



artevelde university college ghent

MEMBER OF GHENT UNIVERSITY ASSOCIATION

Sharing economy

New business models

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Sharing economy



Consumer
no enterprise



Third party
Platform

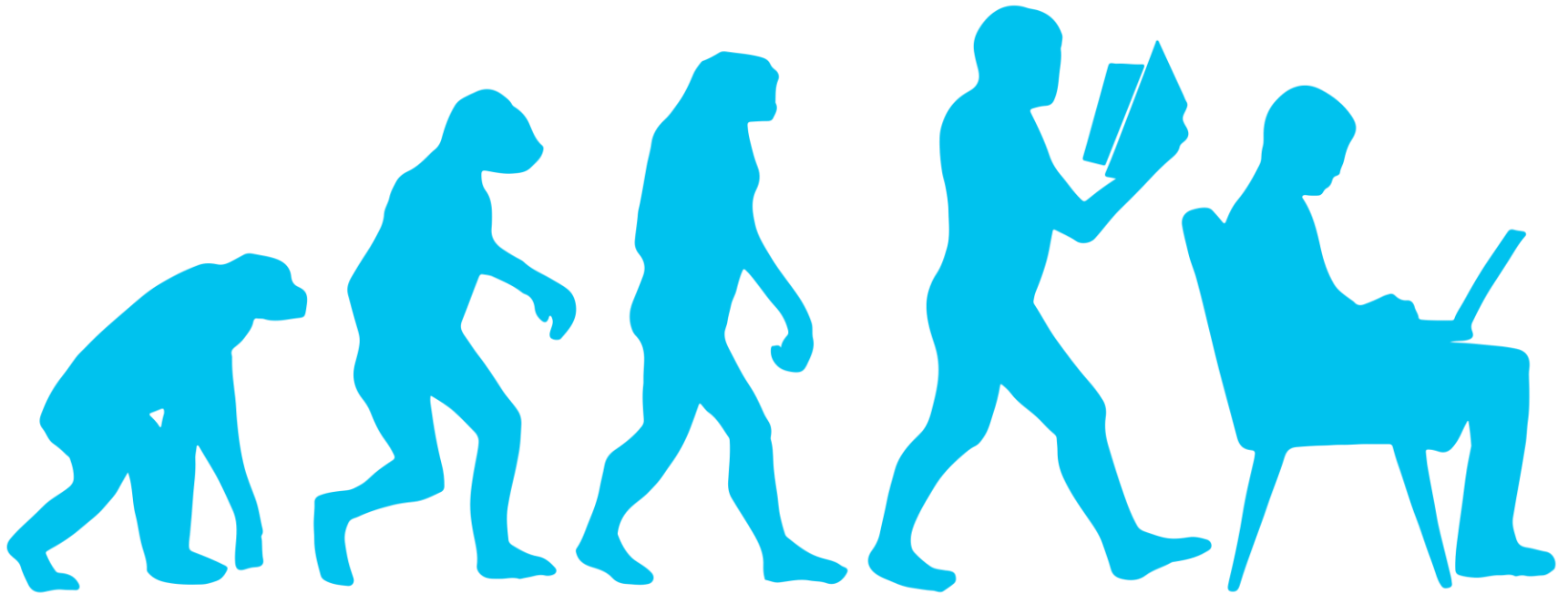


Consumer
no enterprise

A good idea, no expensive frame



Survival of the fittest





« The best babysitting app
in the whole universe »

