

Sharing Economy: An In-Depth Look At Its Evolution and Trajectory Across Industries

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Why did we select this research?

Piper Jaffray believes understanding the impact of the sharing economy on various industries at an early stage is paramount, as it has the potential to be a disruptive force in commerce designed by established businesses. This report outlines the sharing economy's fundamental enablers and secular drivers, introduces sub-sectors of the sharing economy, and examines the impact to existing businesses.

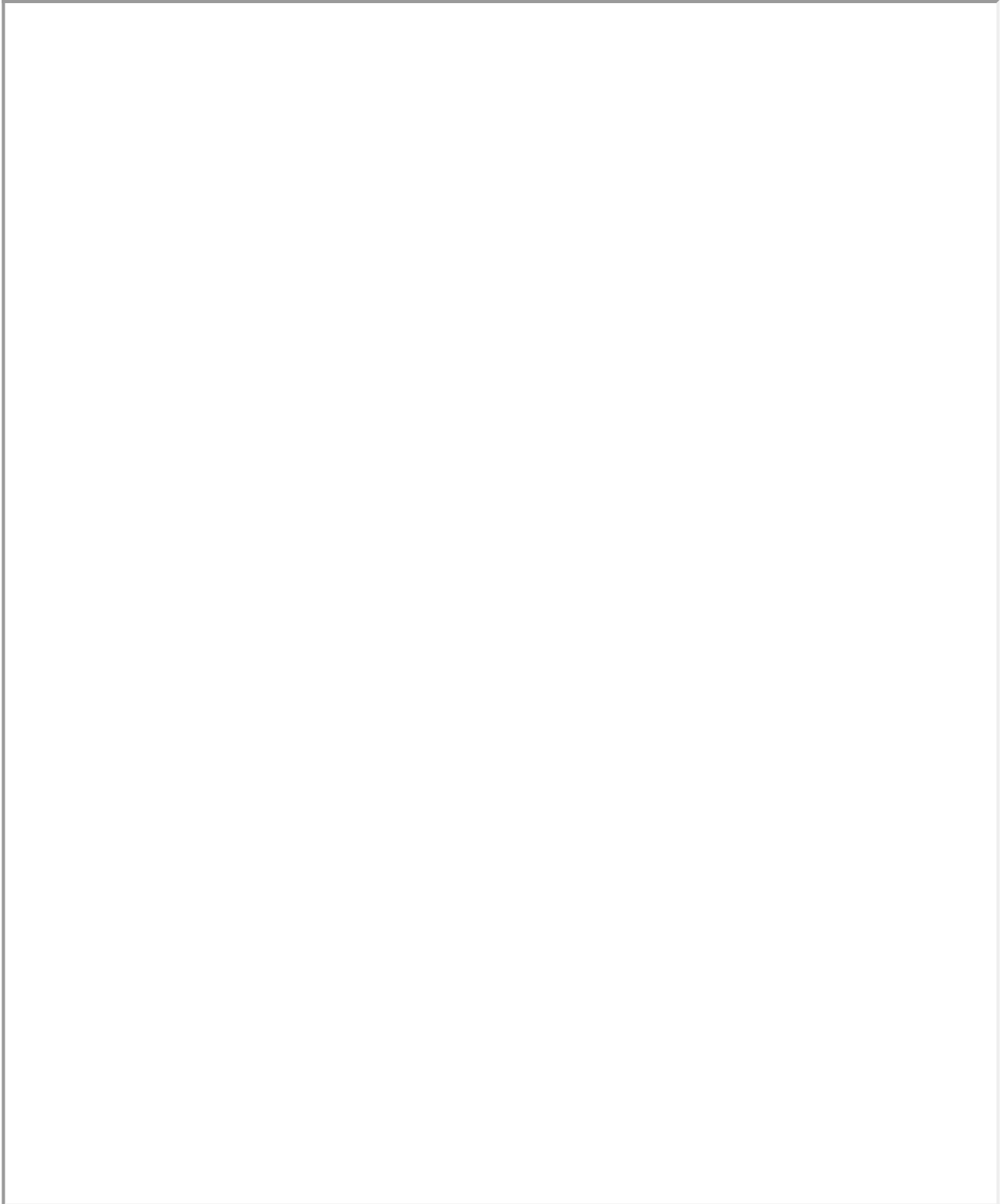
Key Findings

The purpose of this paper is three-fold: 1) outline the sharing economy's fundamental enablers and secular drivers, 2) introduce the reader to several sub-sectors of the sharing economy, and 3) examine the impact to existing businesses. The sharing economy is now something broadly known and its implications seem to be ever-increasing beyond the historic ride-sharing and accommodations marketplaces.

Findings:

- 1) Sharing economy enablers: Economics&Community, Wisdom of friends, Holistic ratings system, Payments technology, Mobile
- 2) Accommodation and Lodging (P2P apartment, vacation home, unique offshoots), Transportation (Ride-sharing, car-sharing etc.), Business sharing, Services (Meal sharing, home tasks, finance, insurance etc.)

3) The article provides a list of several successful companies in the sharing economy sector, from AirBnb to YourParkingSpace. The description generally includes background of the company, its role, the current revenues and the expected margins of growth.



Reference

Olson, M. J., & Kemp, S. J. (2015). *Sharing economy: An in-depth look at its evolution and trajectory across industries*. Piper Jaffray.
