

# THE TRUST SHIFT



@rachelbotsman

7TH  
GLOBAL  
DRUCKER  
FORUM  
2015





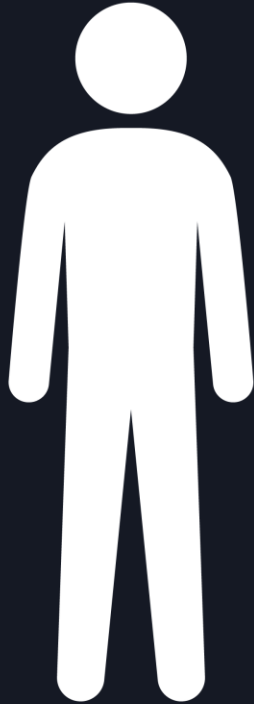
## Walk on (soften up) my new mattress for 2 hours.



 Details

**Description:**  
I got a new Tempurpedic mattress. It's hard. I'd like someone to walk on it, in relatively clean socks, for two hours. Maybe jump up and down a little (jumping optional). It's a King, so your walking area will be 76x80 (inches). Prefer someone with strong calves and some meat on their bones.  
  
Beer included, and you can pet my cats if you need a quick break.

# I NEED...



EFFICIENCY



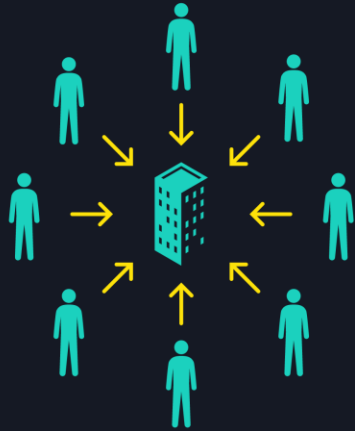
TRUST

# YOU HAVE...

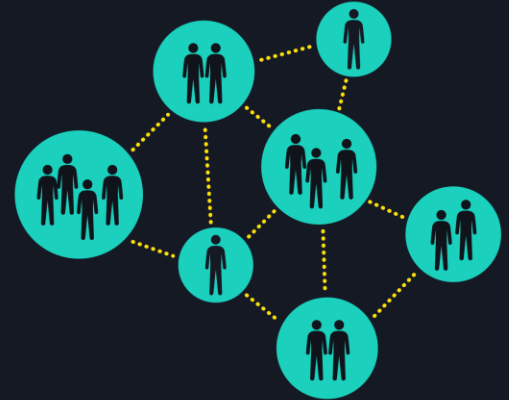


# THE GREAT TRUST SHIFT:

## FROM INSTITUTIONS TO INDIVIDUALS



INSTITUTIONAL TRUST



PEER TRUST

INSTITUTIONAL TRUST  
WAS NOT DESIGNED  
FOR THE  
COLLABORATIVE AGE.

# THE TRUST STACK



**TRUST THE IDEA**



**TRUST THE PLATFORM**



**TRUST THE OTHER USER**

# Bla Bla Car

## My verifications

-  Phone number verified 
-  Email verified 
-  1056 friends 

## My car



Peugeot 206 ★★

Colour: blue

Comfort: Normal



John (42 years old)

Average rating: ★★★★★

My preferences   



I travel from London to Weymouth about every month to go sailing.  
I enjoy some company in the car!