- Mommy



Binding customers / sitters
Expanding the services
Listing to the market

- Subscription fee / every hour
- Volunteers
- Legal / Fiscal



- Airbnb for campers
- Transaction based
- Third party partnership
- Combined with other activities



joinus2eat

- At home restaurants
- TRUST
- Micro-entrepreneurs
- Pretesting the market

PLATFORM USE

FREE

PAID

FREE

De Geef van Gent



PAID



joinus2eat



TRANSACTION BASED



SUBSCRIPTION FEE



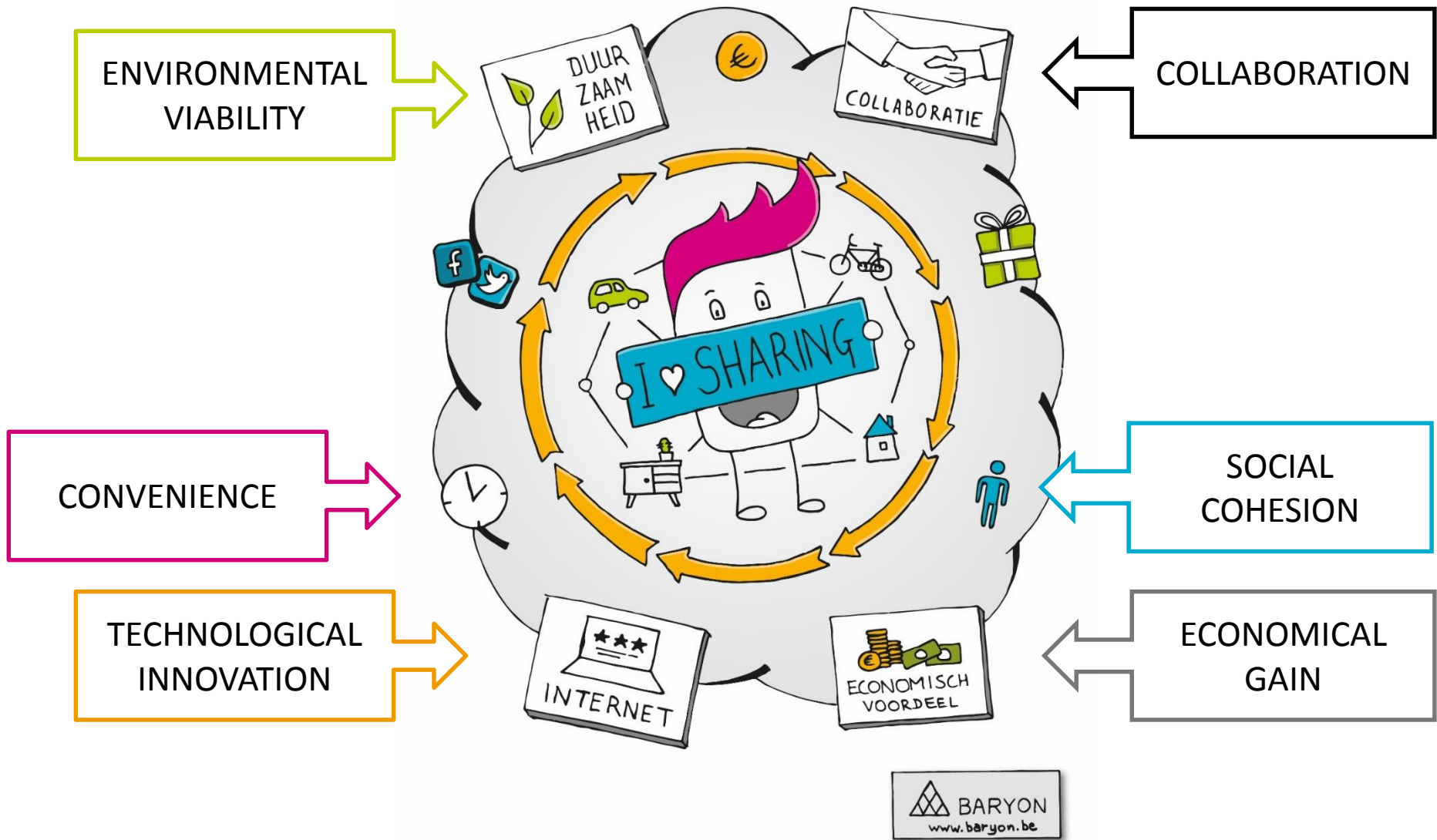
ADVERTISING



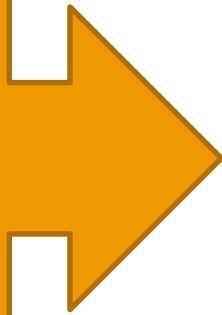
**Business models expire
like a yoghurt in the fridge.**

