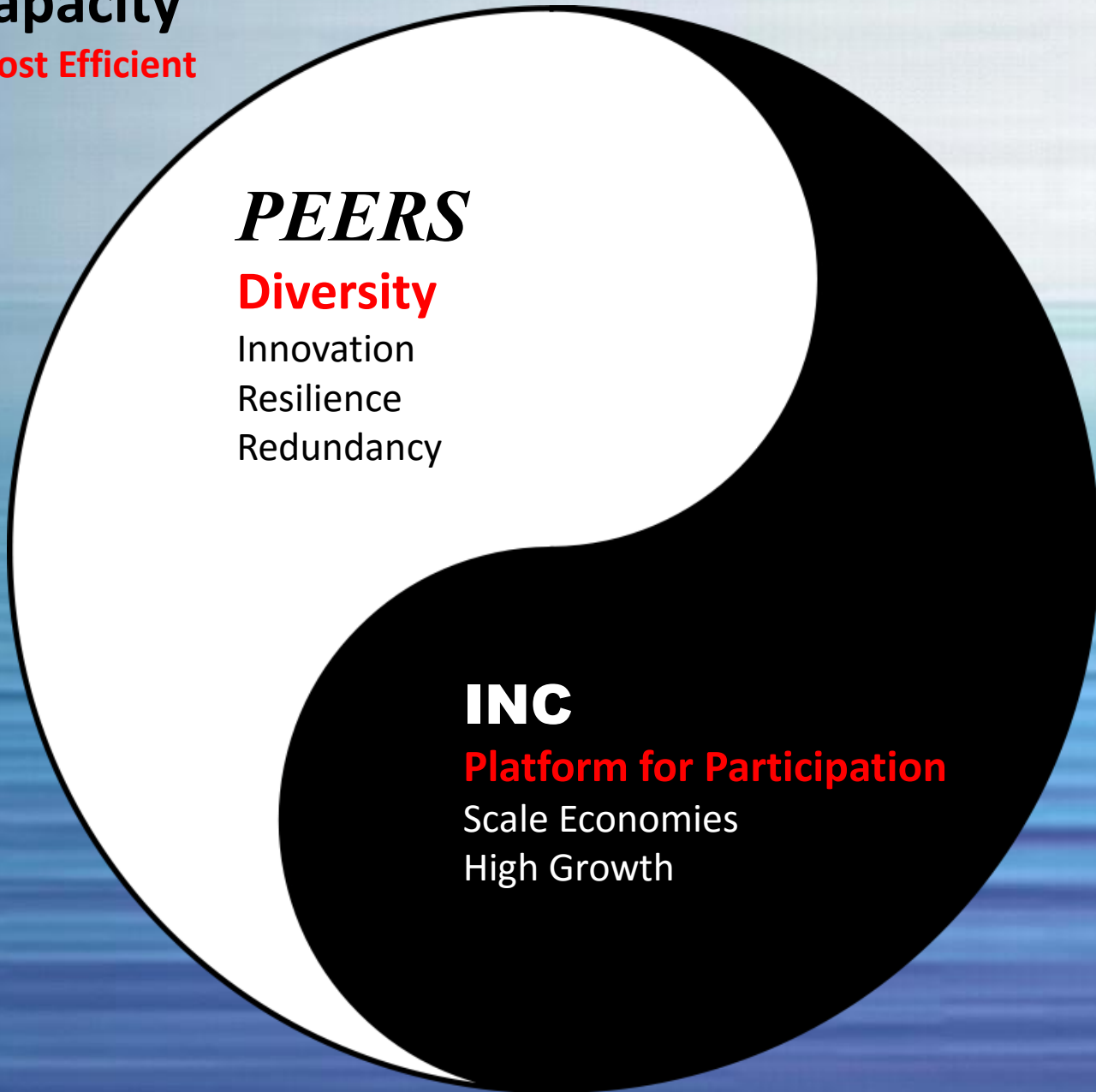


Trust & Safety

- Cargo Insurance**
- Fraud Protection**
- Secure Online Payments**

Excess Capacity

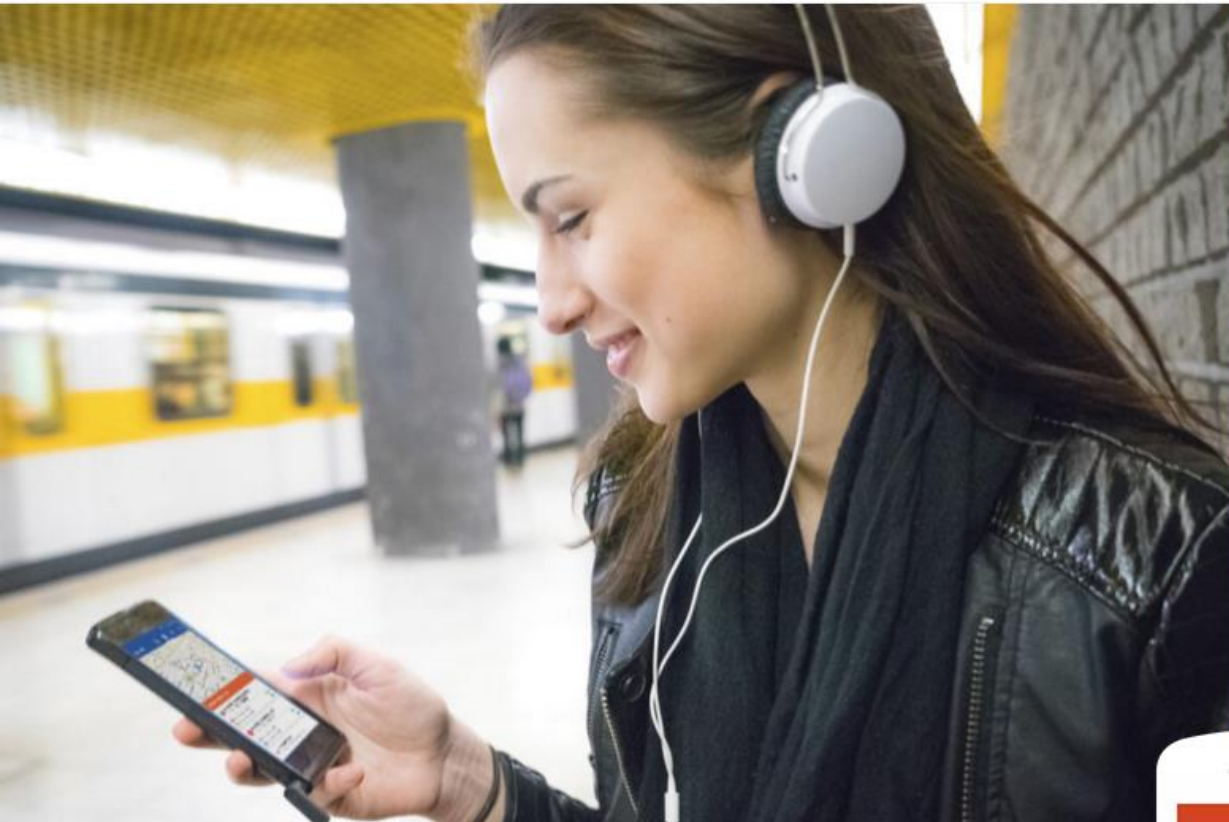
Resource & Cost Efficient





Apple vs. Android: Number of Apps 2008 - 2013



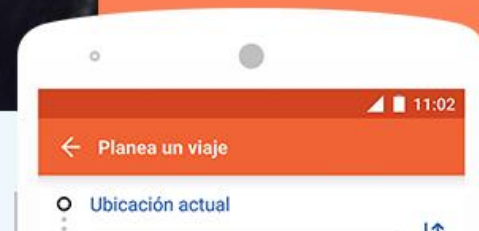


Tu ciudad, tu App para el transporte urbano

Únete a nuestra comunidad de más de 30 millones de usuarios, juntos mejoraremos el transporte público de ciudades de todo el mundo

