



# COLLABORATIVE CONSUMPTION

Sharing reinvented through technology

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**WHAT'S  
MINE IS  
YOURS**

THE RISE OF  
COLLABORATIVE  
CONSUMPTION

Rachel Botsman  
and Roo Rogers





BLOG

DIRECTORY

JOB BOARD

EVENTS

RESOURCES

ABOUT

LAB

NEWSLETTER



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**A SMARTER STUDENT LOAN**

WE CONNECT STUDENTS AND ALUMNI TO FUND AND REFINANCE MBA LOANS

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GRACE YOO, COMMONBOND CO-FOUNDER

Forbes The New York Times Bloomberg The Economist WALL STREET JOURNAL Inc. FINANCIAL TIMES AMERICAN BANKER

Low Rates Powerful Network Social Good

## COLLABORATIVE PIONEER: AN INSIDE INTERVIEW WITH DAVID KLEIN OF COMMONBOND

David Klein is the CEO and Co-Founder of CommonBond, a student lending platform that stands for savings, simplicity and social good.

1. CommonBond is fixing the...

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### [STUDY] THE CONSUMER POTENTIAL OF COLLABORATIVE CONSUMPTION: MOTIVES

In previous research, several motives were identified to describe why a consumer would take part in collaborative consumption.... [Read More](#)



### ISRAELI OPEN CODE DESIGN

After the Israeli social protest in the summer of 2011, the concept of shared businesses became more mainstream.... [Read More](#)



### COLLCONS VISITS SOUTH KOREA: ARTHUR FELIZZOLA

This is the second post in a three-part series covering the visits of collaborative consumption influencers to South... [Read More](#)



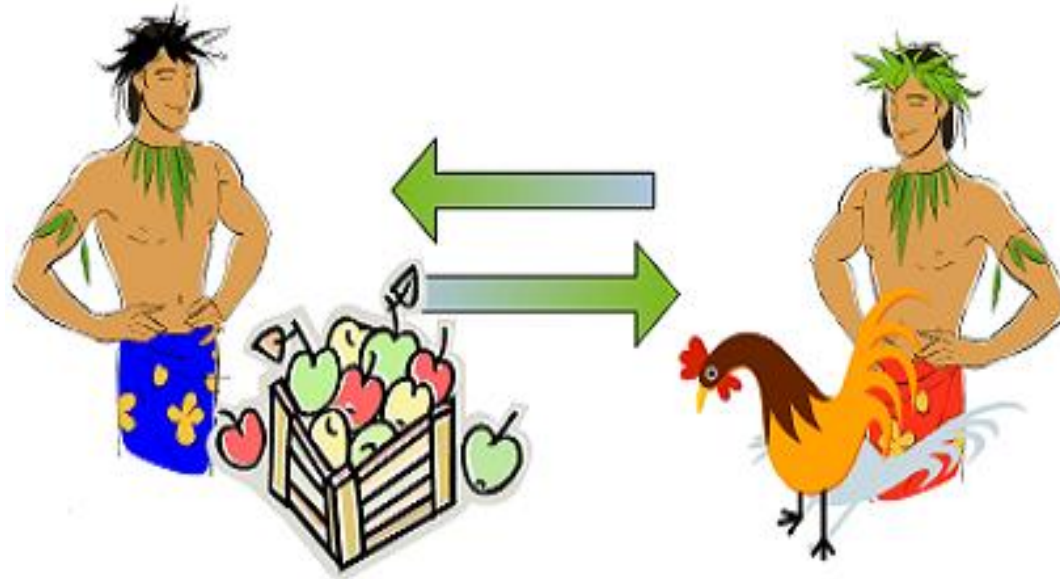
**Market understanding**

**Business Innovation**

**Shareable Cities**

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Sharing is not new....

