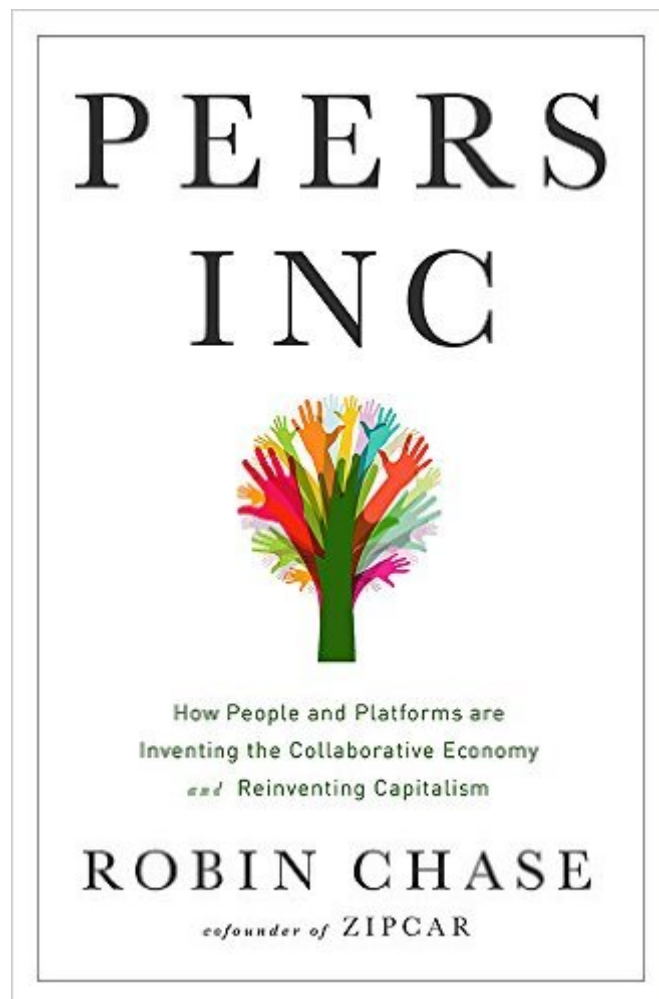


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# Peers Inc: How People And Platforms Are Inventing The Collaborative Economy And Reinventing Capitalism



## Synopsis

When Robin Chase cofounded Zipcar, she not only started a business but established the foundation for one of the most important economic and social ideas of our time: the collaborative economy. With this important book, she broadens our thinking about the ways in which the economy is being transformed and shows how the Peers Inc model is changing the very nature of capitalism. When the best of people power is combined with the best of corporate power to form 'Peers Inc' organizations, a potent creative force is released. The 'Inc' in these collaborations delivers the industrial strengths of significant scale and resources, and the 'Peers' bring together the individual strengths of localization, specialization, and customization, unlocking the power of the collaborative economy. When excess capacity is harnessed by the platform and diverse peers participate, a completely new dynamic is unleashed. In Peers Inc, Robin Chase brings her provocative insights to work, business, the economy, and the environment, showing:

- How focusing on excess capacity transforms the economics of what's possible and delivers abundance to all
- How the new collaboration between the Inc and the Peers enables companies to grow more quickly, learn faster, and deliver smarter products and services
- How leveraging the Peers Inc model can address climate change with the necessary speed and scale
- How the Peers Inc model can help legacy companies overcome their shortening life cycle by inviting innovation and evolution
- Why power parity between the Peers and the Inc is a prerequisite for long-term success
- How platforms can be built within the existing financial system or outside of it
- What government can do to enhance economic possibility and protect people working in this new decentralized world

Chase casts a wide net, illuminating the potential of the Peers Inc model to address broader issues such as climate change and income inequality, and proves the impact that this innovative economic force can have on the most pressing issues of our time.