[Descárgate la App](#)

Asistente personal para el transporte





drivy

35K cars * 700K members * 100% growth y/y

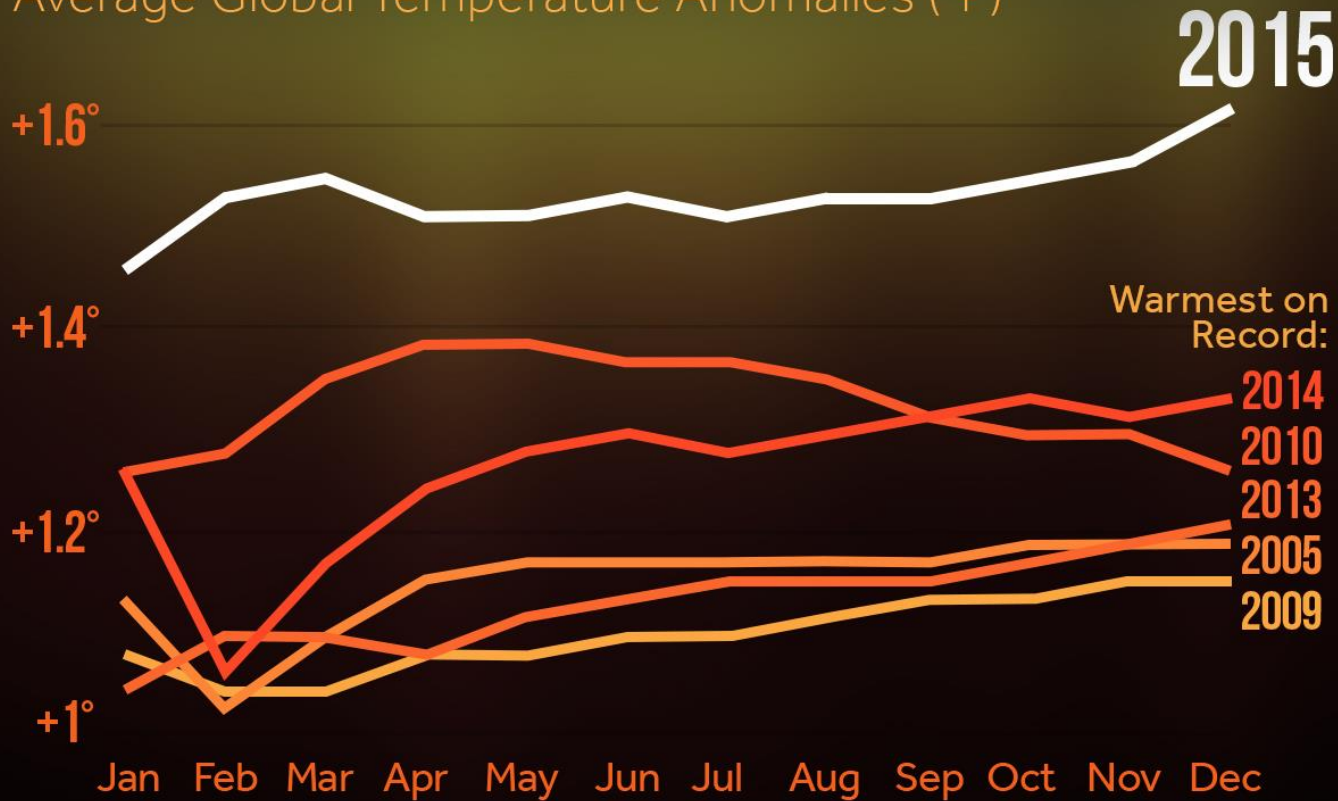


Peers Inc
Delivers 3 Miracles

The science is established.
Scientists say that by 2100, BAU → +5-6C

2015: BLISTERING FINISH

Average Global Temperature Anomalies (°F)



Source: NOAA
Anomalies based on 20th century average



Last Ice Age, 20 000 years ago
was -4C (-7F)


from today's average temps.
Europe & North America were
covered in kilometres of ice.

