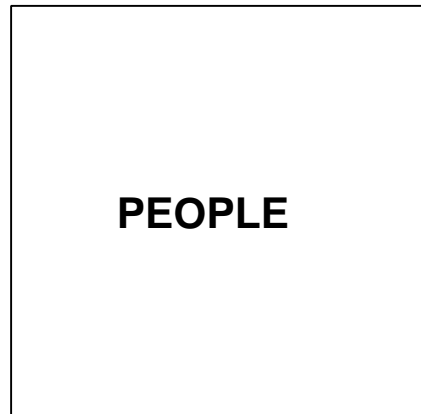
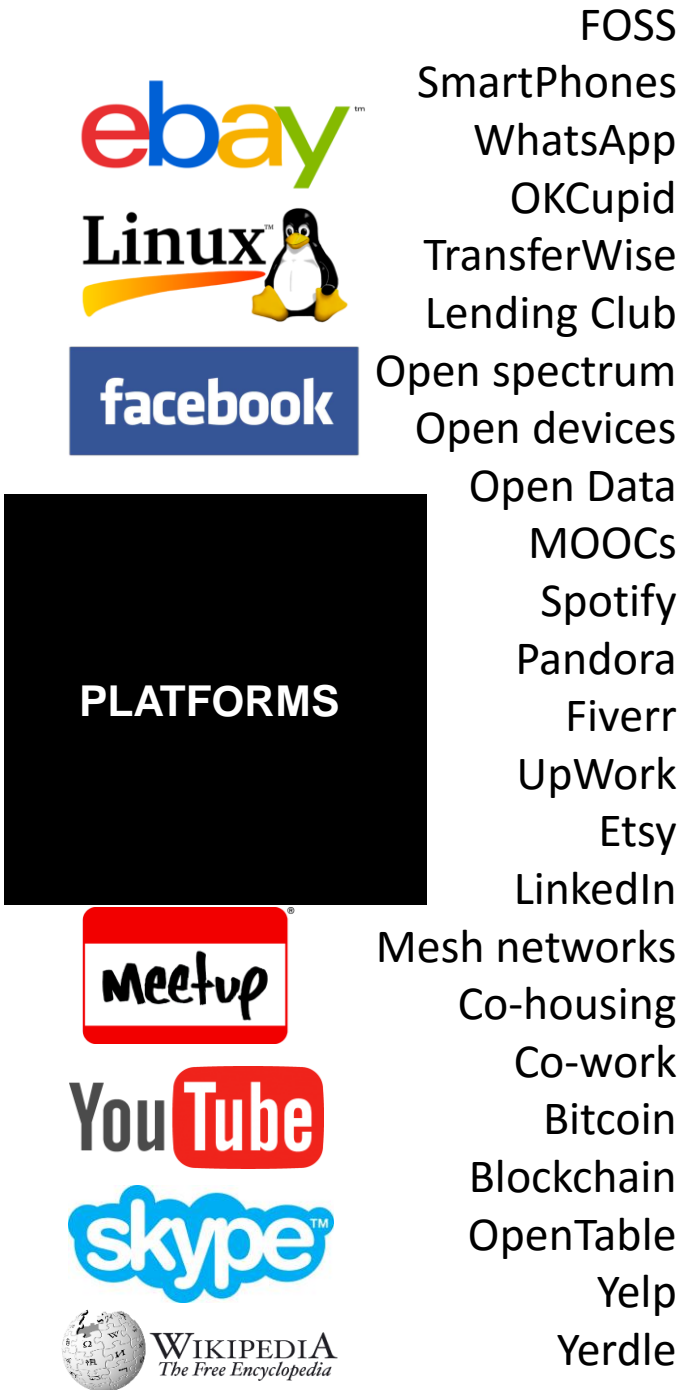
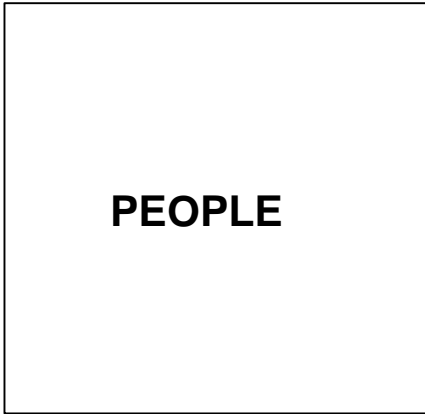


