SSE RIGA

Sharing Economy Contest

Second lecture: Sharing
Economy and business models.

Zoom 20.01.2021.

By

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Agenda

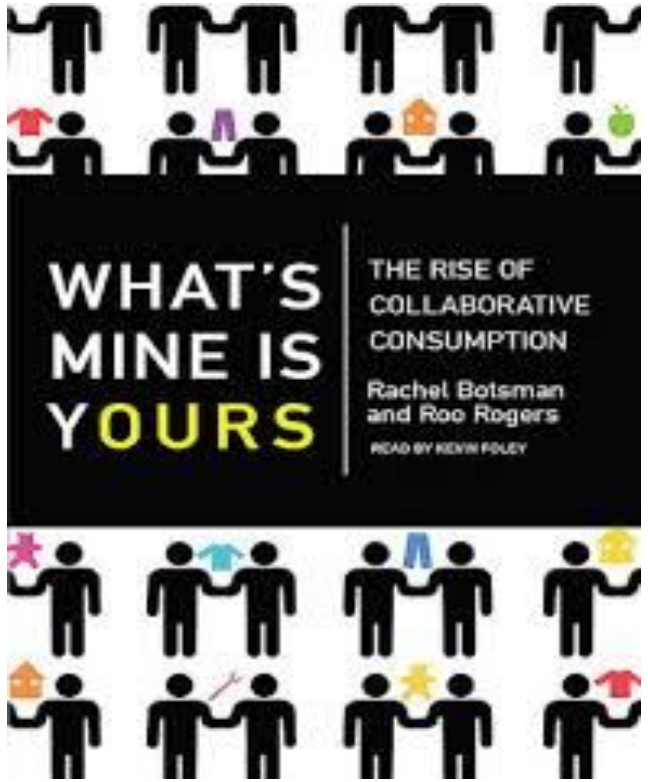
- Recap on the previous event
- The progress update
- The background
- Stakeholder mapping
- Benefits for sharing
- How to proceed: tips and tricks for report development.

The recap:

Please write in chat 2-3 keywords that you remember from the last lecture!

The definition

The peer to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services. (Botsman & Rogers 2010)



The progress:

Where are you with your ideas?

Have you identified any sharing economy needs and opportunities?

The challenge: *https://www.youtube.com/watch?v=T8L8N9L7HEE*

The background

- The resources:
    - Scarcity and depletion
    - Consumption ahead of renewal
    - Growing demand for wealth
- The climate
    - The climate change is accelerating and immediate action is needed
- The technology
    - Technological developments enable new business models.
    - Transparency and trust are the key issues.

Who are the players?

- Who is your customer?
    - Who will pay for the product or service?
    - How the payment will be made?
- Who is the consumer?
    - Who will use the product?
    - Where and how the product/service will be used?
- Who is the service providers?
    - Information service
    - Payment service
    - Delivery service
    - Other
- What technical solutions (infrastructure) are needed?

The benefits:

