



The sharing economy honeycomb

Worksheet - Sharing economy (2) - wider definition

1. What does your customer really, really want?
2. Do they really want the physical good/asset you are selling to them or do they only need temporarily its function?
3. Who already has this good? How utilised is it?
4. How can you facilitate a higher utilisation of the asset?
5. Check out (randomly or based on gut feel) 3 other companies from this chart. Understand how they provide value. How can you apply similar ideas to your own company/role?

Notes - Sharing economy (2)

Date: