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Sharing Economy: Teile und verdiene! Wo steht die Schweiz?

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50 Jahre Eidgenössische
Kommission für
Konsumentenfragen (EKK)

Audit. Tax. Consulting. Financial Advisory.



Technologie – Hype oder Realität?

«Der Trend, alles zu Hause zu drucken, wird nicht stattfinden.»

Dieter Woschitz, Head of the Institute for Rapid Product Development (IRPD) at Inspire AG (ETH Investment), August 2014

“There is no reason for any individual to have a computer in his home.”

Ken Olson, Co-Founder and CEO of Digital Equipment Corp., 1977

Bemerkung: Der Apple Macintosh II kam 1980 auf den Markt

Sharing Economy

Einführung

Abkehr vom Kapitalismus?



“An economic movement where common technologies enable people to get what they need from each other.”

Jeremiah Owyang

Founder Crowd
Companies

Moderne Form der Markt- und Tauschwirtschaft



**Technologischer
Treiber**



**Ökonomischer
Treiber**



**Ökologischer
Treiber**

Einfaches und erfolgreiches Konzept

Offenkundige Vorteile

Tiefere Preise, tiefere Such- und Transaktionskosten

Mehr Benutzerfreundlichkeit



Mehr Auswahl – mehr Flexibilität

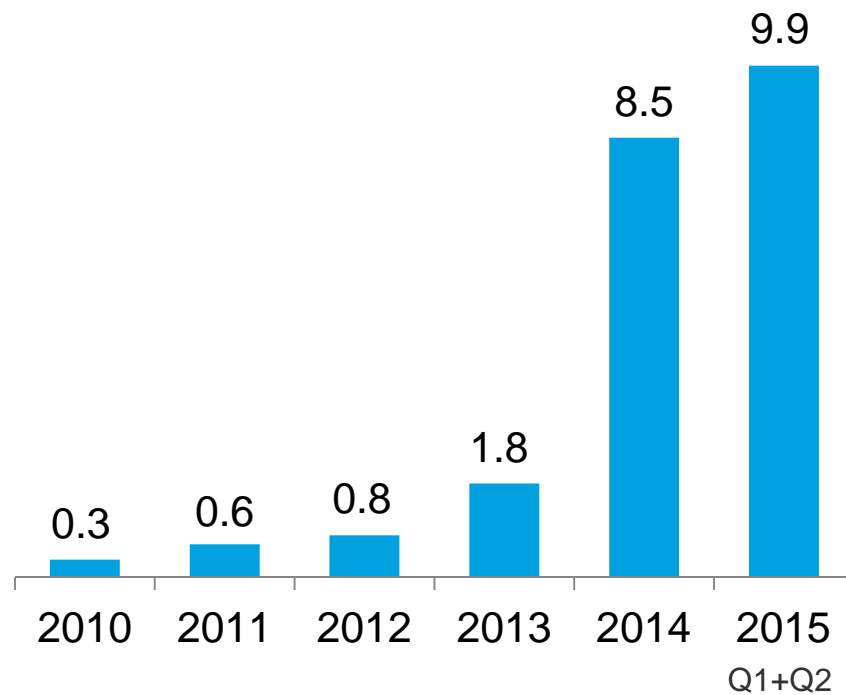
Effizienterer Verbrauch

Sharing Economy

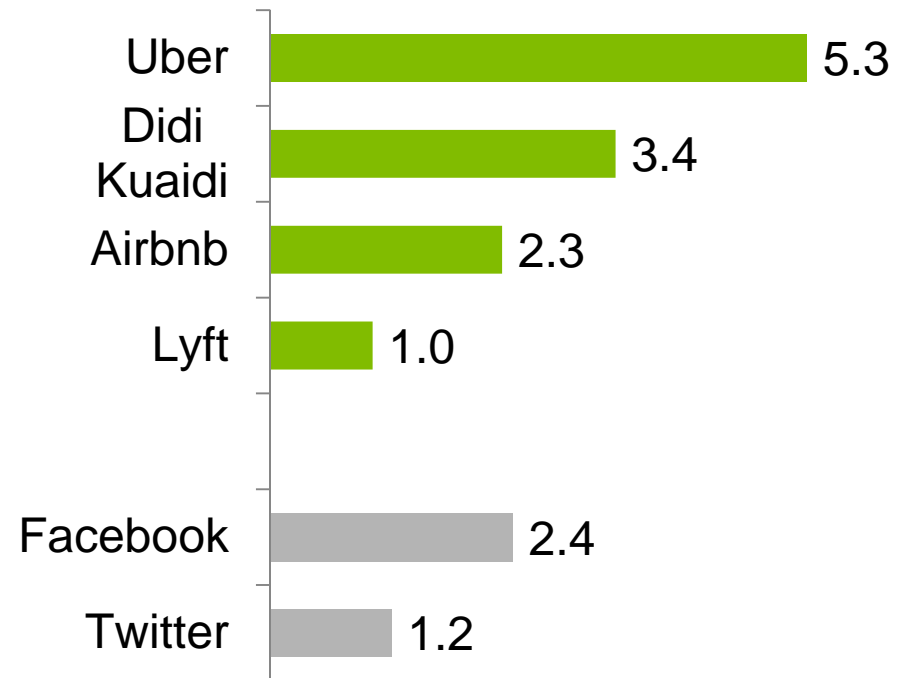
Facts & Figures

Markante Zunahme der Investitionen

Weltweites Startup Funding
in Mrd. USD




Funding nach Unternehmen
in Mrd. USD



Quellen: Crowd Companies, CrunchBase 2015 (August)