Keep yours fresh

Stratgyzer



433 RESPONDENTS



Flanders (Belgium)

Independent

Demographics

Gender
Age
Urbanisation
SES
Education
Social life mbr

Personality Scale (Big Five)

Extraversion
Emotion. Stability
Conscientiousness
Agreeableness
Openness

Social Attitude Scale

Soc. Domin. Orient.
Fairness
Concern for Others
Altruism
Social Welfare
Inequality Aversion
Greed
Competitiveness
Entitlement
Fear
Risk Aversion
Trust

Voluntarism Scale

Dependent

Membership of specific platforms

Non-user	Taker	Giver
	Accommodation	
	Free Accommodation	
	Car	
	Ride	
	Bike	
	Meal	
	Garden	
	Parkingspace	
	Goods borrow	
	Goods exchange	
	Goods free give away	
	Skills (time banking)	

Membership of at least one platform

Non-user	Taker	Giver

Total number of platforms (membership)

Sharing motivations of...

Not using	Taking	Giving

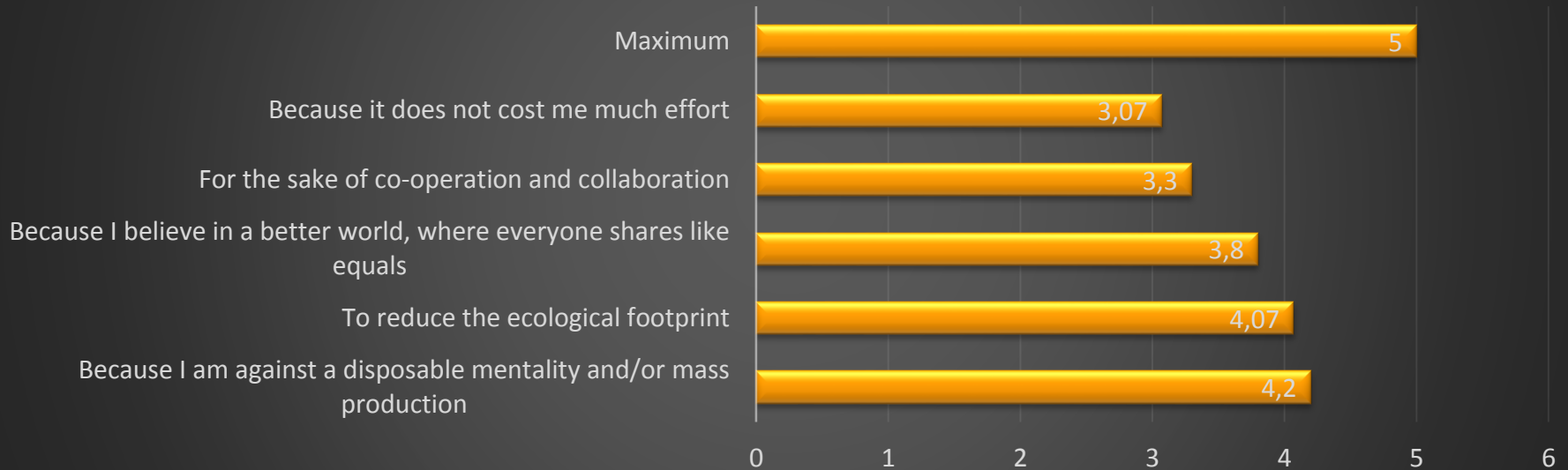
	Youth	LETS	Heterog.	Entire sample
Giver	10	103	90	203

