

THE RISE OF THE SHARING ECONOMY



the sharing economy (noun):

"an economic system in which assets or services are shared between private individuals, either for free or for a fee, typically by means of the internet"

- Oxford English Dictionary

As of Nov. 2015, **44%** of U.S. adults have participated in a sharing economy transaction.

That's **90 million people**, which is greater than the number of Americans who identify, respectively, as Republicans or Democrats.¹



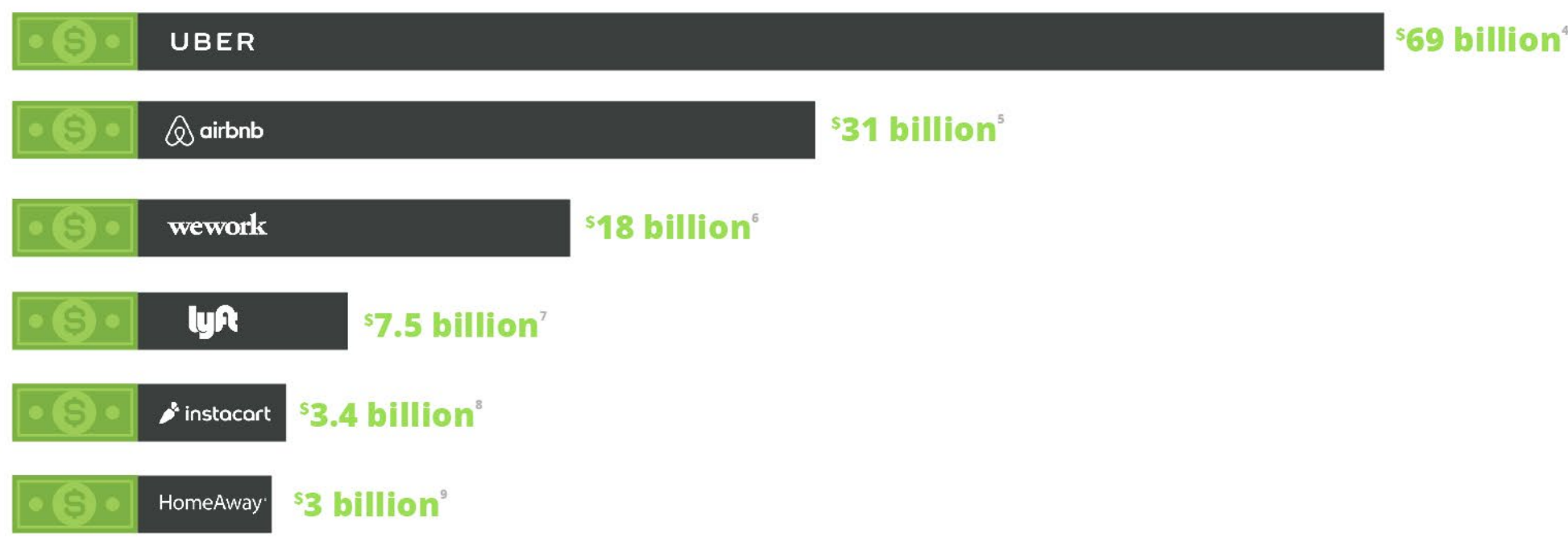
According to a survey of U.S. consumers, the sharing economy offers several key benefits.²

SHARING ECONOMY BENEFITS



As of 2015, there are approximately **43 SHARING ECONOMY STARTUPS** with valuations of at least **\$1 BILLION** – an aggregate value of **\$219 BILLION**.³