Taxiindustrie unter Druck



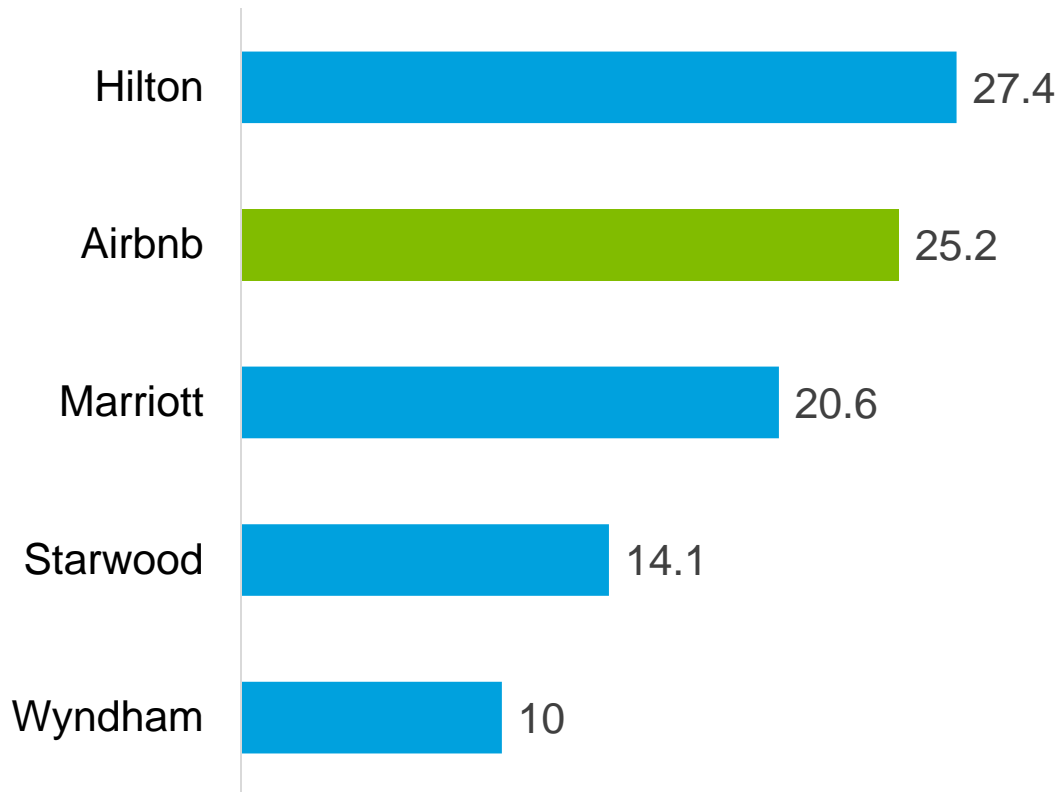
 100 Uber Fahrer
 100 Taxis

Quellen: Andrew Barr, National Post

Hotelindustrie unter Druck

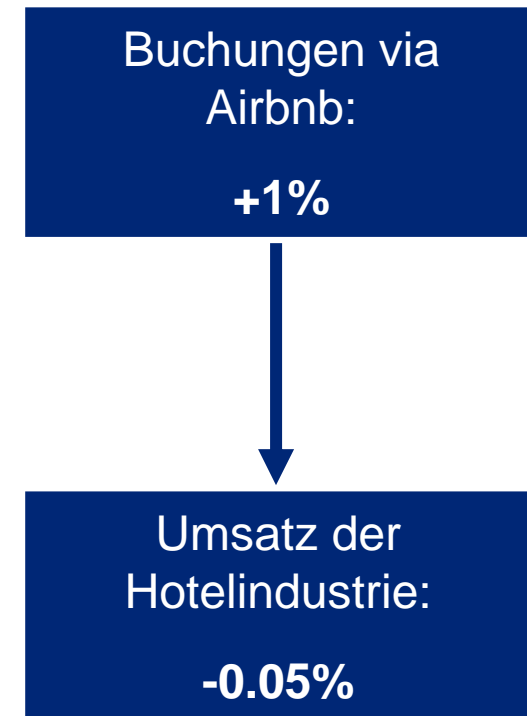
Wertvollste Hotelketten weltweit

