

# “Micro-entrepreneurship” in the Sharing Economy

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# Table of Contents

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## 1. Theoretical Background

- Entrepreneurship
- The Sharing Economy

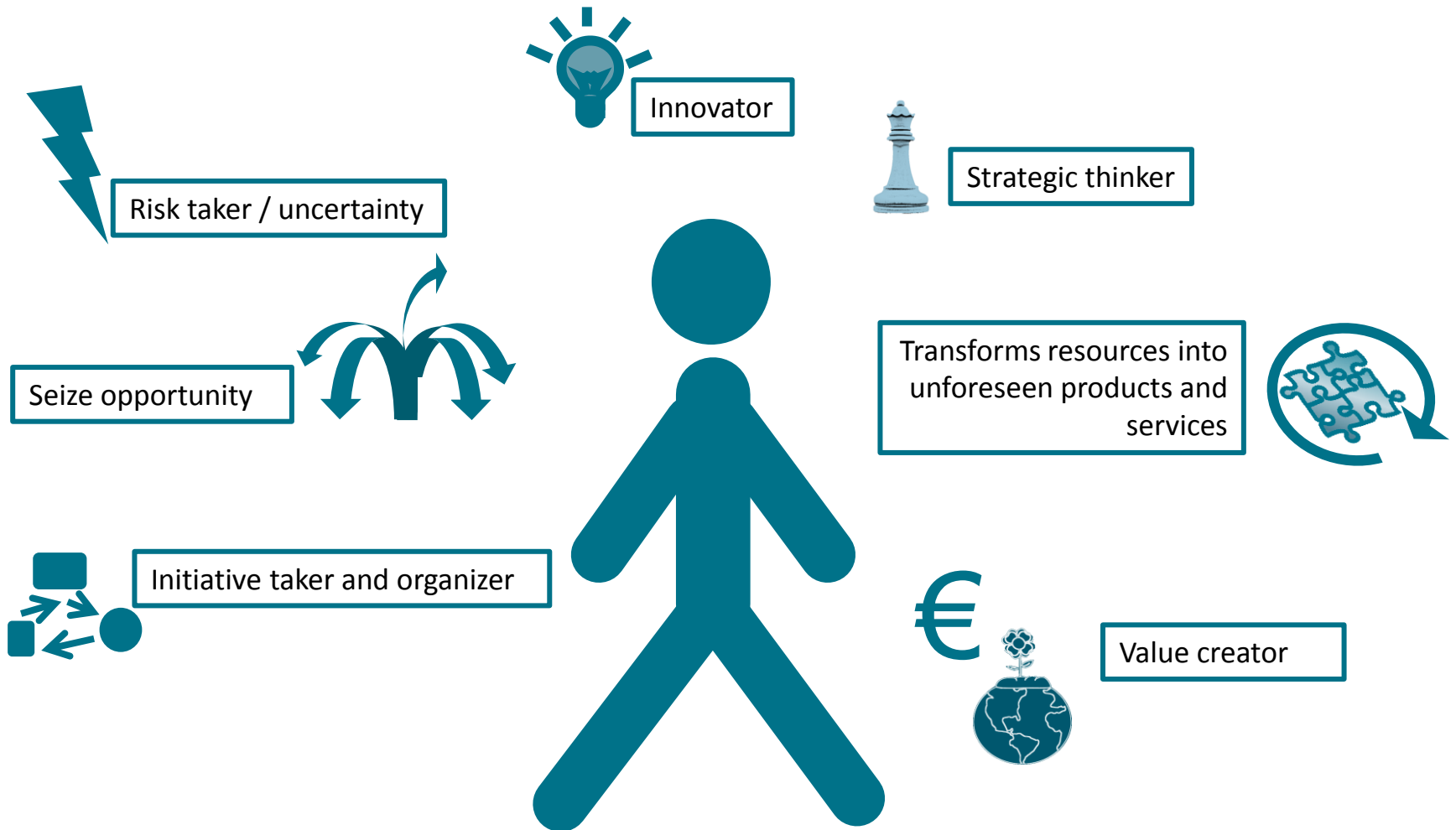
## 2. The Sharing Economy and the Labour Market

