

## The sharing economy

### Covered in this section:

#### Making money from what people already have

- Sharing economy: A company or a business idea that plans to allow individual people to monetize assets they aren't used to selling
- Examples:
  - Uber
    - people can turn their car into a monetizable asset
  - Airbnb
    - people can rent their space
- These companies are leveraging the individual creativity of people and allow them to make some money as a side business
- The idea is that you make money off of something that you otherwise would've shared for free
- Think about it:
  - What other assets people don't use and can rent?
  - What do you share with your friends but you could share with strangers for money?
- These ideas sound crazy at first, that's why this model works better with younger generations
- Analyze the supply and demand before starting - you need a medium amount of people to have the asset
- Disadvantage: depending on the country, this type of business might be going around the regulations. See how you can make it work by following the laws