Juli 2015, Unternehmenswert in Mrd. USD



Verdrängungseffekte

Untersuchungen in Texas 2008-2013



Wertvolle Unternehmen



Unternehmen mit einem Wert von mind. 1 Mrd. USD

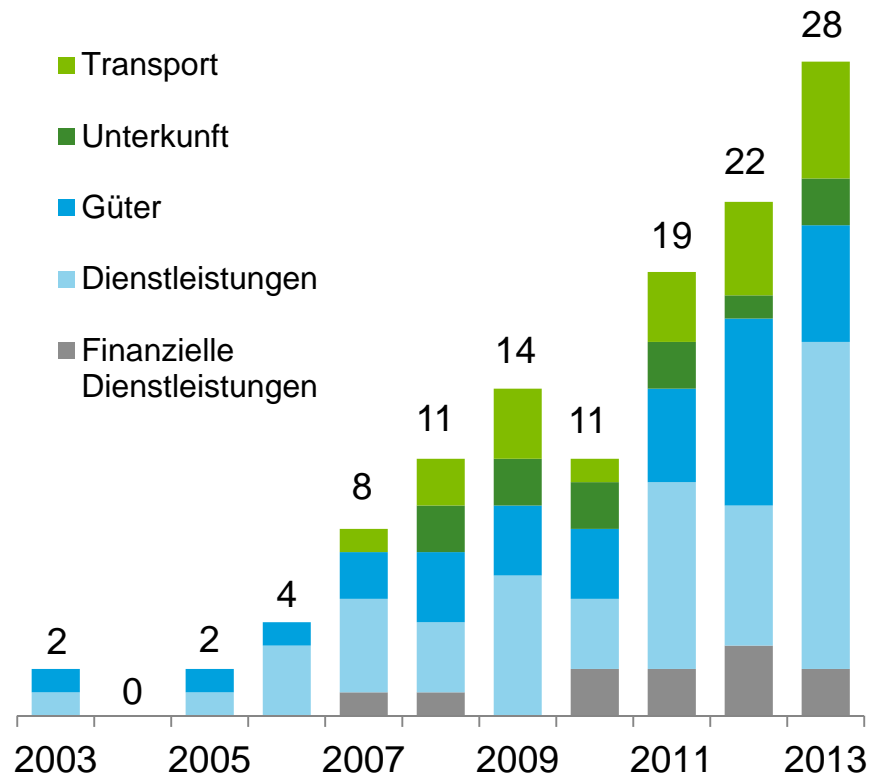
Quelle: Crowd Companies 2015

