

PEERS INC

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

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ROBIN CHASE is co-founder and the first CEO of Zipcar, the world's largest carsharing company. She is a self-described transportation entrepreneur. She previously co-founded Buzzcar (a carsharing service in France), GoLoco (an online ridesharing community) and Veniam (a vehicle communications company). She currently serves on the boards of several public companies and advisory councils for government transportation departments and has won numerous awards for her work in the transportation field. She has received an honorary Doctorate of Design from the Illinois Institute of Technology and is a graduate of Wellesley College, MIT's School of Management and Harvard University Graduate School of Design.

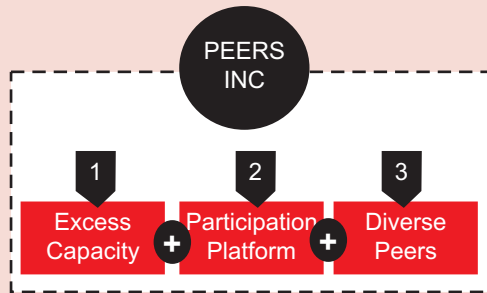
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MAIN IDEA

Capitalism is changing fundamentally and for the better. The Industrial Economy (where you made money by hoarding scarce assets and then selling them bit by bit) really is on its way out. It's being replaced by the Collaborative Economy (where more money is being made by using platforms to share assets between peers in intelligent ways).

The driving force for this change is a structure called "Peers Inc". It has three basic components:

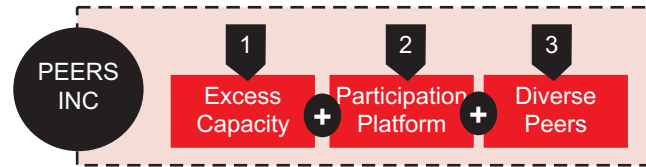


If you look at all the big success stories of the present time – companies like Uber LinkedIn, YouTube, Alibaba, Airbnb, Zipcar and others – you'll find they are all Peers Inc style companies. They combine Inc-style industrial strengths (scale and resources) with Peer-style strengths (localization, specialization and customization).

"When Incs and peers focus only on what they do best, each handling what is difficult, annoying, or just plain impossible for the other, the resulting collaboration is compelling and sometimes miraculous. In a world of scarcity, Peers Inc organizations create abundance. Harnessing resources we already have – physical assets, skills, networks, devices, data, experiences, processes – these organizations grow efficiently, and sometimes exponentially. Peers Inc rewrites the rules for value creation: Shared resources unlock the greatest efficiencies, shared minds the greatest innovation."

– Robin Chase

1. The three building blocks of Peers Inc organizations. Pages 2 - 4



Peers Inc is all about a transformation of the relationship between companies and people. Peers Inc finds abundance in excess existing capacity and then unlocks that abundance through the use of platforms which make sharing simple. When given the right tools, peers are incredibly powerful collaborators in creating value. Peers Inc is all about creating change at a pace and scale never before possible.

2. How to go about building a Peers Inc organization Pages 5 - 6

In the next twenty years, companies which are organized as Peers Inc will grow faster, learn faster and ultimately be smarter than any other entities. To make that happen, you have to be prepared to go through the four phases most Peers Inc organizations tend to pass through:



3. How Peers Inc entities will transform our future. Pages 7 - 8

A significant part of the world's economy is going to be transformed in the near future into platforms (the organizing structure) and peers (the participants). It will shape not just the future of business but also how society addresses the biggest challenges facing the world such as climate control. All of these challenges will demand all the ingenuity the human family can muster and the collaborative economy has the potential to change the game for the better. Sharing everything is the only viable path forward.



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