Valuation of Popular U.S. Sharing Economy Companies



UBER

Founded: 2009
Cities: 600+

Countries: 80+
Estimated Valuation: \$69 billion

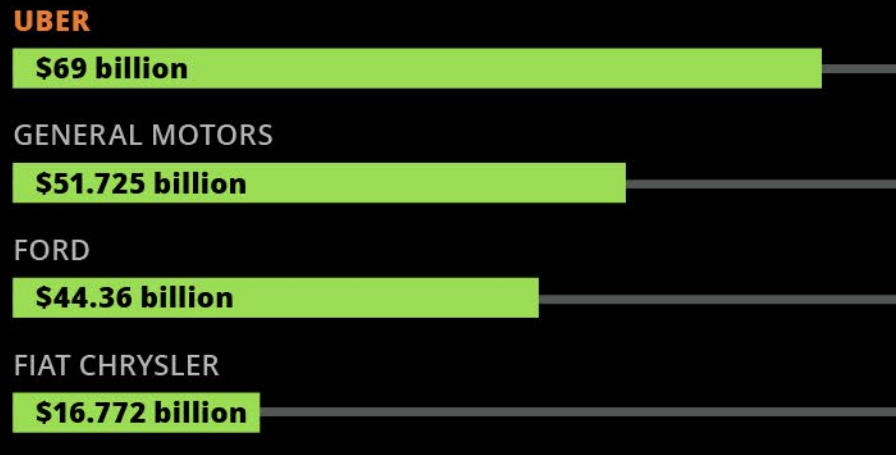


Uber's gross bookings grew **126%** in 2016.

In the last three months of the year, gross bookings increased **28%** from the previous quarter.¹⁰



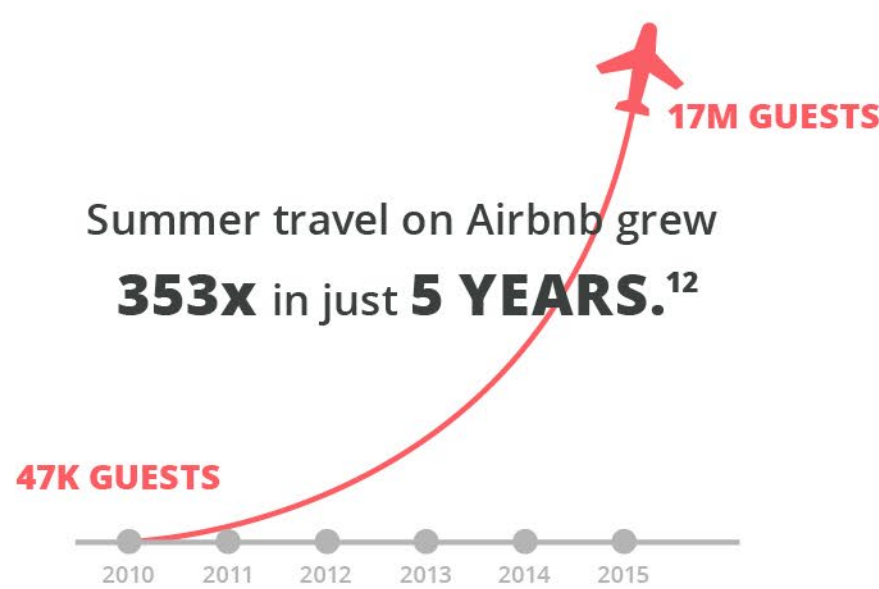
UBER'S VALUATION IS HIGHER than the market caps of America's "Big Three" auto manufacturers.¹¹



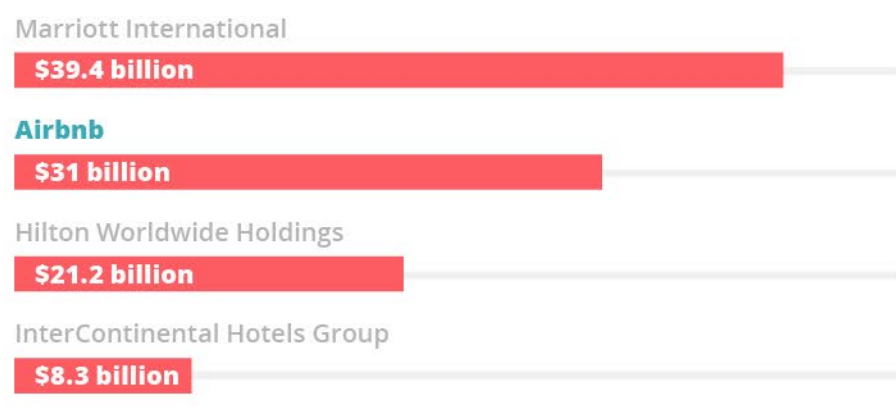
airbnb

Founded: 2008
Total Guest Arrivals: 180 million+
Cities: 65,000+

Countries: 191+
Listings Worldwide: 3,000,000+
Estimated Valuation: \$31 billion



AIRBNB'S VALUATION IS HIGHER than the market caps of 2 of the top 3 hotel groups.¹¹



instacart

Founded: 2012
Cities: 2,000+

Countries: 1
Estimated Valuation: \$3.4 billion



Instacart's annual sales increased from **\$1 MILLION** in 2012 to **\$100 MILLION** in 2014.¹³



