People & Platforms are
Inventing the Collaborative Economy
& Re-inventing Capitalism
BED sharing
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<th>Company</th>
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<th>Hotels</th>
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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)
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PEERS INC

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DIVERSITY of offering

PLATFORM for participation

(Companies, institutions, governments)
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

Visualization @heathermcgowan
Excess Capacity

PEERS

INC
Platform for Participation
Organize, Simplify, Empower
Scale Economies
High Growth
BlaBlaCar

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

20 million members in April 2015
Excess Capacity
Resource & Cost Efficient

PEERS
Diversity
Innovation
Resilience
Redundancy

INC
Platform for Participation
Scale Economies
High Growth
Peers Inc
Delivers 3 Miracles
Because we are leveraging **excess capacity**

Peers Inc #1  We can defy the laws of physics
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
Monthly Actives

duolingo

May 2015
> 90M

August 2013 to December 2013

0
1,000,000
2,000,000
3,000,000
4,000,000
5,000,000
6,000,000
7,000,000
8,000,000

August
October
December
February
April
June
August
October
December
2013

Number of 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

Graphic @heathermcgowan
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