+4C (+7F) will happen over a
century, not millennia.

**The direction is established.
195 govts have agreed: net zero CO2 by 2050**



How quickly can we get there?

A man with glasses and a dark jacket is speaking on a stage. He is gesturing with his hands. The background is a dark red wall with blue text. A white speech bubble is positioned to the right of his head, and a yellow speech bubble is positioned below it.

You can't solve
exponential problems
with linear solutions.

Try
PEERS INC!

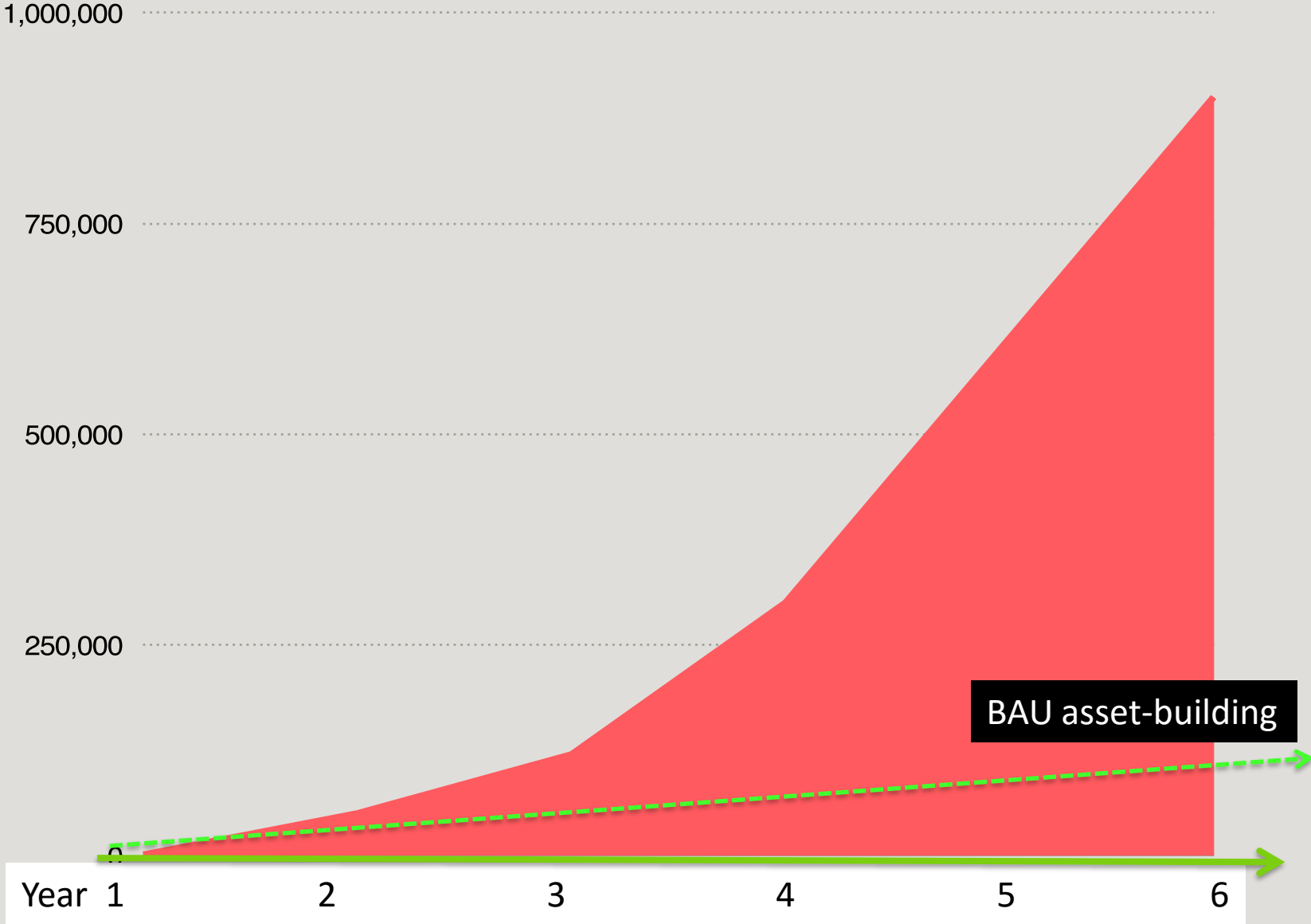
BANNY BANERJEE, STANFORD

3 Miracles

Because we are leveraging excess capacity

Peers