Sharing Economy

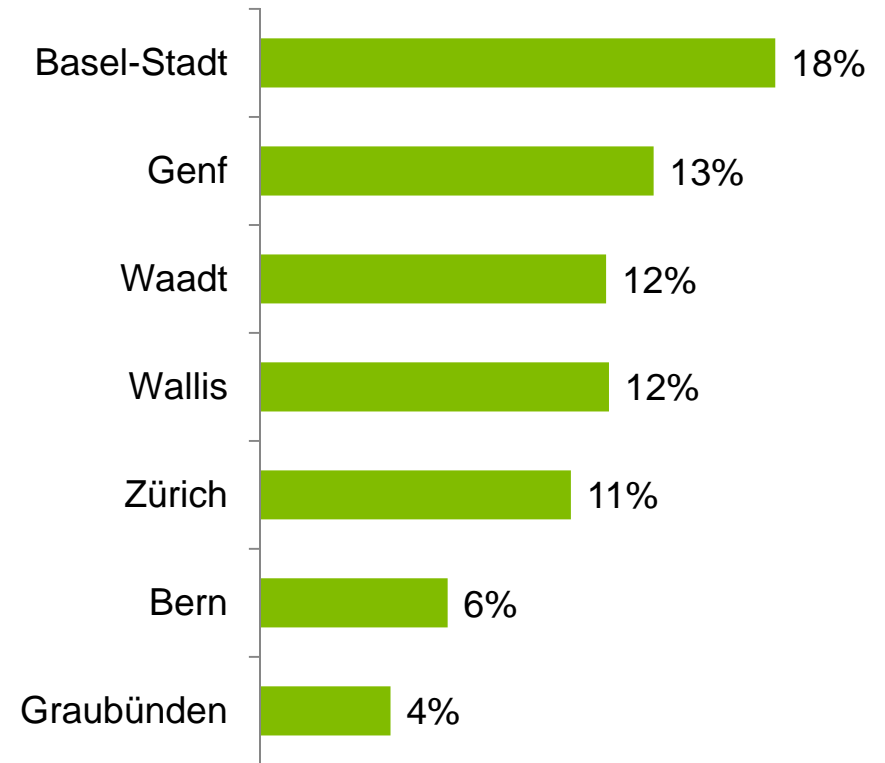
Situation in der Schweiz

Sharing Economy Startups auf dem Vormarsch

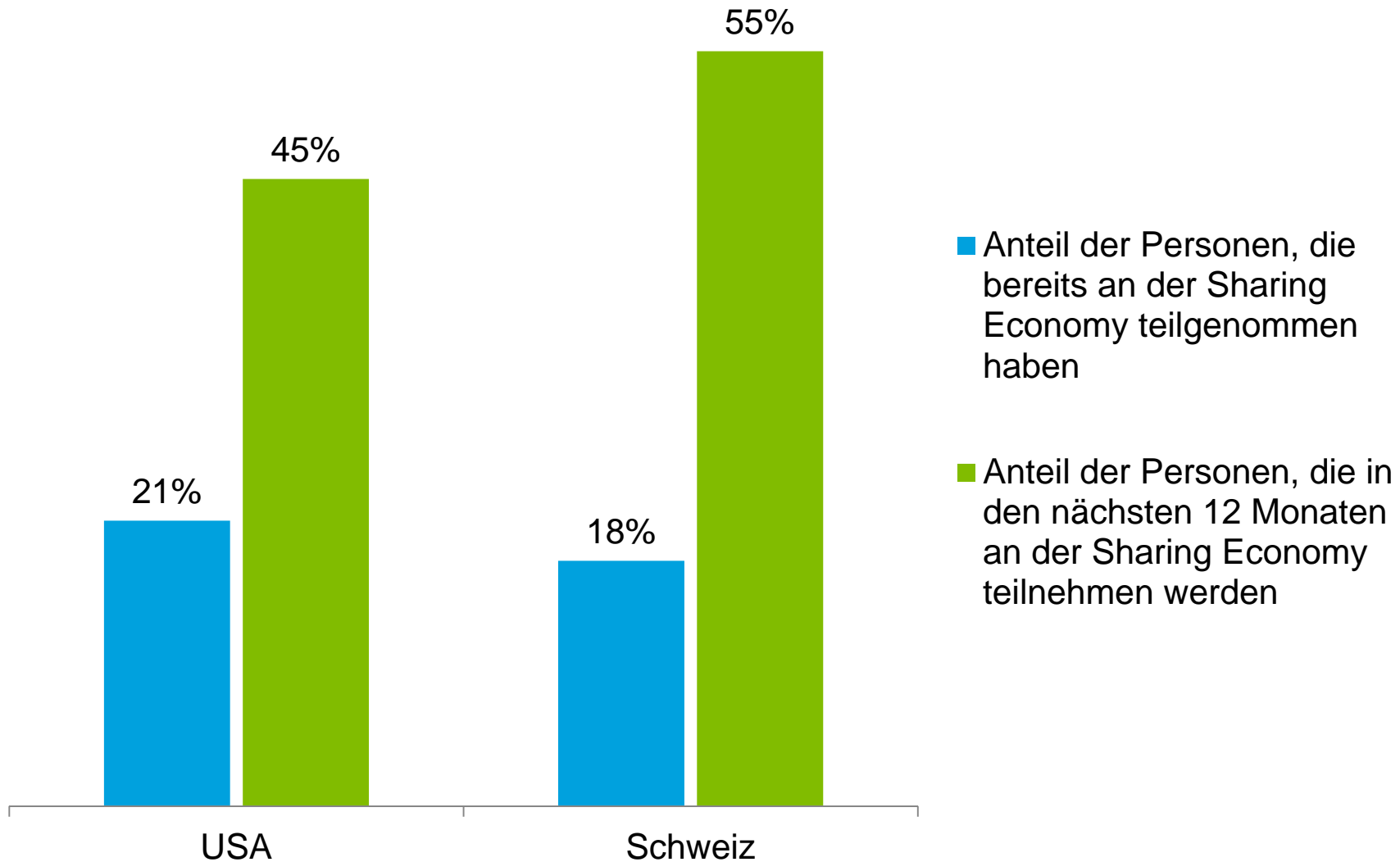
Schweizer Sharing Economy Startups
Gründungsjahr