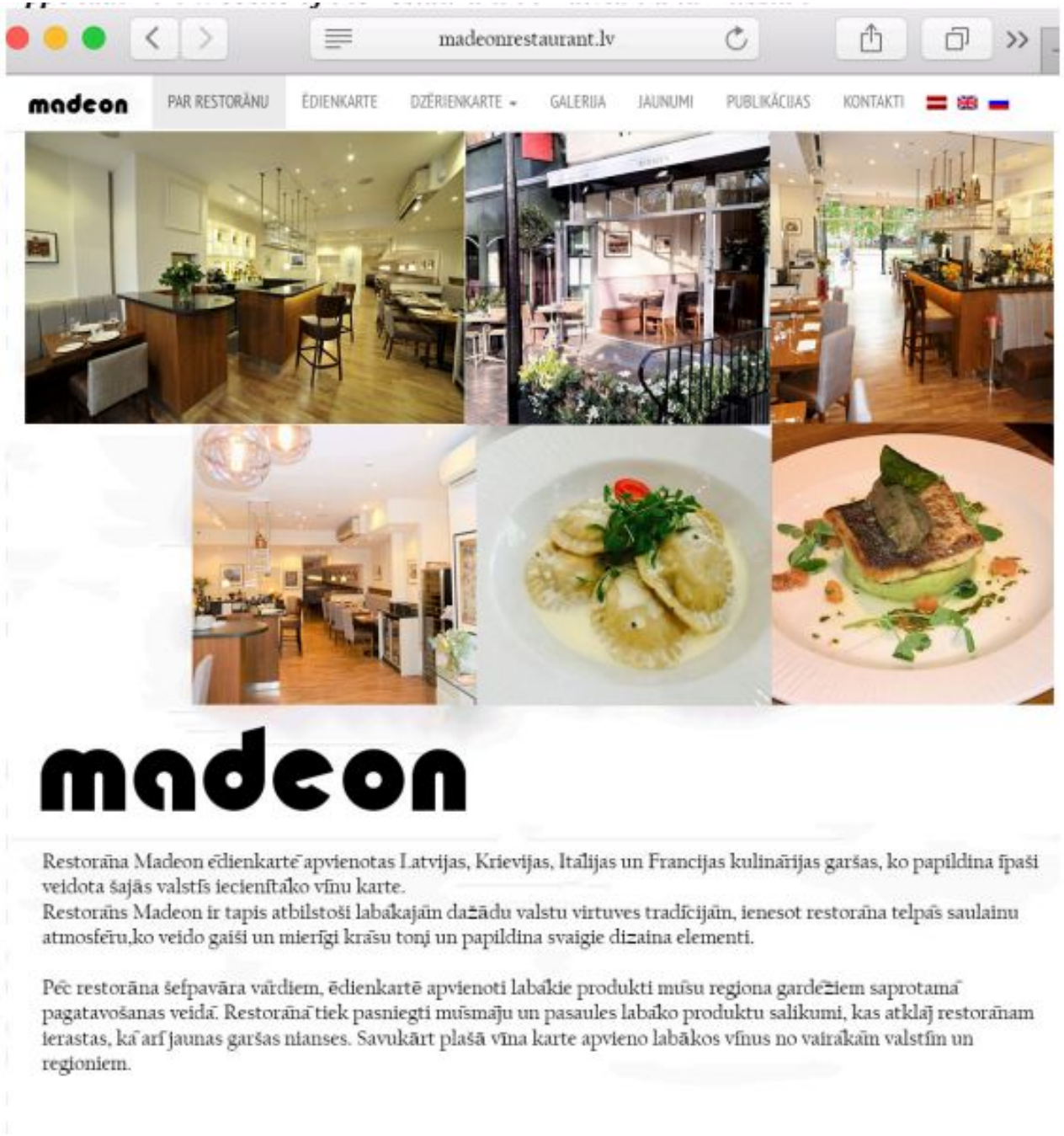
- Access to the use the product
- Access to the service
- Get some income from the ownership
- Get the income from delivery
- Get the information about the accessability
- Provide (sell or share) the services
- Other?

Some tips on the way

- Do some research on the problem
- Brainstorm on the possible solutions
- Define the involved stakeholders
- Identify the (possible) interaction between the stakeholders
- **Talk** to the customers and consumers
- Empathize

Research part

- Googling
    - Language
    - Facts
    - Sources
- Experiment
    - Facebook
- Survey and interviews
    - Structured vs unstructured
    - Target groups
- Observation



Brainstorm

- Facts on the table: what do we know?
- What will be the new and innovative with our idea?
- Why would it be unique?
- Where to find the tech solution?
- How to develop the partnerships?
- Do we have a dream team?

Next

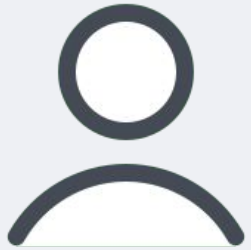
- Submit the draft version of the idea by 11.02.
- The draft should contain:
    - The intro: how did you came up with the idea
    - The general description of the idea
    - Preliminary assessment of the market need and size
    - Indication on benefits
    - The prototype
    - The plan

Feedback structure: according to the assessment criteria (18.02.2021.)

- Any add ons to make the idea more innovative
- Gaps in feasibility
- Argumentation strength
- Scope of the impact: how to make it bigger?

The grand finale: 10.03.2021.

Contacts: still the same ☺



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Thank You!

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