## 3. Micro-entrepreneurs in the Sharing Economy

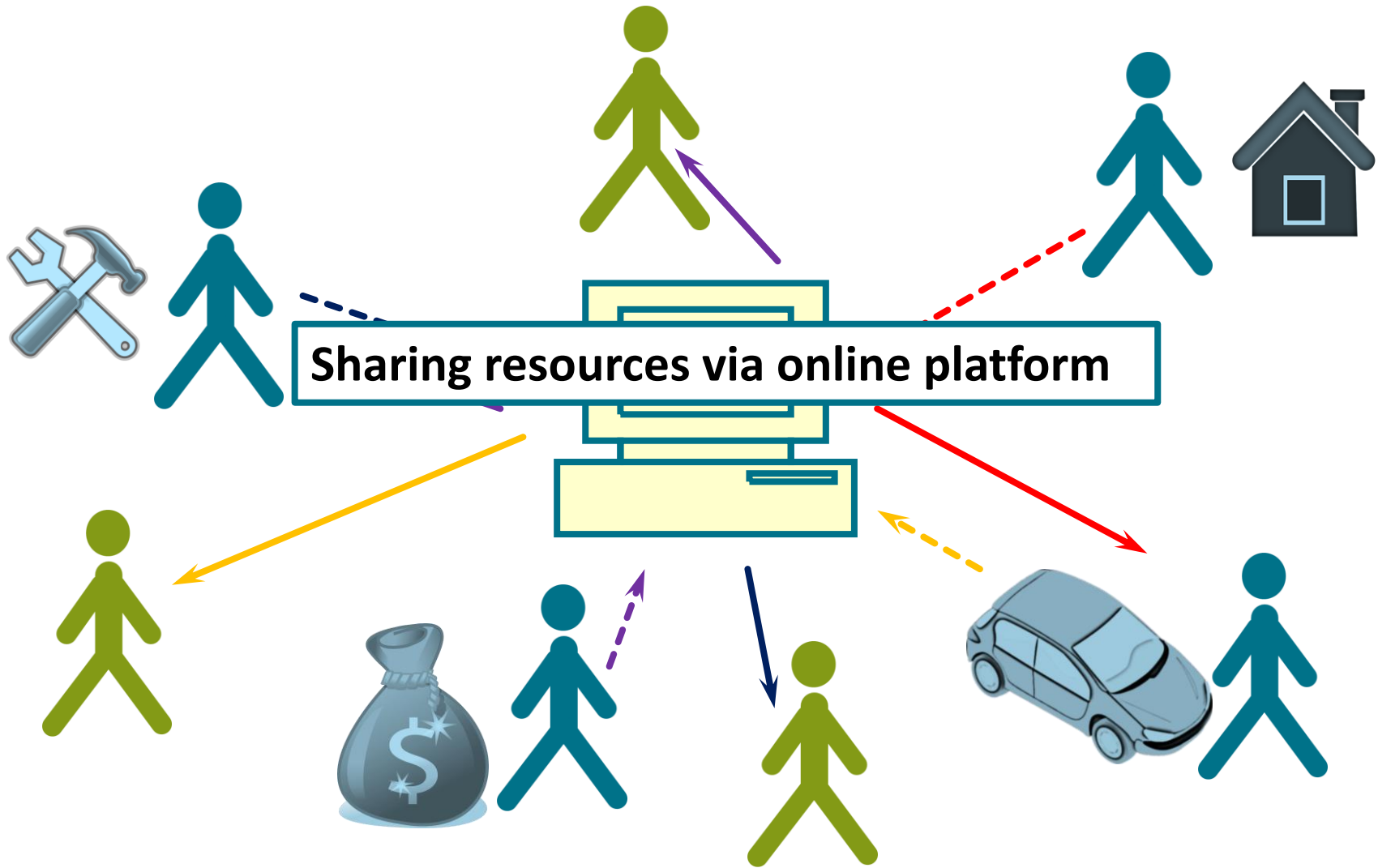
- Challenges
- Peers as Entrepreneurs

## 4. Conclusions – How to be Entrepreneur in the Sharing Economy?

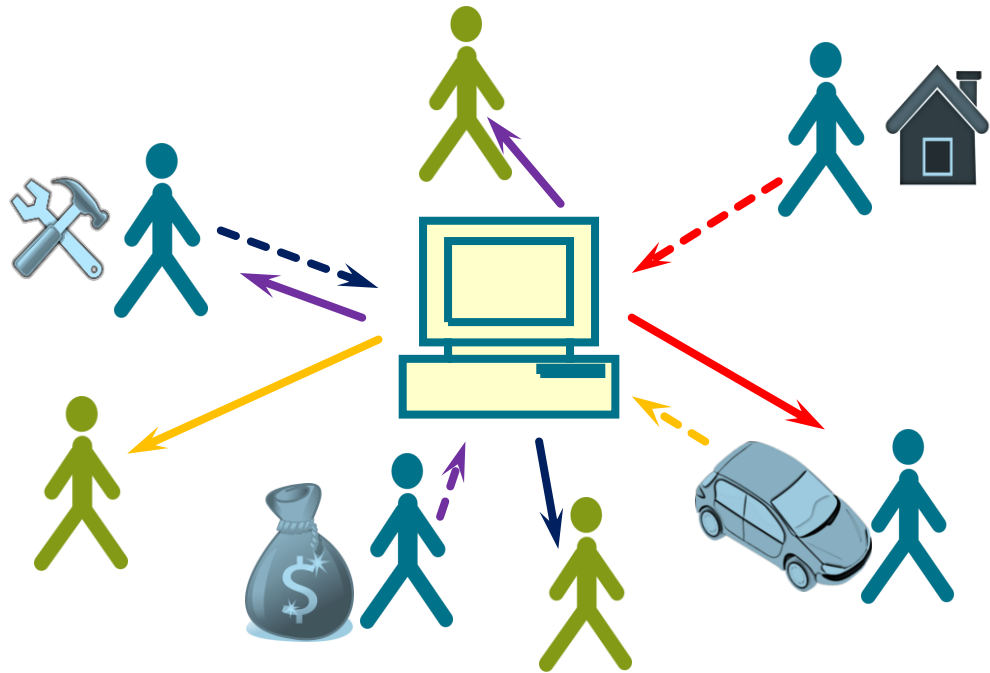
# Theoretical Background: Entrepreneurship



