I shop therefore I am
WORLD WIDE CONSUMPTION TOPPED $20 TRILLION IN 2000

FOUR-FOLD INCREASE FROM 1960

CONSUMERISM IS KILLING US ALL
CONSUMERISM

Be Glad That You Are Greedy, The National Economy Would Collapse If You Weren’t
45.5 kg of product made

1.454.5 kg of waste

32-to-1 ratio
SOLUTION
20th Century

Credit + Advertising + Individual Ownership = Hyper Consumption

21st Century

Reputation + Community + Shared Access = Collaborative Consumption
ONLY 14% OF CONSUMERS TRUST ADVERTISEMENT

98% OF THEM TRUST PEER RECOMMENDATIONS
20TH CENTURY
CREDIT
+ ADVERTISING
+ INDIVIDUAL OWNERSHIP
=
HYPER CONSUMPTION

21ST CENTURY
REPUTATION
+ COMMUNITY
+ SHARED ACCESS
=
COLLABORATIVE CONSUMPTION
Old market ideas and behaviors

Sharing, lending, bartering, trading, renting, gifting and swapping

being reinvented through peer 2 peer technologies.
SHARED CONSUMPTION
SHARED CONSUMPTION

RAISE AWARENESS ABOUT THE NEGATIVE ASPECTS OF HYPER-CONSUMPTION
Shared Consumption

Raise awareness about the negative aspects of hyper-consumption and encourage individuals to become more conscious and smarter consumers.
SHARE CONSUMPTION

RAISE AWARENESS
ABOUT THE NEGATIVE ASPECTS OF
HYPER-CONSUMPTION
AND ENCOURAGE INDIVIDUALS TO BECOME MORE
CONSCIOUS AND SMARTER CONSUMERS
THROUGH THE CREATION OF
A PHYSICAL AND ONLINE NETWORK
RAISE AWARENESS ABOUT THE NEGATIVE ASPECTS OF HYPER-CONSUMPTION AND ENCOURAGE INDIVIDUALS TO BECOME MORE CONSCIOUS AND SMARTER CONSUMERS THROUGH THE CREATION OF A PHYSICAL AND ONLINE NETWORK WHERE INDIVIDUALS CAN PARTICIPATE AND INTERACT WITH EACH OTHER
RAISE AWARENESS ABOUT THE NEGATIVE ASPECTS OF HYPER-CONSUMPTION AND ENCOURAGE INDIVIDUALS TO BECOME MORE CONSCIOUS AND SMARTER CONSUMERS THROUGH THE CREATION OF A PHYSICAL AND ONLINE NETWORK WHERE INDIVIDUALS CAN PARTICIPATE AND INTERACT WITH EACH OTHER TO SHARE GOODS, SKILLS AND KNOWLEDGE.
MARKET RESEARCH
INTEREST IN SHARING

- 31% (specific category)
- 69% (another category)
- 23% (third category)
- 78% (fourth category)
49%

PHYSICAL & ONLINE PLATFORMS
RENT

Sharing Mechanisms

SWAP
RENT AN ITEM

1. FIND Item to rent
2. REQUEST item
3. CONFIRMATION Item available
4. COLLECT From SharCo
5. USE item
6. RETURN item

SharCo.com
RENT SPACE

1. FIND space

2. REQUEST space

3. CONFIRMATION Space available

4. USE & ENJOY The space

SharCo.com
SWAP

CLICK "MATCH" BUTTON
SharCo’s automatically finds people you can exchange with

1
POST
Add items, skills, knowledge to your "I WANT" and "I HAVE" list

2
OR
SEARCH
Browse others' lists

2
SEND OFFER
Select someone & method of exchange

3
TRADE
Exchange items, skills, knowledge for POINTS

4
CONFIRMATION
Offer accepted

5
SWAP
Exchange
Gives-away Drill

Rent Drill

SharCo shares the usage of the drill with other members
This individual wants to share his skills or knowledge with many people.

They want to learn yoga, salsa, French or microfinance........
MARKETING & COMMUNICATION
SOCIAL EVENTS
PARTNERSHIPS
SOCIAL IMPACTS
DIALOGUE

EXCHANGE OF EXPERIENCES
ENVIRONMENTAL BENEFITS
EDUCATION
FINANCIAL PROJECTIONS
Revenues

- Points
- Space renting
- Advertisement
- iPhone app
- Cafeteria
- Upgraded memberships

Costs

- Employees
- Maintenance
- Opportunity cost
- Rent
- Utilities
The Model

Based on number of members

Assumption:

- 65% involved actively in renting out
- 20% participating in events

Break-even at the end of year 3
## Numbers and projections

### Features:
- **60,000 €** capital raised at interest rate of **9%**
- **Members year 5 around 1000** => **0.05% potential customers**

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>70,801.22 €</td>
<td>122,455.90 €</td>
<td>162,761.77 €</td>
<td>199,678.74 €</td>
<td>244,003.86 €</td>
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<tr>
<td>Initial investment</td>
<td>-</td>
<td>22,240.00 €</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Operating cost</td>
<td>-</td>
<td>96,466.00 €</td>
<td>-</td>
<td>114,450.00 €</td>
<td>-</td>
</tr>
<tr>
<td>Operating income</td>
<td>-</td>
<td>47,904.78 €</td>
<td>-</td>
<td>22,916.90 €</td>
<td>-</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>-</td>
<td>55,095.00 €</td>
<td>-</td>
<td>15,725.00 €</td>
<td>-</td>
</tr>
</tbody>
</table>
SCENARIOS
PESSIMISTIC

End of first year still needs extra funding
OPTIMISTIC

Self-sufficient after 9 months
CONCLUSION
TO BE PROFITABLE AND SUCCESSFUL FROM AN ECONOMIC POINT OF VIEW IT REQUIRES A GROWING NUMBER OF MEMBERS

IN LINE WITH THE OTHER OBJECTIVES:

COMMUNITY
SOCIAL
ENVIRONMENT

PROFITABILITY
SHIFT CONSUMPTION
OWNERSHIP $\rightarrow$ USAGE
PUT PRESSURE ON PRODUCTION
SCALABLE
PROFITABLE
SharCo
THANK YOU!
SOURCES

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