# COLLABORATIVE CONSUMPTION

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WE NOW LIVE IN A GLOBAL VILLAGE  
WHERE THERE IS AN **UNBOUNDED**  
**MARKETPLACE FOR EFFICIENT**  
**PEER-TO-PEER EXCHANGES OF**

**SKILLS** 

**STUFF** 

**SPACE** 

**TIME** 

**\$ 26 Billion**



**\$ 307 M**



**\$ 120 M**



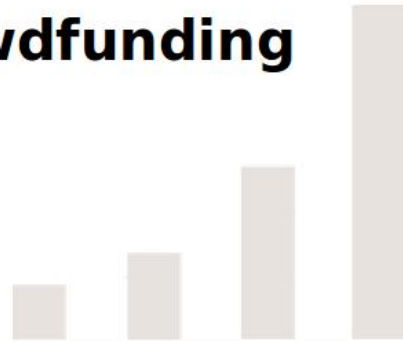
**\$ 40 M**

**\$ 29 M on average**

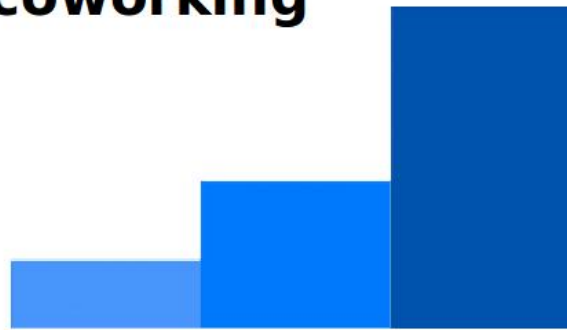




**crowdfunding**



**coworking**



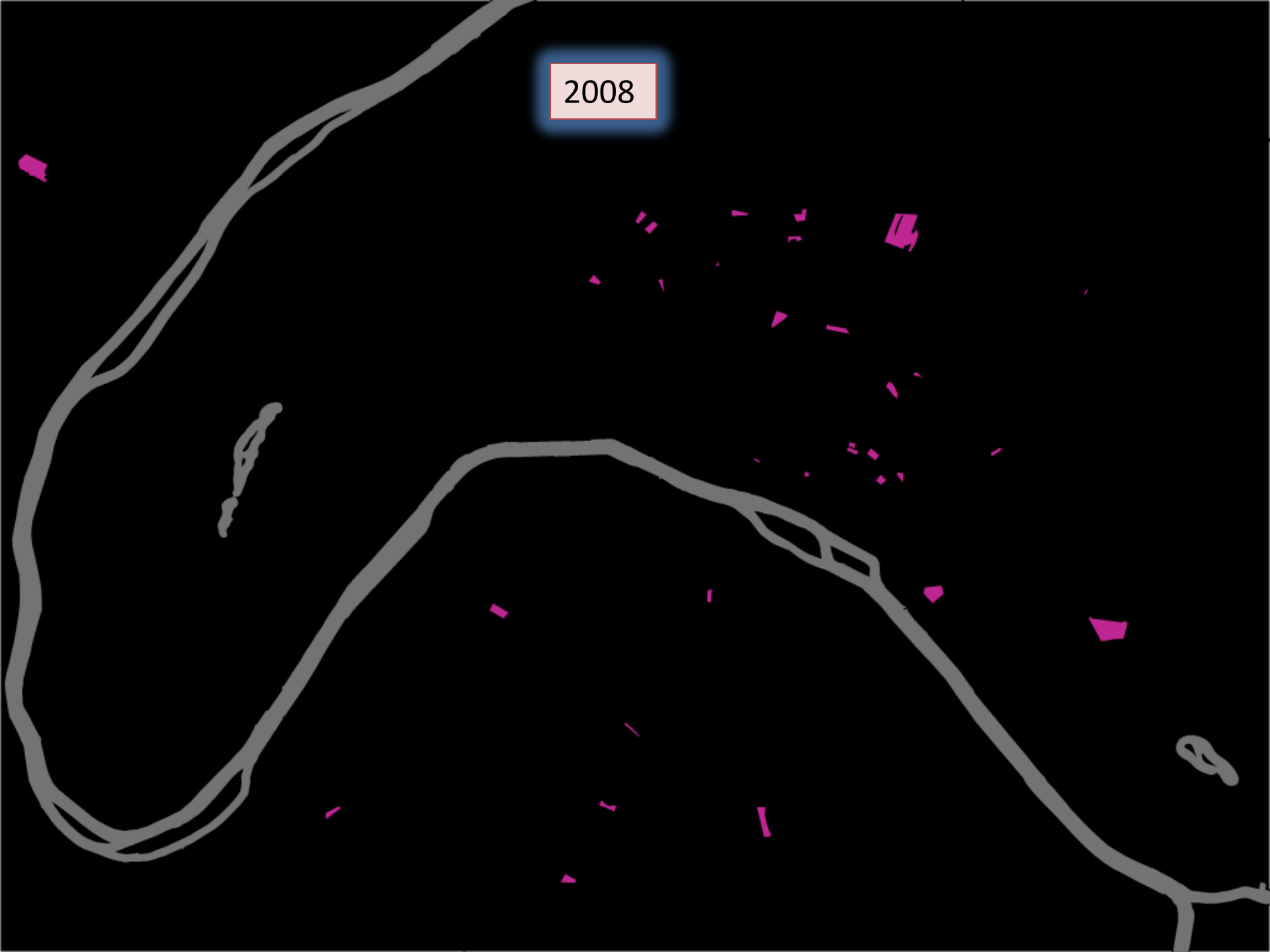
**KICKSTARTER**



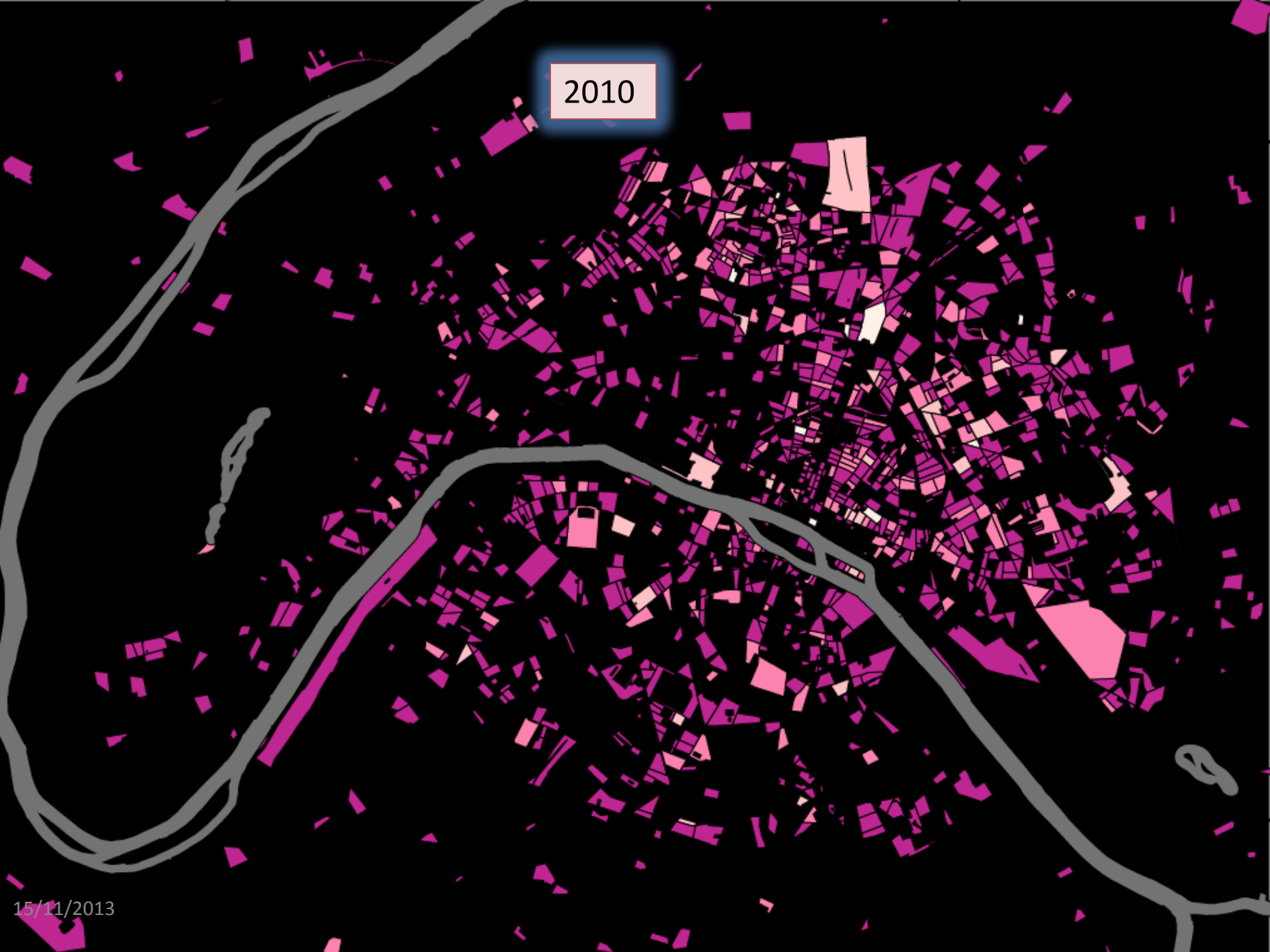
*couchsurfing*