Inc **#1** We can defy the laws of physics

Cumulative Total Listings on Airbnb



Because we are building on platforms for participation

Peers
Inc #2 We can tap exponential learning

130 hours, one semester of college
54 hours of Rosetta stone



130 hours, one semester of college

54 hours of Rosetta stone

34 hours of Duolingo



duolingo

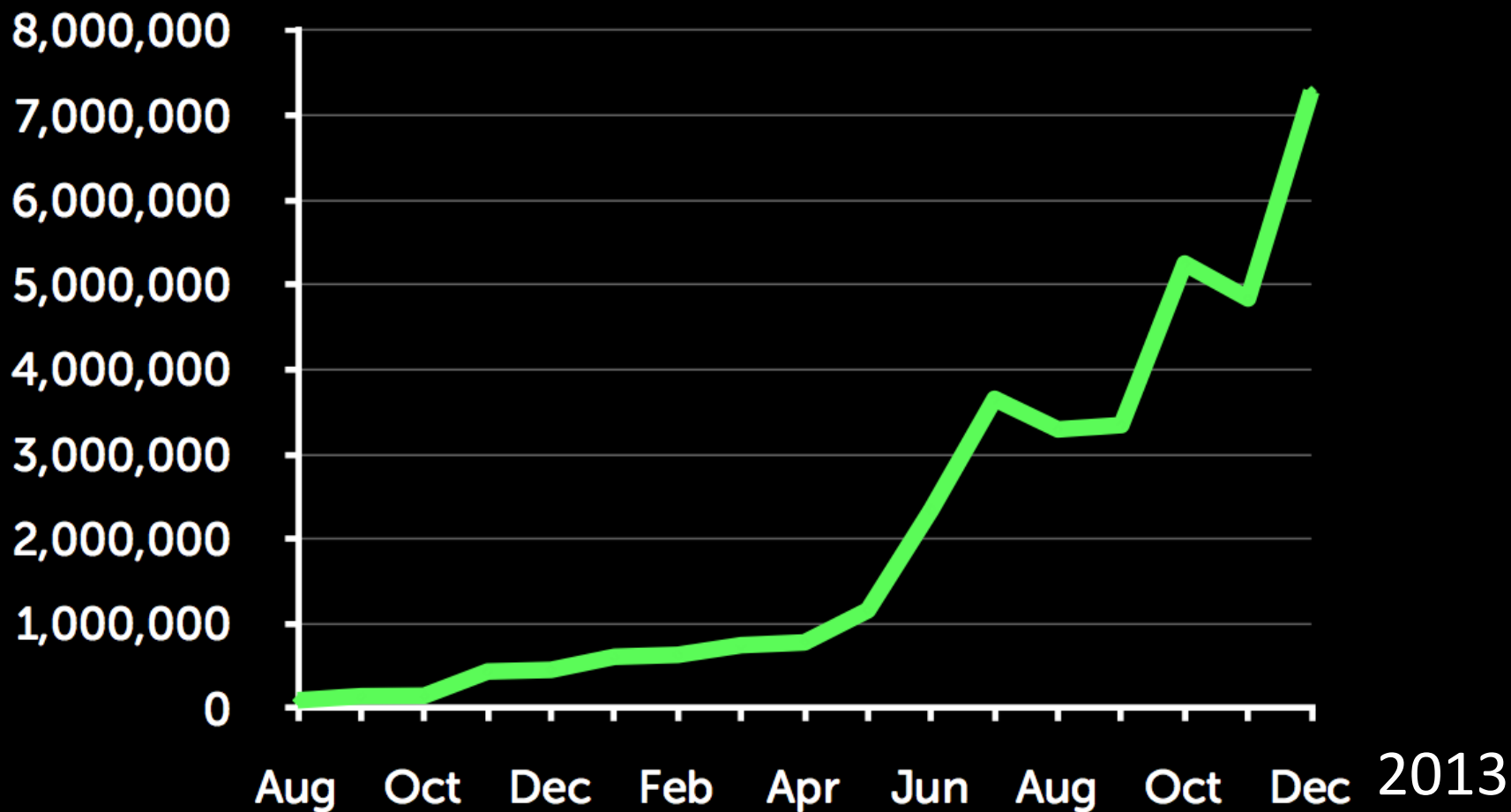


duolingo

May 2015

> 90M

Monthly Actives



Because we work with a
diversity of peers

Peers
Inc **#3**

The
Right Person
will Appear





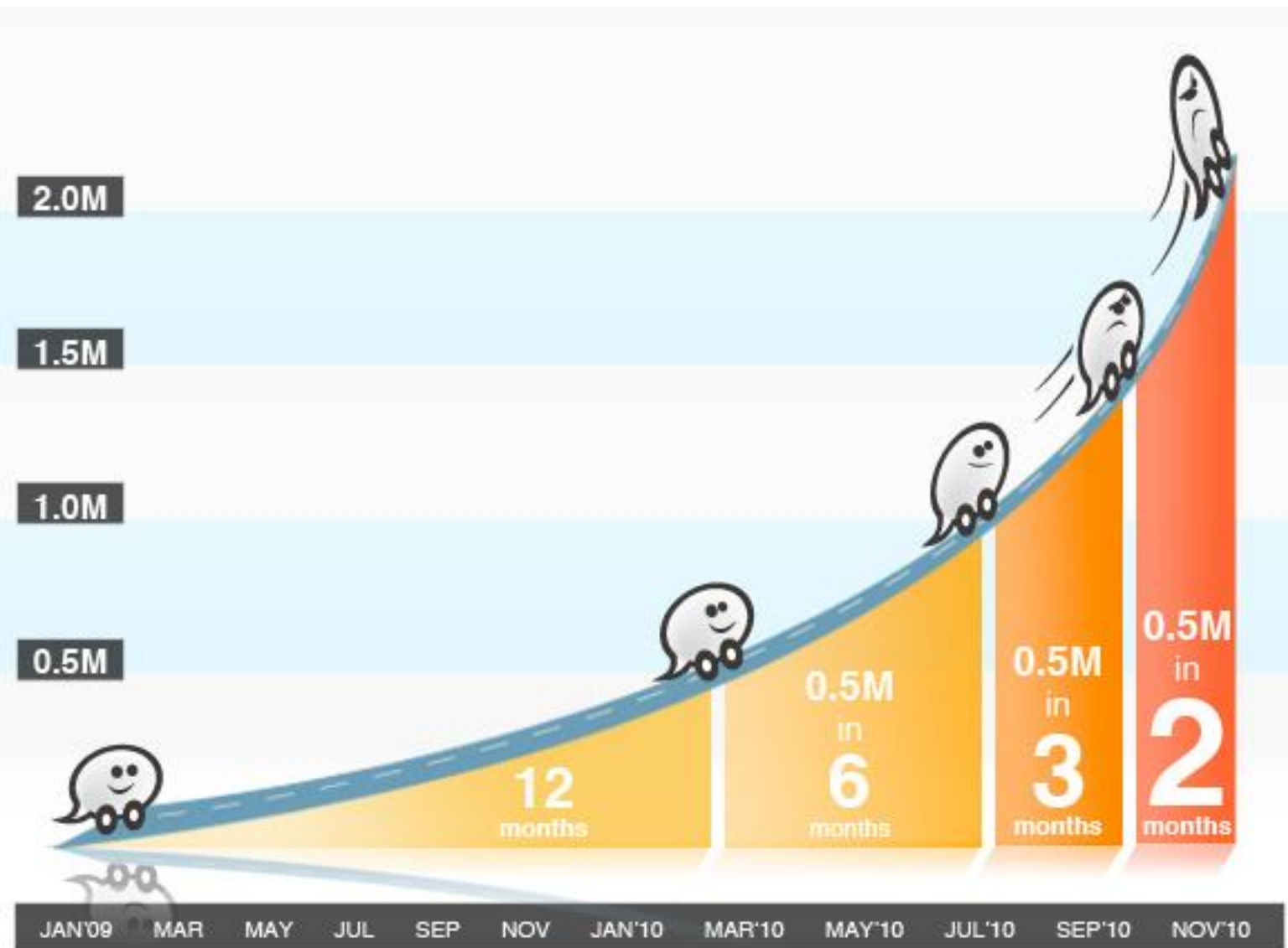
waze

OUTSMARTING TRAFFIC, TOGETHER



June 2013

> 50M



PEERS INC is a collaboration