 **@rmchase**

PEERS INC



People & Platforms are
Inventing the Collaborative Economy
& Re-inventing Capitalism



BED sharing



Heimer



THE BRAND NEW
PILLOW TALKING
BOOK



AGE

ROOMS

HOTELS

COUNTRIES



9

2,500,000

207



4

650,000

192



InterContinental Hotels Group

65

645,000

4400

100



Hilton

93

610,000

3800

88



ACCOR

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INDUSTRIAL STRENGTH

(companies, institutions, governments)

Large investments

Multi-year efforts

Integration & Aggregation of many parts

Deep Sector knowledge

Diverse technical expertise(s)

Standard Contracts & standardization

Consistency

Brand Promise (trusted company)

Global

INDIVIDUAL STRENGTH

(people, local NGOs & local companies)

Small investments

Short-term sporadic efforts

Delivery of small services

Local knowledge

Specific unique expertise/offering

Customization, specialization

Creativity

Personal social networks (trusted individual)

Local

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PEERS INC

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of offering**

(companies, institutions, governments)

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**PLATFORM
for participation**

Excess Capacity

Resource & Cost Efficient



Excess Capacity

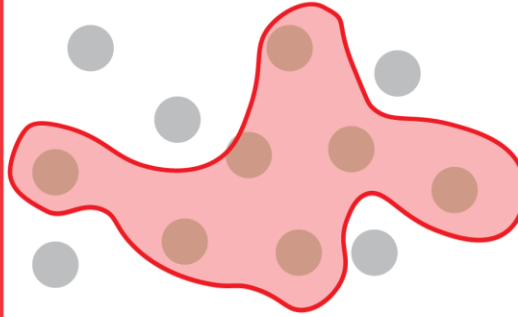
Already exists, paid for, more value there

How to harness Excess Capacity?