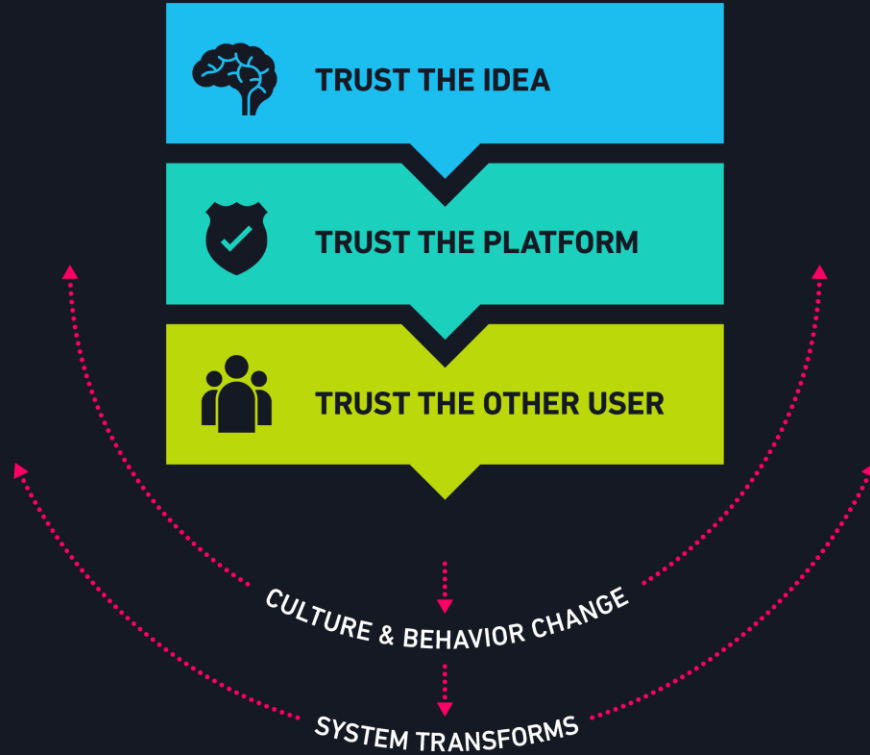


Rating: 5 / 5

Friday 14 December 2012 - 15:25

**From Patrick L :** John is a fun, friendly guy. Had a very comfortable drive went all the way on time. would highly recommend to others.

# THE TRUST STACK





# BIG TRUST QUESTIONS

**1 DO PARTICIPANTS UNDERSTAND THE SHIFTS IN RISK AND LIABILITY?**



# BIG TRUST QUESTIONS

- 1 DO PARTICIPANTS UNDERSTAND THE SHIFTS IN RISK AND LIABILITY?
- 2 SHOULD WE TRUST PEER MARKETPLACES TO REGULATE THEMSELVES?



QUIEREN  
ASESINAR



UBER





**Matt Hancock**

@matthancockmp

Follow

Does anyone have details of this [#Uber](#) app everyone's talking about? It sounds awesome. I'd never heard of it until today...

11:35 PM - 11 Jun 2014

63 RETWEETS 11 FAVORITES



**UBER SIGN-UPS INCREASED BY 850%  
WITHIN 24 HOURS**


YOU CAN'T  
REVERSE THE  
STORY.

# BIG TRUST QUESTIONS

- 1 DO PARTICIPANTS UNDERSTAND THE SHIFTS IN RISK AND LIABILITY?
- 2 SHOULD WE TRUST PEER MARKETPLACES TO REGULATE THEMSELVES?
- 3 **HOW CAN ONLINE TRUST INFLUENCE OUR BEHAVIORS IN THE 'PHYSICAL WORLD'?**







**Kate**  
New York, New York, United States  
Member since May 2010

**Verifications**

**Phone Number**  
(646) 888-1110

**Email Address**  
Verified

**Hey, I'm Kate!**


@KateKendall. Love great conversation, connecting with inspirational and courageous people, exploring new places, reading and writing, cleaning, commuting on my bike and creating cool things. Born and bred in the UK and Australia; I adore San Francisco, New York and Berlin – and owe a lot to my home city, Melbourne. Next big trip when I get the chance: India.

27

32

REVIEWS   REFERENCES


**Reviews From Hosts**



Justine


Kate + her partner recently stayed in my apartment. It was a pleasure having them stay, they were prompt + courteous in all communications + left my place immaculate. I wouldn't hesitate in recommending them to future hosts.

February 2013



Tahir

I had the pleasure of hosting Kate. She is very easy going and accommodating. She left the room in immaculate condition and exceptionally clean. Many thanks Kate, hope to see you again.



Ian

I was delighted to host Kate on her trip to San Francisco and recommend her to other Airbnb hosts in the future!



**THE REAL DISRUPTION  
HAPPENING IS NOT ABOUT  
THE TECHNOLOGY;  
IT'S A PROFOUND  
SHIFT IN TRUST.**

