

# SHARING ECONOMY

## 1 The sharing economy: a paradigm shift



### BEFORE

You buy = you own



### BUT

Financial constraints create more incentives for **lending or sharing**



### NOW

You buy = you own  
**BUT only** for a limited amount of time

## 2 Solution







Responds to consumer needs both **quickly and easily**...

SHARE  
.COM

...by **matchmaking**



## 3 Challenges

- Increasing consumer confidence 
- Building a database of customers and suppliers 
- Distinguishing your P2P business 
- Reducing transaction costs 

**Business Innovation Observatory** Sharing Economy

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