



We define the sharing economy in emerging markets as:

Mobile-based platforms, products and services which enable local populations to unlock income from 'underutilised assets' by sharing them with others



MONEY

Mobile platform allowing people to lend money to each other (incl. crowdfunding)



VEHICLE

Mobile platform allowing drivers to offer a ride (by car, by bike etc.), to rent out their vehicle or to provide a delivery service



TIME/WORKFORCE

Mobile app or service allowing users to post and execute micro-jobs/tasks for each other



SPACE

Mobile service enabling people to share their property, or part of it, with each other (i.e. accommodation, office space, storage etc.)



EDUCATION

Mobile tutoring or peer-to-peer educational support service

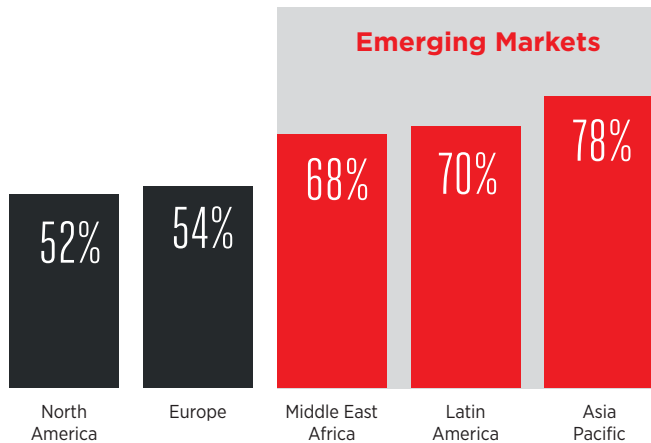


OTHERS

Other shared assets can include: household goods, food, etc.

Market size

Willingness to participate in sharing communities



7,500+ Sharing platforms (globally, 2015)



\$33bn+ potential market revenue for the sharing economy growing 25-30% a year (globally, 2016)

REAL LIFE EXAMPLES:



Go-Jek, the Indonesian "Uber for motorcycles" launched in 2011, now has more than 10,000 riders on its books. Since, similar models have emerged in Africa like **SafeBoda** or **Safe Motos**.



PrepClass, a Nigerian education platform, enabled independent tutors to provide 14,000+ hours of lessons with average pay \$6/hour (2015)

Social impact



The sharing economy is a powerful engine that creates new markets, generates jobs, increases income and improves lives.

In 2016, more than **1 MILLION JOBS** (full time and part time) will be generated by the sharing economy globally.



In 2016, GSMA's Ecosystem Accelerator Programme will be supporting sharing economy start-ups in emerging markets

<http://gsma.com/ecosystemaccelerator>