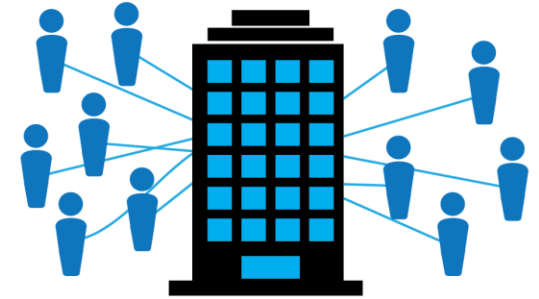
SLICE

consume only what you need



AGGREGATE

transform via a common interface

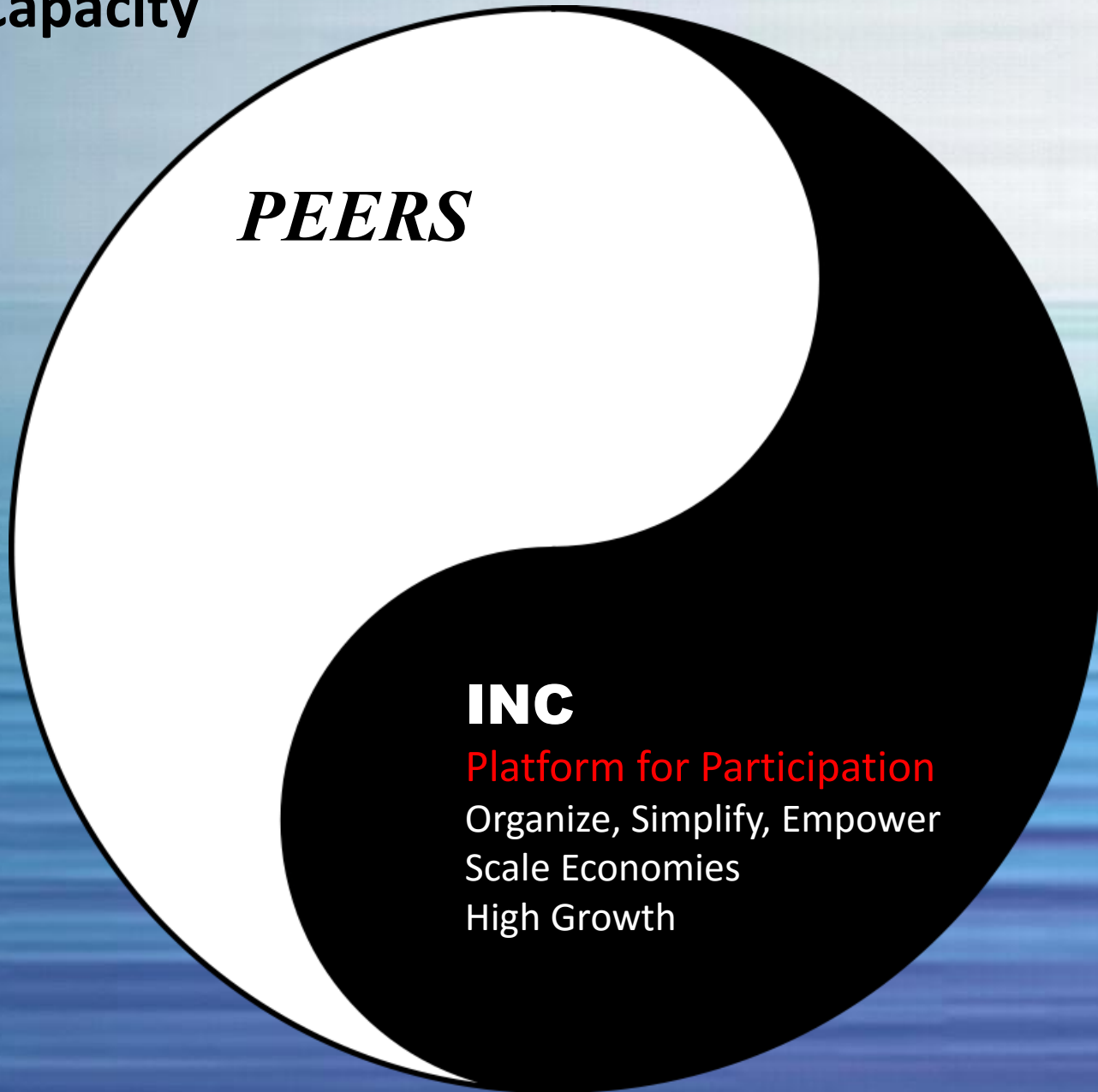


OPEN

discover new value

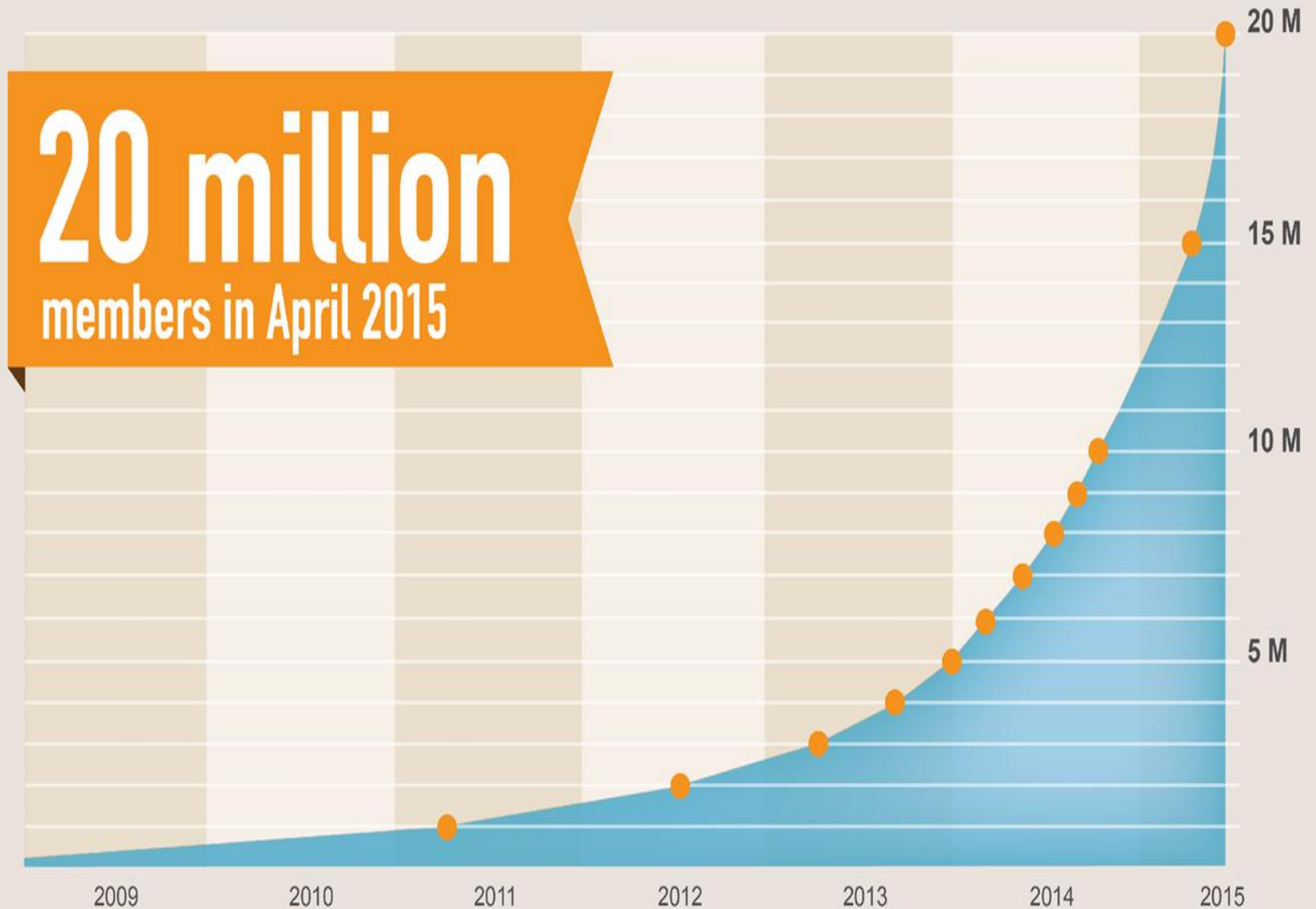


Excess Capacity



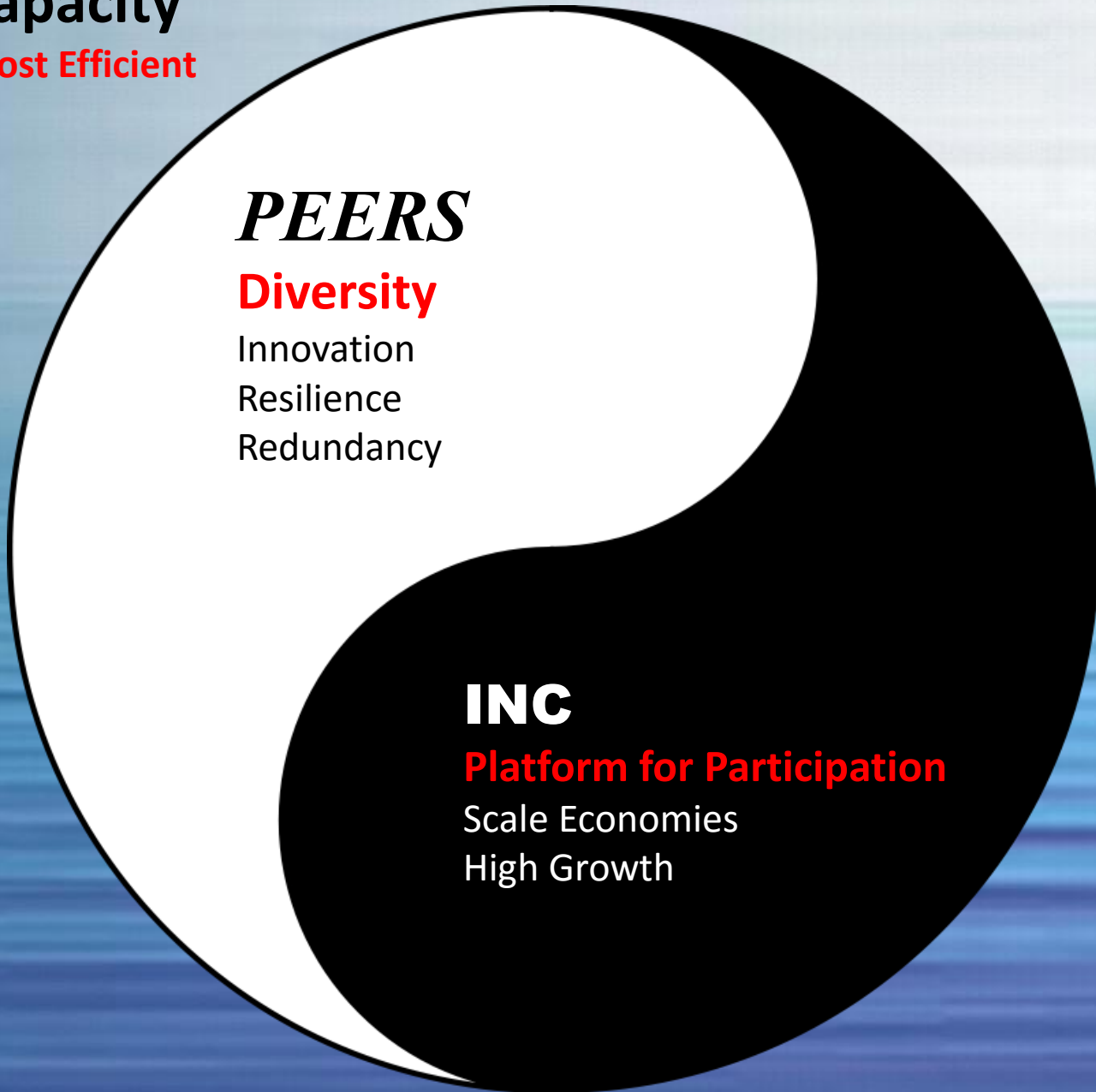
BlaBlaCar

4m transported each month
=10k high speed trains
= 10k 747s



Excess Capacity

Resource & Cost Efficient





Apple vs. Android: Number of Apps 2008 - 2013

