

The Sharing Economy

\$15 Billion today \$335 Billion by 2025



ICMA Digital Conference
Berlin May 6-8, 2015

Who are we? What do we do?



- 52 million Hispanics in the U.S.
- Purchasing power of \$1.2 Trillion
- 65% of Hispanics are millennials
- By 2050 30% Hispanic population

Immigrant Entrepreneurs in:

California

*In 2010, new immigrant
business owners generated*

**\$34.3
billion**

*in total business
net income*



676,537

*immigrants became new business
owners in California
between 2006-2010*

33.4%

*of business owners in
California are immigrants*

Read more at ImmigrationPolicy.org


**IMMIGRATION
POLICY
CENTER**
AMERICAN IMMIGRATION COUNCIL

How are we doing?

- Traditional print is flattening
- Custom and niche print is growing
- Events (experiential marketing) is growing
- Small business services are growing
- Digital Horizontal and niche products are growing



What keeps me up at night?



**Will my Agave
bloom before we
finally have a
mobile APP?**

Development time slow
Identity Crisis

- Who is our customer
- Super mobile
- Programmatic audience buying
- Post Millennials don't speak Spanish
- Google CPM's down
- Too many opportunities
- Where do we Focus
- Advertising on Wearables

Why do I care about Sharing



So there I was.....



American Diabetes Association
Tour de Cure 2015



The Sharing Economy Then and Now

19% US Population Sharing



\$15 Billion Economy Now*

\$335 Billion Economy by 2025*

**The Sharing Economy PWC.com April 2015*



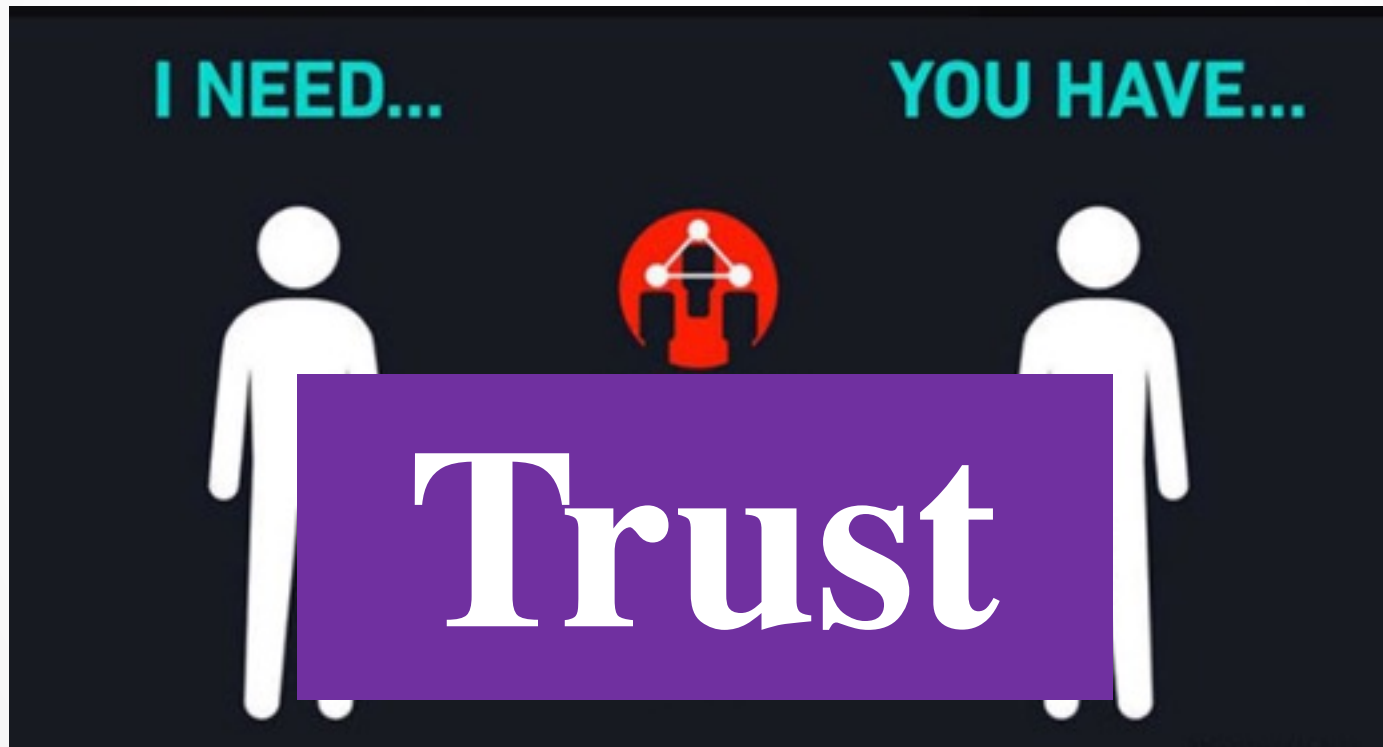
18 to 24 Year Olds
Household income \$50K - \$75K
Households with kids under 18

Businesses Now Sharing

Quirky



Why does Sharing as a Business Work now?



Internet

Mobile

Cloud

Social

Analytics

What is the value of ownership?



43% say
owning is a
burden*

77% of millennials
prefer a pared down
lifestyle with few
possessions *

The New Marketplace

Experiences
make people
happy, not
buying things

Access is the
new
ownership



**No more buyers and sellers, now its
providers and consumers with access**

What worries me most ?

An aerial photograph of a city, likely Chicago, being inundated by a massive tsunami wave. The water is a turbulent, white-capped mass that has completely surrounded and is crashing against the city's skyscrapers. The wave's height is comparable to the buildings, illustrating a catastrophic event. The sky is a clear, pale blue.

Disruption for us and our customers

Let's Share

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