

COLLABORATIVE COMMERCE

*Tools, Tips, and Takeaways from an
Empowering Economic Trend*

with

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Time/CNN

One of the 10 Ideas That
Will Change the World 3.17.11

- **Sharing is the new economy**
- **Reputation will be key to the future:building trust with strangers**



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Collaborative Consumption

[Http://vimeo.com/11924774](http://vimeo.com/11924774)

<http://vimeo.com/14408878>



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From Collaborative Consumption: The Big Shift

20TH CENTURY	21ST CENTURY
CREDIT	REPUTATION
+	+
ADVERTISING	COMMUNITY
+	+
INDIVIDUAL OWNERSHIP	SHARED ACCESS
=	=
HYPER CONSUMPTION	COLLABORATIVE CONSUMPTION



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How Is This Possible?

- The Internet, Skype, great IT tools like Google Docs
- People trust peer-2-peer advertising
- Facebook is now over 500 billion users:if a country-it'd be 3rd largest



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What Kinds of Products and Services are Being shared?



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Evolution of the Car Market



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Product Sharing

Pay for the benefit of using a without owning

- Car sharing Zipcar Funride here in SLO
- Car sharing (from big automobile brands)
- Peer-to-Peer Car Sharing
- Bike sharing
- Ride sharing
- Solar Power
- Toy Rental
- Textbook Rental
- Art Rental
- Fashion Rental
- Movies - Netflix
- General Online Rental
- Peer Rental
- Neighborhood Rental



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Redistribution

Moving pre-owned goods from where they are not needed to somewhere or someone where they are

Big marketplaces: craigslist, Ebay

Free/Gift Exchanges: freecycle

Used Electronics

Swap sites for books

Swap sites for baby goods and toys

Clothing swaps

Swap sites for media (DVD's, books, games)

Neighborhood Marketplaces



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Lifestyles

People with similar interests share and exchange assets such as time, space, skills, and money

Coworking Spaces

Coworking Space Finders

Social Lending

Social currencies- Time bank one here in SLO CCHE!!!!

Peer-to-Peer Travel Airbnb

Taxi Sharing

Bartering

CrowdFunding , IndieGoGo, Kickstarter

Gardens

Skill sharing

Shared Studios/Workshops

Parking spots

Neighborhood Support Neighborgoods

Errand & Task Networks: TaskRabbit

Unique Experience Marketplaces

Social Food Networks

Storage Networks



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Local Examples

- Services: Time bank – Central Coast Hour Exchange, Volunteer SLO, Good Neighbor
- Food: CSA, Garden match, gleanslo.org, Community Gardens, Baywood B&B
- Car: Funride; zimride; SLO-SFO \$25 one way; <http://www.weeels.org> (app)
- Electronics: I Fixit
- Bike repair & sharing: slobikelane.org
- Business: ACT
- Education: STEM
- Health: Breastfeeding Coalition
- Locanomics
- What else ???



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Power of Collaboration

- We want to be part of something bigger than ourselves
- We can connect with just about anyone and we want to
- Are we naturally collaborative or competitive? – BOTH
- Examples: FoldIt



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Why?

- Everybody's doing it!
- We all have something to contribute
- Great IT internet tools—many are free
- Collaboration is new the currency



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How?

- ✓ Connect
- ✓ Communicate
- ✓ Care
- ✓ Co-Create

Details on the following 4 C's can be found in the
May 2012 **Collaboration Soup** E-Tips Newsletter

<http://www.aweber.com/b/MgPuU>



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Connect

- ✓ Know yourself & what you offer and need/want
- ✓ Get out there – try things
- ✓ Trust your instincts – be surprised



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Communicate

- ✓ Just start-talk to everyone
- ✓ Be curious, & LISTEN
- ✓ Toot your own horn-short and relevant to them



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Care

- ✓ Recognize we're all in this together
- ✓ Stay balanced – me and we
- ✓ Be unattached- we has it's own ideas



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Co-Create

- ✓ Step-by-step, start small
- ✓ Talk about tough stuff
- ✓ Celebrate – focus on what IS working



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May 21, 2012 SLO TBC Event



A SIX-STEP RECIPE FOR CO-CREATIVE
MEETINGS AND OTHER CONVERSATIONS

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