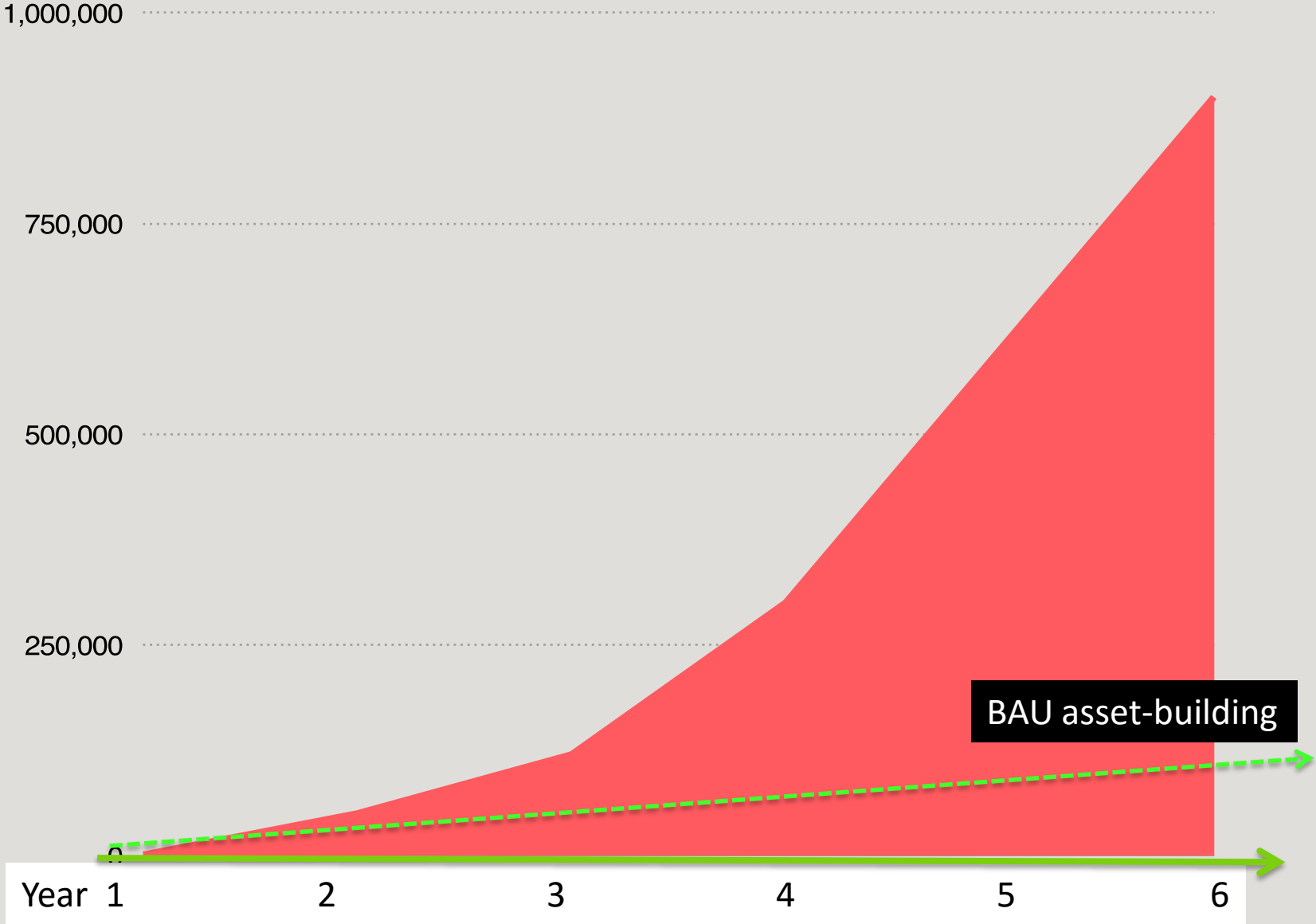


Peers Inc
Delivers 3 Miracles

Because we are leveraging **excess capacity**

Peers
Inc **#1** We can defy the laws of physics

Cumulative Total Listings on Airbnb



Because we are building on **platforms for participation**

Peers
Inc #2 We can tap exponential learning

130 hours, one semester of college
54 hours of Rosetta stone



130 hours, one semester of college

