

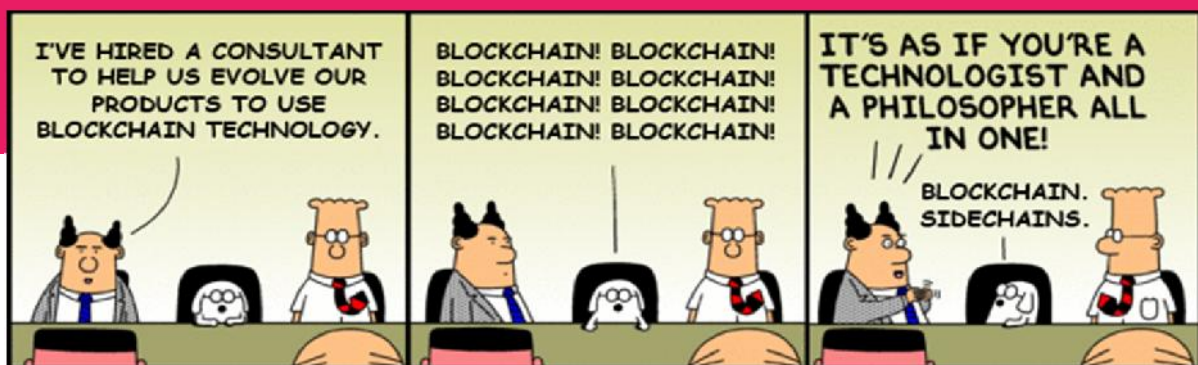
Disrupting the Disruptors through Blockchain Technology

- a real Sharing Economy at last?

Kirsten Hasberg Aalborg University CPH IT University CPH BlockchainHub Berlin StromDAO
@energydemocracy

EURELECTRIC Annual Convention 2017, Estoril, June 20 2017

about me

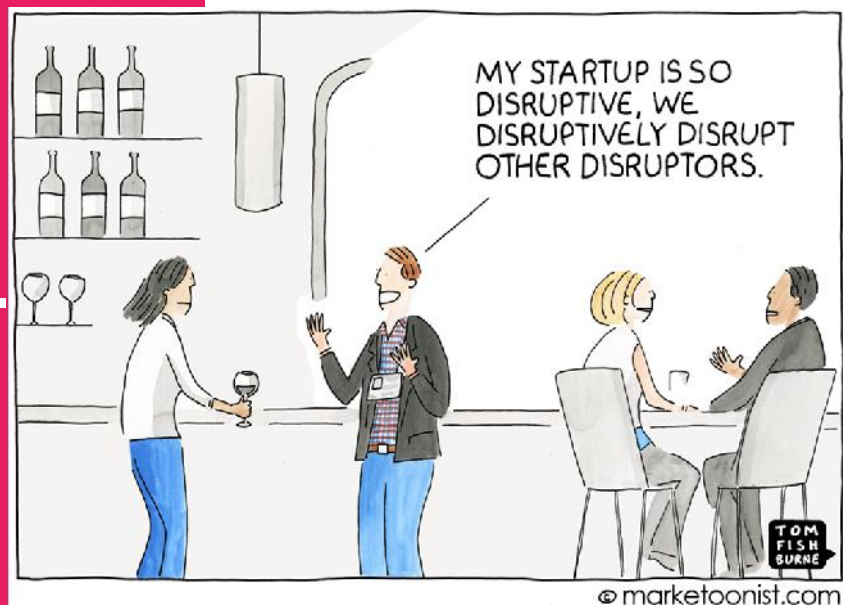


The haydays of today's disruptors, the intermediaries...

"Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world's largest accommodation provider, owns no real estate. Something interesting is happening."

Source: Tom Goodwin, Havas Media, 3.3.2015, "The Battle Is For The Customer Interface"

... might be over.



MANAGING PEOPLE: TEN ESSENTIAL BEHAVIORS PAGE 10

Harvard Business Review

JANUARY-FEBRUARY 1995



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"Disruptive innovation describes a process by which a product or service takes root initially in simple applications at the bottom of a market and then relentlessly moves up market, eventually displacing established competitors."

Source: claytonchristensen.com

**Hypothesis: Peer-to-Peer
Transactions without a middleman
= Democratization of the Sharing Economy**

From aggregation economy...