# Theoretical Background: The Sharing Economy



# Theoretical Background: The Sharing Economy



## Pre conditions

- Internet
- Profile/Registration

## Principals\*

- Idling capacity
- Critical mass
- Trust between strangers
- Belief in the commons

\*Botsman & Rogers (2011)

## The collaborative labour market\*

Virtual/global services		Physical/local services	
Low-skilled	High-skilled	Low-/medium-skilled	High-skilled

\*De Groen, Maselli & Farbo (2016)

# Theoretical Background: The Sharing Economy - Aftermath

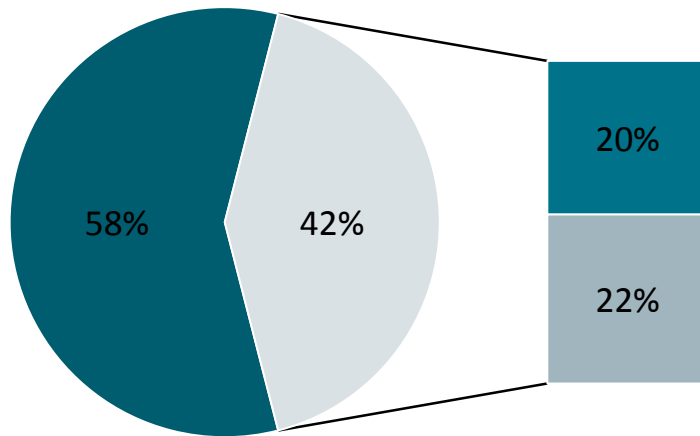
2014 – €15bn in global revenues\*

2015 – €4bn revenues and €28bn of transactions (within Europe)\*

2015 – double revenues in Europe\*

\*PwC (2014); Vaughan and Daverio (2016)

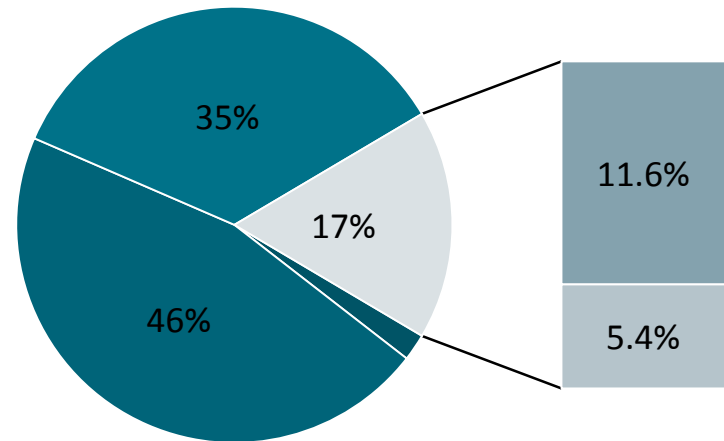
**US population participating in the Sharing Economy**



- Have not used platforms
- Have used platforms
- Have offered services on a platform

De Groen & Maselli (2016)

**EU population participating in the Sharing Economy**



- Don't know or None
- Have never heard of the platforms
- Have heard of the platforms but have not used them
- Have used the platforms

Flash Eurobarometer 438 (2016)

# The Sharing Economy and the Labour Market

## Labour Market

- Employers
- Employees
- Self-employed / Entrepreneurs

## Sharing Economy

- Start-ups / Entrepreneurs
- Users as providers / Micro-entrepreneurs

## Trends

- Increase of self-employment
- Increase in people having more than one occupation

- Sharing Economy as a complementary job
- Full time peers

- Based on self-employment
- Start-ups as agents NOT employers
- Part-time

USA – 32% of the participants in the Sharing Economy see it as their primary source of income  
(Burston-Marsteller, Aspen Institute & TIME (2015))

