

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**...



...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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