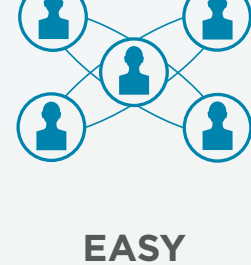


# THE ACCELERATING SHARED ECONOMY

## AND THE NEW DEMANDS ON BUSINESSES

The nature of work is changing, and this is more than just virtualization. Who we are, how we interact, and the way we work are changing. How we connect and the technologies we use to do so are colliding in a way that is shaping our behavior and work - the rapidly expanding influence of the shared economy.

## FEATURES



**EASY TO STAY CONNECTED**

Nearly **7 in 10** Americans now use social media<sup>1</sup>



**CONSTANT PERSONAL DATA STREAM**

Google now processes over **40,000 SEARCH QUERIES** every second on average<sup>2</sup>

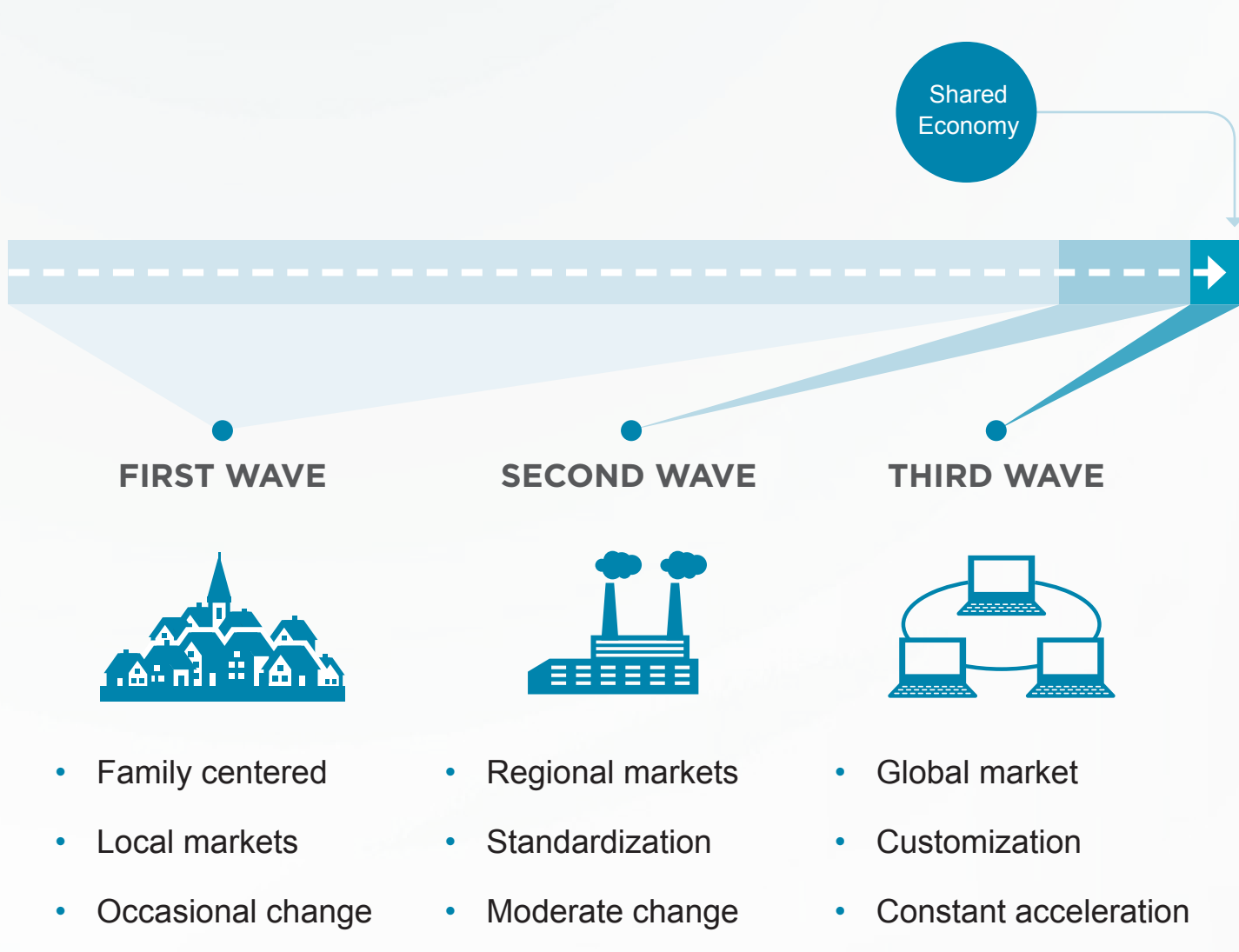


**UBIQUITOUS TECH BACKBONE**

More than **HALF THE WORLD** now uses a smartphone<sup>3</sup>

## EVOLUTION

The development of the shared economy is one of the latest steps in the third wave of the evolution of our society. The shared economy is a product of the accelerating pace of change of society as a whole.



The shared economy will grow to a **\$335 BILLION INDUSTRY BY 2025**. In 2013, this industry was valued at \$15 billion.<sup>4</sup>

## MARKET DEMANDS

**1**

### USE DATA FOR PERSONALIZATION

Market is demanding:

- Customized and “enhanced experiences”
- Needs are anticipated and seamlessly met

**Example**

**NETFLIX**

Netflix uses its customers’ personal data to automatically tailor their experience by intelligently suggesting new movies they will probably like.

**2**

### MAKE FLEXIBLE WORK EXPERIENCES

Market is demanding:

- Control and flexibility to customize personal work experiences
- Increased work-life balance

**Example**

**UBER**

Uber’s model creates incredible flexibility for its employees to choose their own working hours, location, and more.

**3**

### REPURPOSE ASSETS

Market is demanding:

- Access to consumer or user data
- Easy access to physical assets via digital means

**Example**

**Google**

Google turned its massive amount of user data into a powerful asset by using it to power ad targeting, which Google sells to other companies.

## IMPLICATIONS



### PRIVACY AND SECURITY

As consumers continue to share personal data, the companies that use and share that data to anticipate wants and needs must contemplate processes and potential regulations for data privacy and security.



### BLENDING OF AGE GROUPS

Traditional market segmentation by age groups is becoming obsolete. Technological maturity and adoption is leading to the blending of the wants and needs of generations.

How will the shared economy impact your business in the future?

**Contact us to start a conversation!**

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Sources:

<sup>1</sup> Pew Research Center <http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/>

<sup>2</sup> Google <http://www.internetlivestats.com/google-search-statistics/>

<sup>3</sup> We Are Social / Hootsuite <https://wearesocial.com/blog/2017/01/digital-in-2017-global-overview>

<sup>4</sup> PricewaterhouseCoopers <https://www.pwc.com/us/en/technology/publications/assets/pwc-consumer-intelligence-series-the-sharing-economy.pdf>