# Micro-entrepreneurs in the Sharing Economy

## Challenges

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### Start-up

- Management of the own time and resources
- Additional income

### Peers

- Competition between peers
- Availability on more than one platform
- Uncertainty about the job
- Lower income than expected

### Legal status

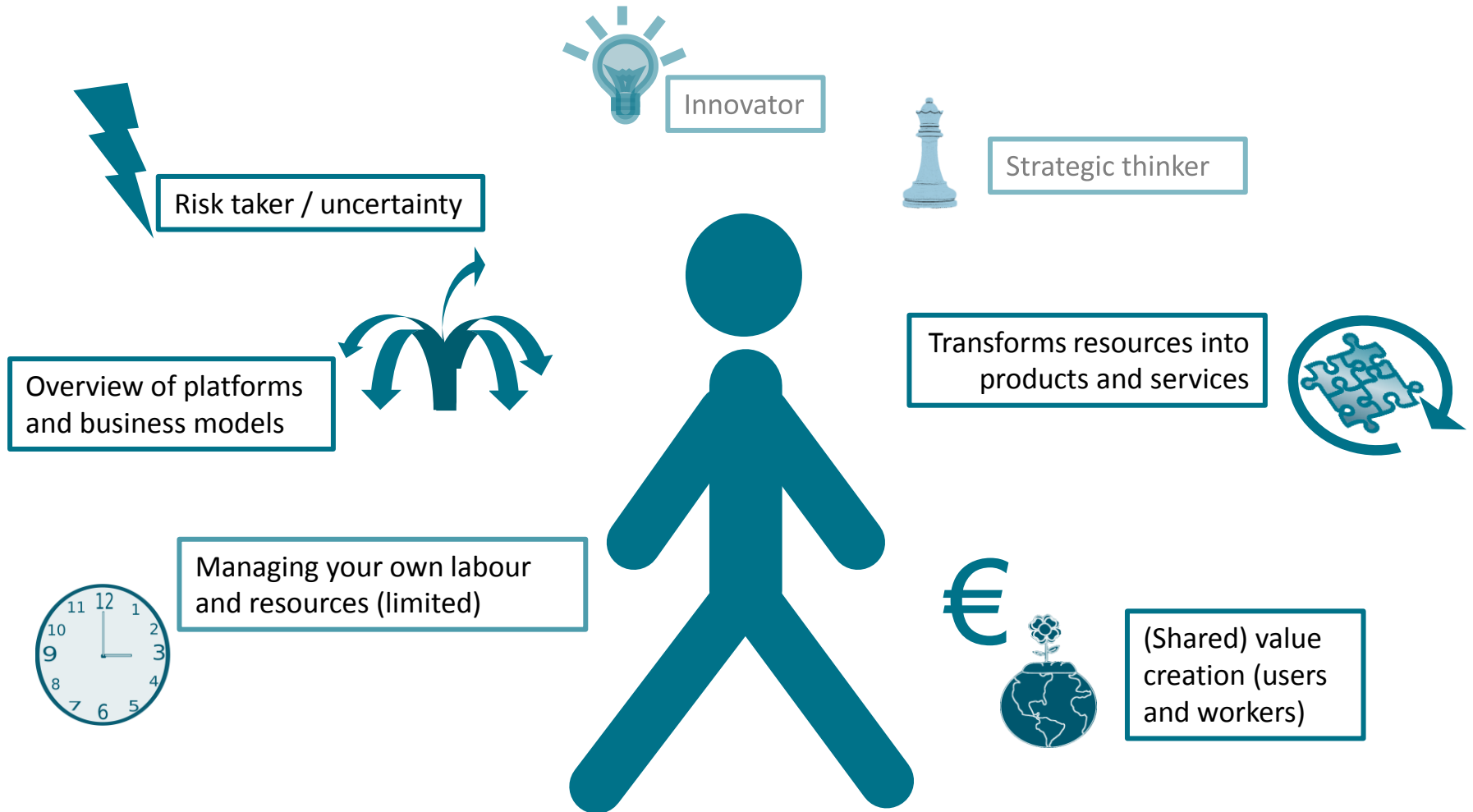
- Grey zone
- No established regulation
- Unclear liability

- Unclear work status
- No benefits
- No compensation
- Conflict with established businesses



# Micro-entrepreneurs in the Sharing Economy

## Peers as Entrepreneurs



# How to be Entrepreneur in the Sharing Economy?

## Skills:

- Management of resources
- Financial management

**Peers**



**Platforms  
and state**



## Flexible labour:

- Knowledge about the different platforms
- Clear working status

**Peers, platforms  
and state**



## Risk management:

- Clear rules of participation
- Benefits and obligations
- Taxation

# Thank you!

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# References

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