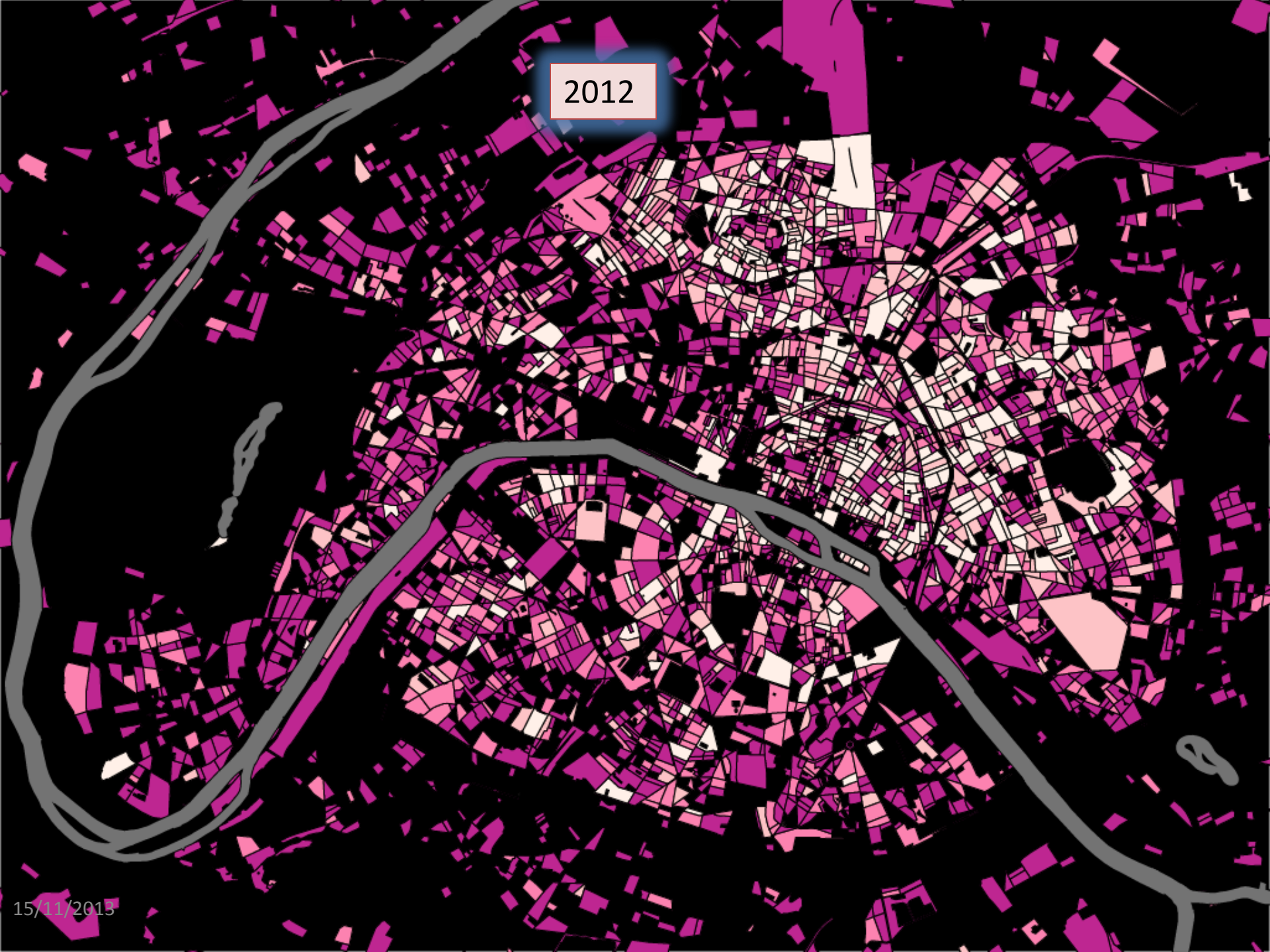
2008



2010



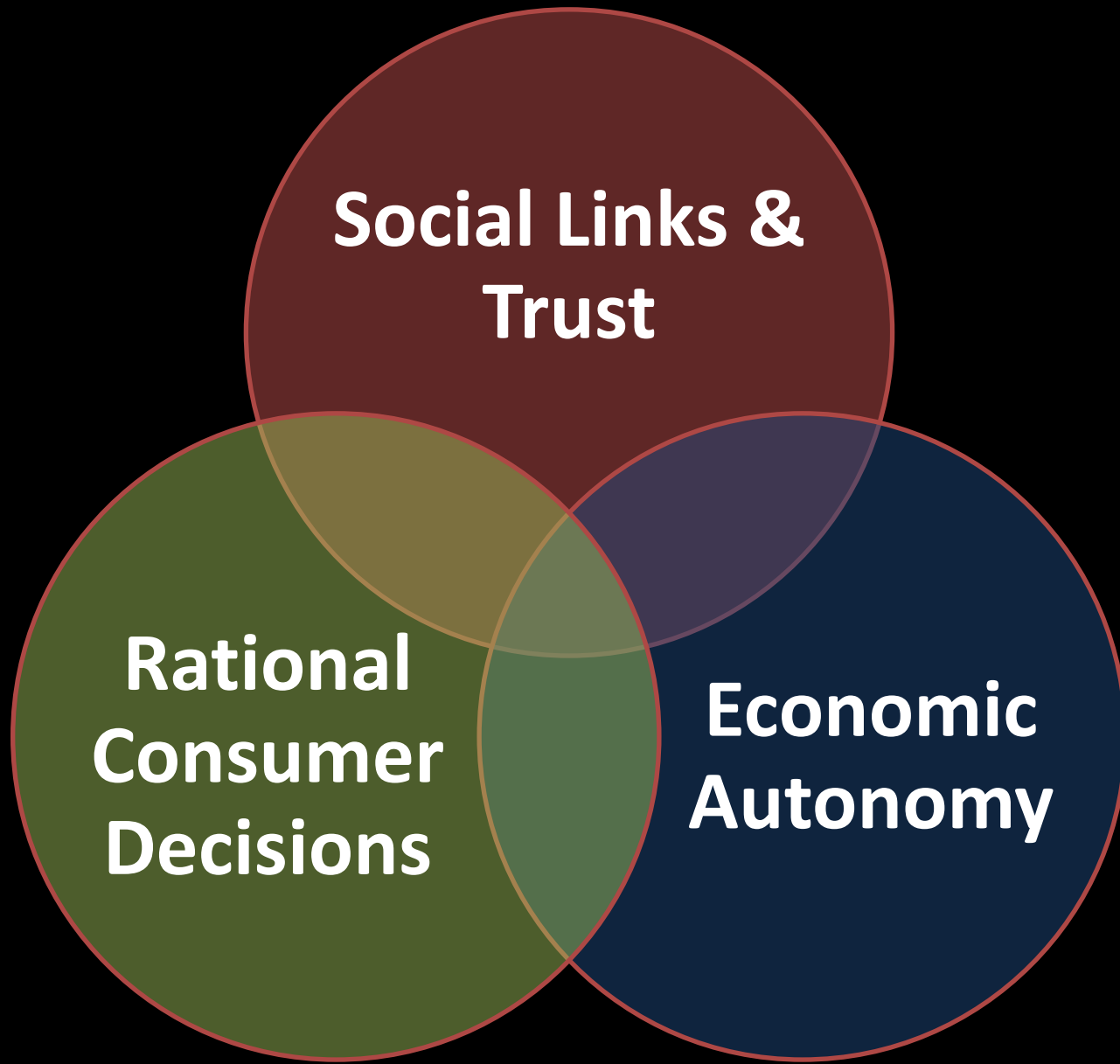
2012





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**Social Links &  
Trust**

**Rational  
Consumer  
Decisions**

**Economic  
Autonomy**

# COLLABORATIVE CONSUMPTION

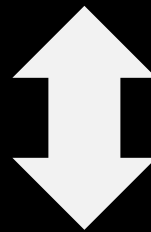
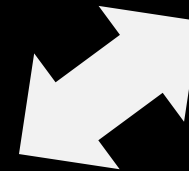
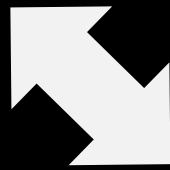
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Consumers

Cities

Coll Cons  
Entrepreneurs

Mainstream  
Companies





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