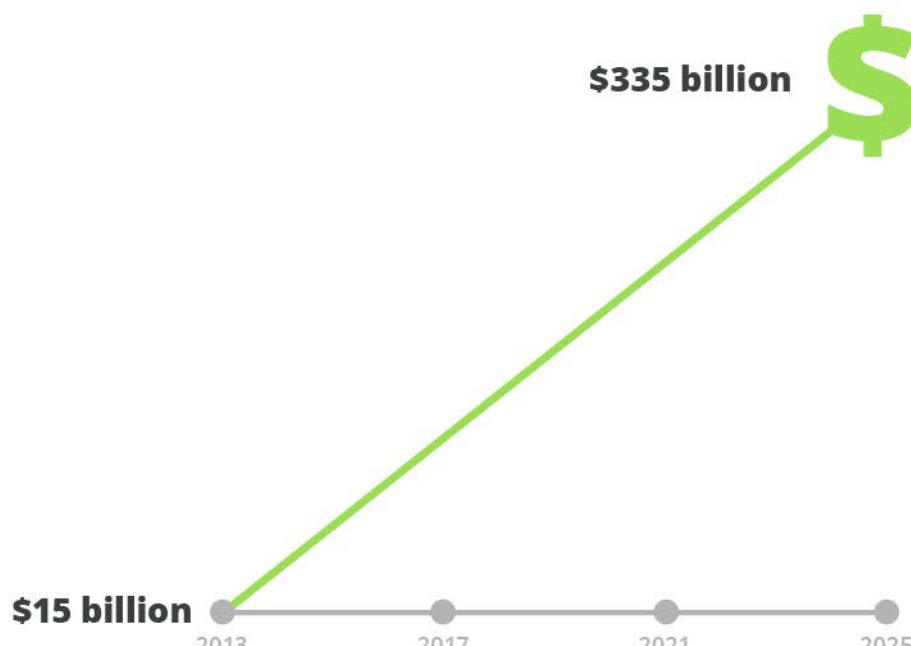
Instacart's revenue run rate has grown **6x** since January 2015.¹⁴



Instacart plans to **DOUBLE** the number of U.S. markets it's in by the end of 2017.¹⁵

The five key sectors of the sharing economy have the potential to create **\$335 billion** in global revenue by 2025, up from \$15 billion in 2013.²

SHARING ECONOMY GLOBAL REVENUE



It's estimated that there will be **26 MILLION GLOBAL CAR-SHARING MEMBERS** and **415,000 SHARED VEHICLES** by 2020.¹⁶



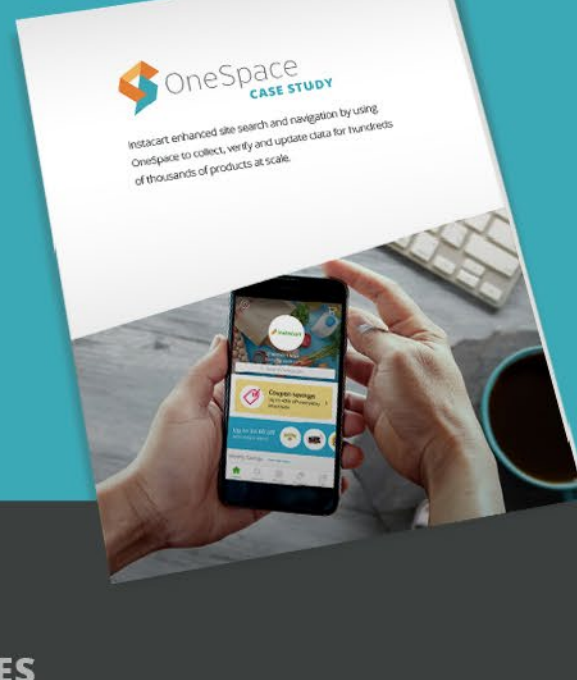
airbnb

Airbnb bookings are estimated to reach close to **60 MILLION** by 2020.¹⁶



instacart

Instacart plans to serve **80%** of U.S. households by 2018.¹⁷



See how sharing economy companies like Instacart use OneSpace's on-demand workforce to rapidly scale their operations without adding overhead.

[Read the case study.](#)

SOURCES

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