Youth	N10	LETS	N103	Heterogeneous	N90
	5		5		5
Ecological	3,43	Ecological	4,38	Ecological	4,02
Convenience	2,93	Social	3,03	Convenience	2,81
Social	2,92	Convenience	2,32	Social	2,45
Financial	2,57	Financial	1,97	NewNormal	2,04
NewNormal	2,15	NewNormal	1,87	Financial	1,74

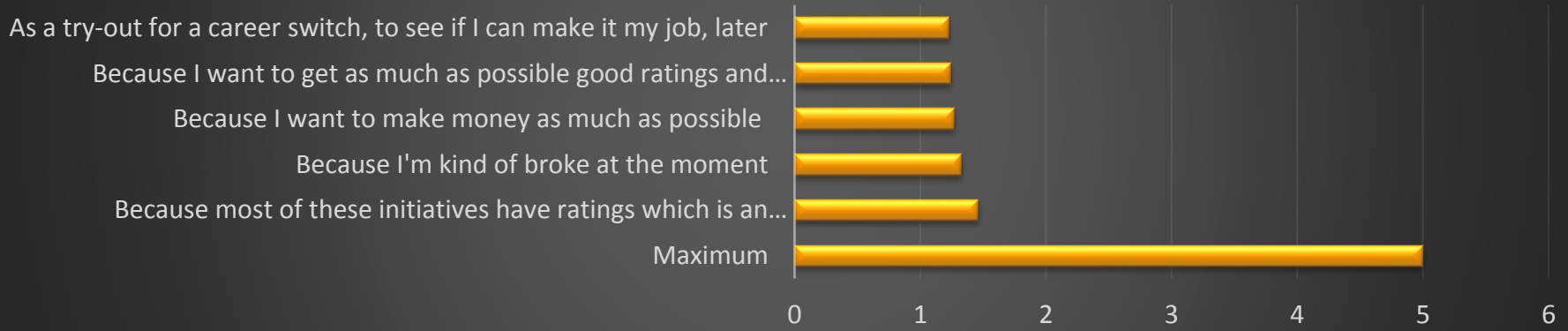
Descriptive Statistics	N	Mean
		5,00
Because I am against a disposable mentality and/or mass production	203	4,34
To reduce the ecological footprint	203	4,18
Because I believe in a better world, what everyone shares, like equals	203	4,00
For the sake of co-operative and collaborative	203	3,56
For the sake of cohesion and social cohesion within such a group	203	3,36
Because of a kind of reciprocity: I give something I get something	203	3,06
To get a new experience	203	2,93
To give others something authentic	203	2,93
Because I make many new acquaintances and even friends	203	2,84
Because it does not cost me much effort	203	2,72

Sample	N203
	5
Ecological	4,17
Social	2,77
Convenience	2,57
Financial	1,9
NewNormal	1,88

Motivators of prosumers (TOP 5)



Least motivators of prosumers



As a try-out for a career switch, to see if I can make it my job, later	90	1,23	0,56
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“Financial part is a motivator, but a combination is more powerful. It is fun to do something you love to do!”

In the beginning I would like to cover my costs for the loan, but yeah, meanwhile it is more than that. I can upgrade my house with new windows ...”



A sharing day, the future?

- 9:00 **BlaBlaCar** – carpool to office
- 9:30 **LiquidSpace** – rented workspace
- 12:00 **FLAVR** – picking up lunch
- 14:00 **Airbnb** – rented out a room
- 16:00 **Lets** – helping person in the garden
- 18:45 **Bsit** - Babysitter
- 19:00 **JoinUs2Eat** – diner at a chef's home



Want to



a question?

Methodology

- In-depth interviews with platforms, prosumers and users
- Information used to build up a survey
- Survey (length +/- 20 min) – 433 respondents
- Analyse data