## Book Information

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## Customer Reviews

Adam Smith would have loved Peers, Inc. The efficient market he envisioned has never really been achieved, in part because of our individual and corporate tendency to hoard resources even when they're being wasted away. Robin Chase makes Smith's "invisible hand" possible with a twist: scaling of efficient markets becomes possible when hands are visible and linked in a collaborative economy that finds and unleashes excess capacity. And Ms. Chase shows that scaling in the collaborative economy is not only possible; it's happening now. Housing, mobility, and communications business models are scaling exponentially; airbnb added more rooms in a shorter period of time than any hotel chain has in history. The implications of this scaling power for climate change are compelling, and Ms. Chase writes one of the most powerful chapters I've read on a personal motivation for acting to address climate change. Ms. Chase doesn't sugarcoat the potential downsides of the collaborative economy, breaking down how "power parity" is possible and necessary between peers and their platform. Another reader who would have loved this book was Thomas Malthus. But Peers Inc is not about despair of exponential human growth; its about hope in the enormous capacity for humans to achieve sustainability through efficiency. It's a hope grounded in the reality of a successful entrepreneur who co-founded ZipCar and continues to live her vision as a practicing innovator. Its the Wealth of People as much as the Wealth of Nations.

This book is a game changer. I'm an active angel investor and spend time looking at many areas of the economy and where the opportunities are. Robin Chase, thanks to her experience in the trenches starting up Zipcar (one of my favorite companies to be a customer of) completely breaks down the "Sharing" or what she calls the "collaborative economy". We live in a world with enormous excess capacity, the technology to create simple to use platforms to make effective and efficient use of that capacity, and the "peers" who become the customers of that technology. A company like AirBnB is a great example: excess capacity of apartments and rooms to rent. A platform where people can share their room and others can select them, and a huge group of trustworthy people (trustworthy as determined by the reviews system on AirBnB that share and use this excess

capacity). That's just one example but Robin Chase gives dozens more and churns out case studies that one can use to deepen their understanding of where the economy is going, how to build a company like this, how to survive if one of these companies are your competition, and it also opened my mind up to the possibilities of how this will effect society in the long run. Again, a game-changing book and fun to read. A page-turner of business.

I read this book hoping to find language and a framework for what I'm seeing in my work every day -- and I did. In health care, it is common knowledge that the most under-utilized resource is the patient (and I'd add: those who love them). Thanks to Robin Chase, I now see the knowledge held by patients and caregivers as an "invisible resource" in the marketplace, "excess capacity" that is waiting to be unlocked. Here's what I mean: The internet has given us access to information, to gird ourselves for navigating the maze of the health care system, but it has also given us access to something even more powerful: each other. We can now not only read up on our conditions and possible treatments, not only read the medical literature and consult with clinicians, but we can also connect with other people who share the same diagnosis, who have been through those treatments, who have already read and can point to the best articles and clinicians to guide us. That's an aspect of the model that Chase describes in Peers Inc. and it's my hope that health care will recognize it as an opportunity -- and fast.

I just finished reading Peers Inc and my impression is â œAmazing read!â • Peers Inc is an education on how economies of scale are leveraged on the internet to create the most powerful and fastest avenues to bring an idea to market and grow a company or platform. Although the online world may appear invisible to many, today 40% of the world's population or close to 3 billion people have internet access. The internet has become the "New World" where people from anywhere in the world can have access to education, goods, peer-to-peer interactions and business opportunities. And Peers Inc illustrates with many examples how this â œNew Worldâ • phenomenon is taking place and what it takes to make it work and succeed. It is no secret that if we do not make immediate radical changes in the way we live and do business we will very soon reach the global warming point of no return. Planet earth can survive the high temperatures and eventually heal itself but unfortunately man cannot. Peers Inc offers the insight, wisdom and encouragement that can help us extend our life on this planet beyond what scientists have already predicted. If you care about your future on this planet pick up a copy of Peers Inc and get educated on what you can do to make a difference in your life and that of others. Peers Inc is also a must read for every

Entrepreneur with the goal to venture into the internet. Thank you Robin Chase for sharing your knowledge and expertise in this well written and well thought out "New World" manifesto.

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