Tapscott & Tapscott:
Blockchain Revolution
(2016)

"Today's sharing economy is "a nice notion (...). But these businesses have little to do with sharing. In fact, they are successful precisely because they do not share - they aggregate."

NETWORKED MONOPOLIES

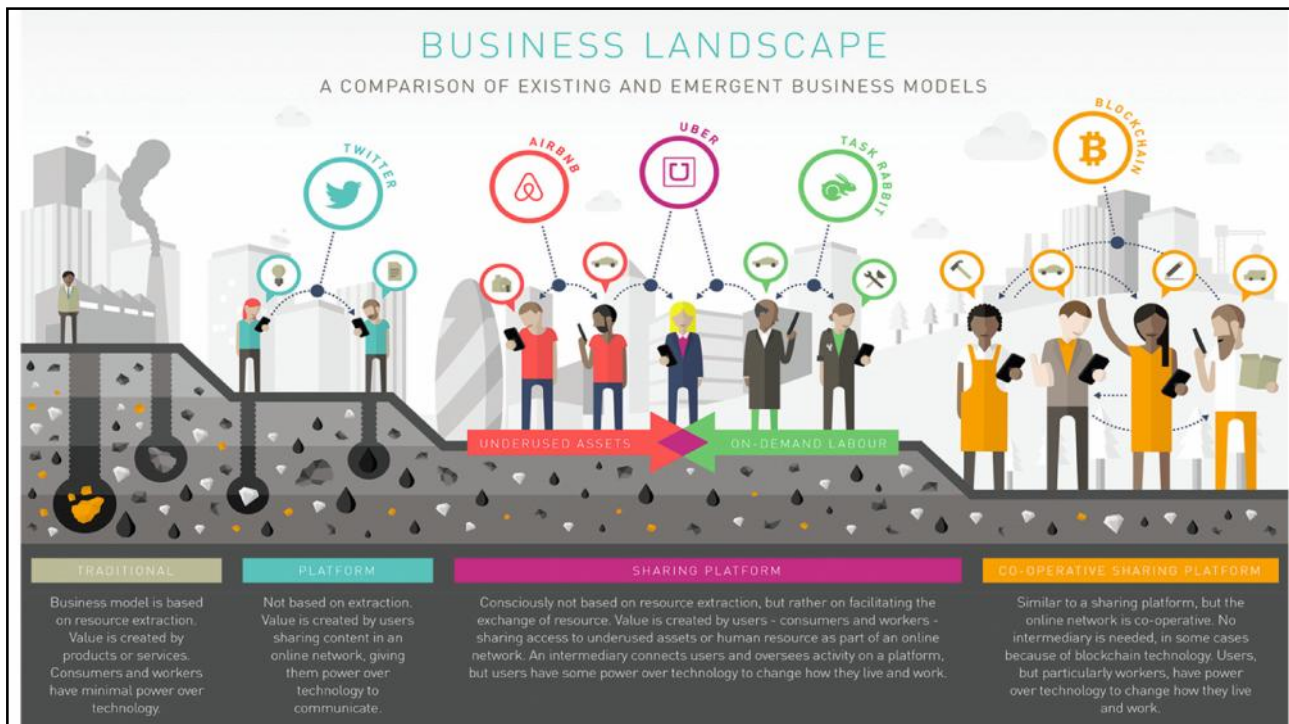
THE PROCESS OF CROWDSOURCING MONOPOLY POWER



... to a real sharing economy

Tapscott & Tapscott:
Blockchain Revolution
(2016)

"Imagine instead of the centralized company Airbnb, a distributed application - call it blockchain Airbnb or bAirbnb - essentially a cooperative owned by its members."



Blockchain as Commons 3.0

Source: Potts, De Filippi & Davidson: The Economics of Blockchain (2016)

"Blockchain is Commons 3.0 in that it provides a technical solution (cryptographic consensus) to the problem of cooperation in joint or group production at scale (...)"



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Thank you!

IT University of Copenhagen
Aalborg University CPH
BlockchainHub Berlin
StromDAO.de

@energydemocracy
[linkedin.com/in/kirstenhasberg](https://www.linkedin.com/in/kirstenhasberg)
kirsten@energydemocracy.tv
