THE TRUST SHIFT

@rachelbotsman
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...  YOU HAVE...

EFFICIENCY

TRUST

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THE GREAT TRUST SHIFT:
FROM INSTITUTIONS TO INDIVIDUALS

INSTITUTIONAL TRUST

PEER TRUST

© RACHEL BOTSMAN
INSTITUTIONAL TRUST WAS NOT DESIGNED FOR THE COLLABORATIVE AGE.
THE TRUST STACK

TRUST THE IDEA

TRUST THE PLATFORM

TRUST THE OTHER USER
John (42 years old)
Average rating: 5/5
My preferences
I love going on trips!

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

TRUST THE IDEA

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CULTURE & BEHAVIOR CHANGE

SYSTEM TRANSFORMS

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BIG TRUST QUESTIONS

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

UBER
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
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’?
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 even a lot to my home city, Melbourne. Next big trip when I get the chance: India.

Reviews From Hosts

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

February 2013

Justine

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.

Tahir

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

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