54 hours of Rosetta stone

34 hours of Duolingo



duolingo

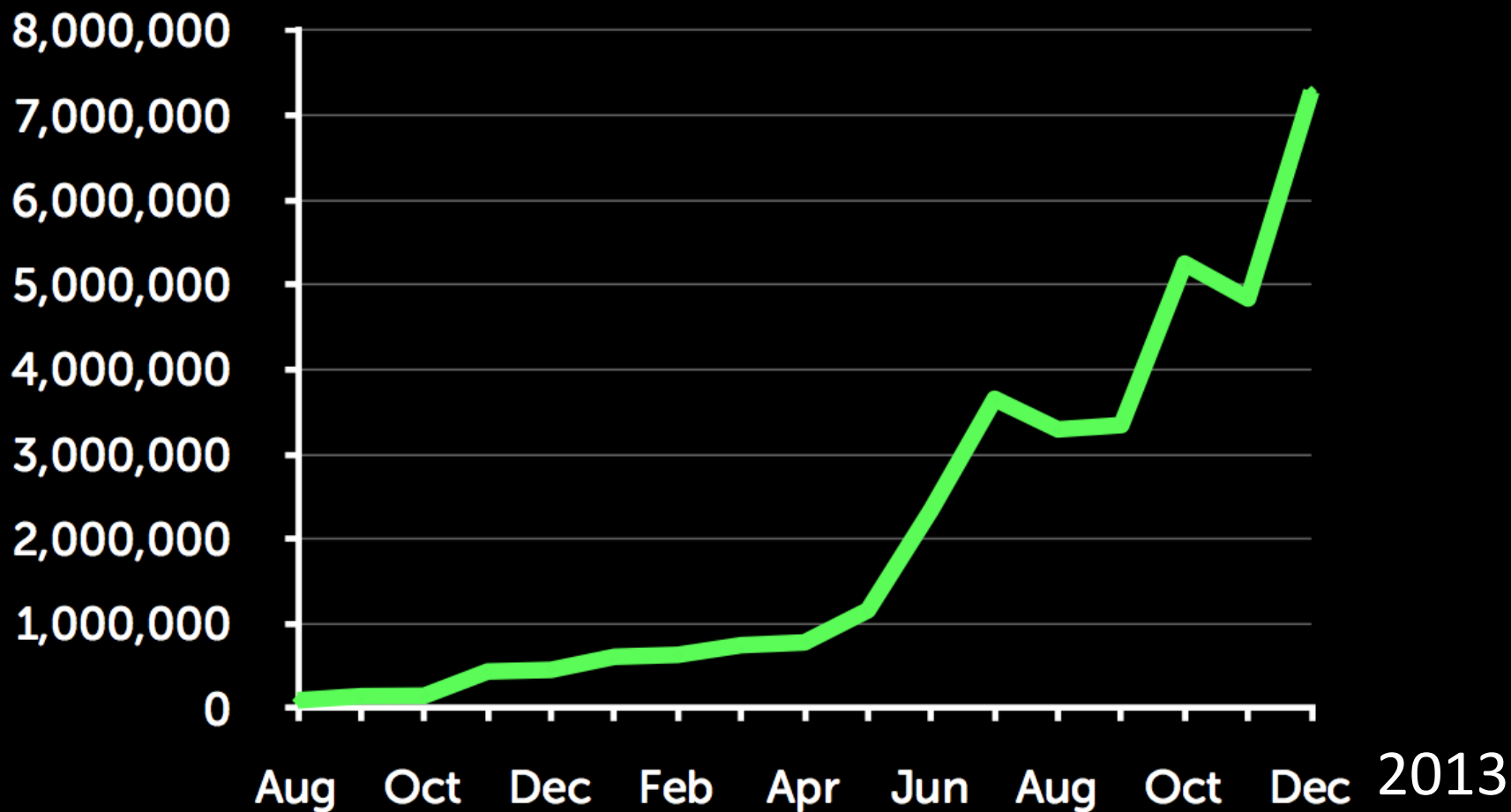


duolingo

May 2015

> 90M

Monthly Actives



Because we work with a
diversity of peers

Peers
Inc #3

**The
Right Person
will Appear**





In 6 Months



airbnb
cuba

2000 Listings



December 2014

April 2015

July 2015

PEERS INC is a collaboration

PEERS INC is a **collaboration**

#1 We can defy the laws of physics

*PLATFORM organizes & unleashes excess capacity
