

Disruptions from Sharing Economy Apps

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Abstracts

The sharing economy is a phenomenon describing new business models built on the proliferation of smartphone and app use that are supported by shared resources from these devices owners. These business models are augmented by real-time data and location, instant gratification, on-demand pricing, and easy payment. From sharing reviews through Yelp to sharing car rides using Uber, smartphone owners and app users have become suppliers of resources and participants of new business use cases that bring new economic order to traditional industry sectors.

This report examines the top-five industry sectors that currently are being “Uberized,” including taxi hauling, hotel booking, garage sales, doctor visits, and handyman services. It analyzes these apps’ success factors and the extent of their disruptions within their respective markets. The report concludes with analysts’ predictions of the next five big consumer needs that can be fulfilled by sharing economy apps.

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