PEERS INC is a **collaboration**

#1 We can scale exponentially

PLATFORM organizes & unleashes excess capacity
PEER co-investment with existing assets

#2 We can tap exponential learning

100s of 1000s of simultaneous PEER experiments
PLATFORM analyzes, learns, shares best practice

#3 The RIGHT person will appear

PLATFORM (supercomputing + peer learning)
Real-time adaptation by PEERs at the edges

PEERS INC is a collaboration

Smart cities

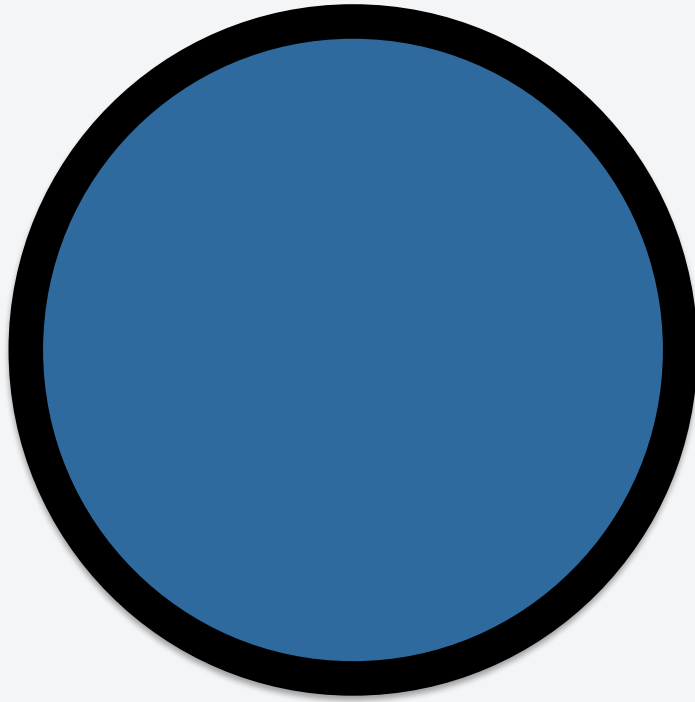
Smart homes

Smart transportation

Smart grids

All rely on this collaboration

Industrial Capitalism



Sharing – the Collaborative Economy – is the future

Shared networked assets > closed assets

More networked minds > fewer 'proprietary' minds

Benefits of shared open assets > problems of open assets.

I get > I give

Structure for our dynamic times:
Experiment, Iterate, Evolve, Adapt

We need these ideas to
be bestsellers.

SHARE THEM WIDELY

PEERS INC



How People and Platforms are
Inventing the Collaborative Economy
and Reinventing Capitalism

ROBIN CHASE

cofounder of ZIPCAR

<https://www.youtube.com/watch?v=DeUE4kHRpEk>

Ciclovia: 121 kms, 1.5m participants



Transmilenio:

**A platform for economic participation
Used for a diversity of purposes**