PEER co-investment with existing assets*

#2 We can tap exponential learning

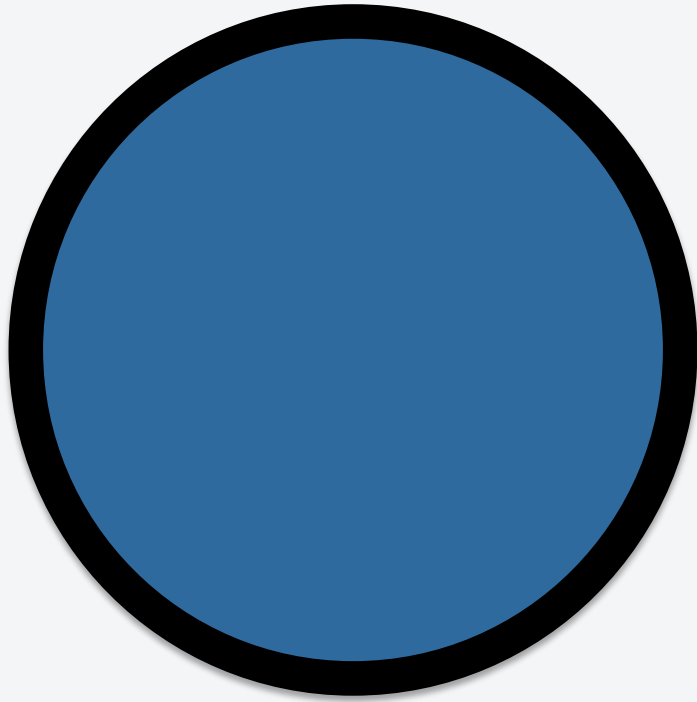
*100s of 1000s of simultaneous PEER experiments
PLATFORM analyzes, learns, shares best practice*

#3 The RIGHT person will appear

*PLATFORM (supercomputing + peer learning)
Real-time adaptation by PEERs at the edges*

Industrial Capitalism

The Collaborative Economy



Sharing – the Collaborative Economy – is the future

Shared networked assets > closed assets

More networked minds > fewer 'proprietary' minds

Benefits of shared open assets > problems of open assets.

I get > I give

Structure for our dynamic times:
Experiment, Iterate, Evolve, Adapt

We need these ideas to
be bestsellers.

Share them widely

PEERS INC



How People and Platforms are
Inventing the Collaborative Economy
and Reinventing Capitalism

ROBIN CHASE

cofounder of ZIPCAR