Marktanteil von Airbnb in der Schweiz
Anteil am Gesamtbettenangebot

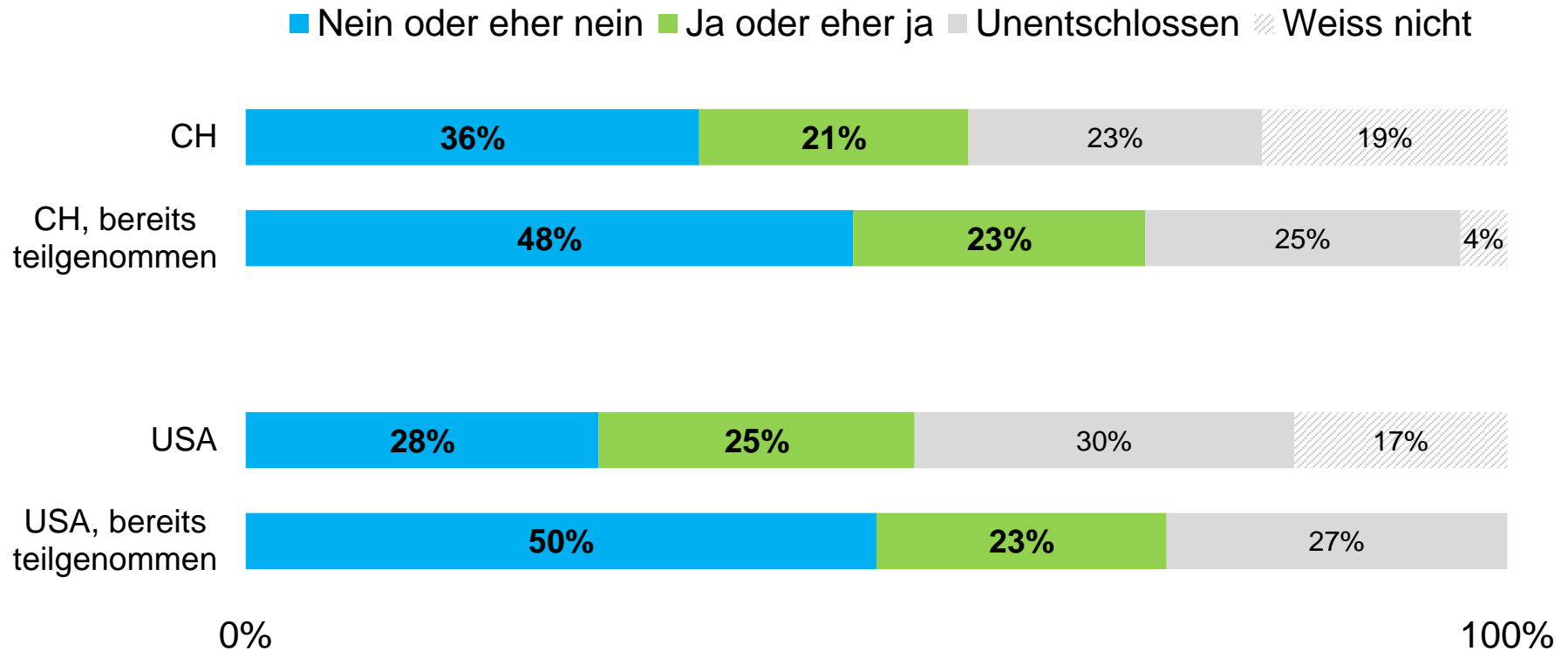


Jeder Zweite wird Teil der Sharing Economy

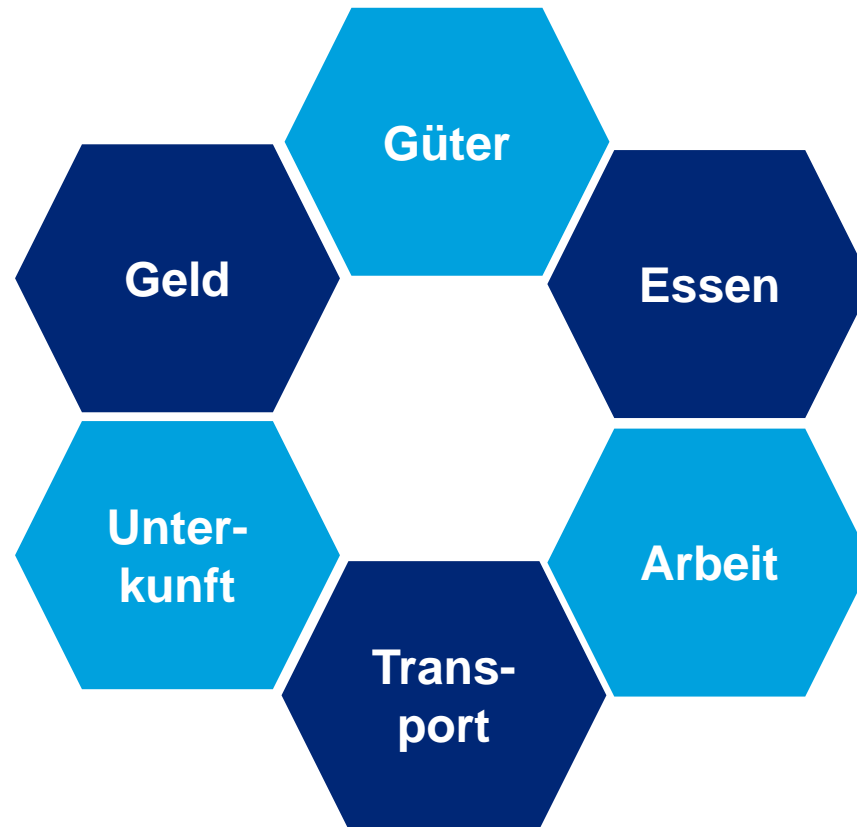


Skepsis gegenüber mehr Regulierung

Braucht die Sharing Economy mehr Regulierung
(z.B. in Bezug auf Steuern oder Sicherheitsstandards)?



Ausblick: Fast alles kann geteilt werden



Ausblick: Fast alles kann geteilt werden





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