

The Sharing Economy

\$15 Billion today \$335 Billion by 2025



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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

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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?



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*



Peers doing business directly

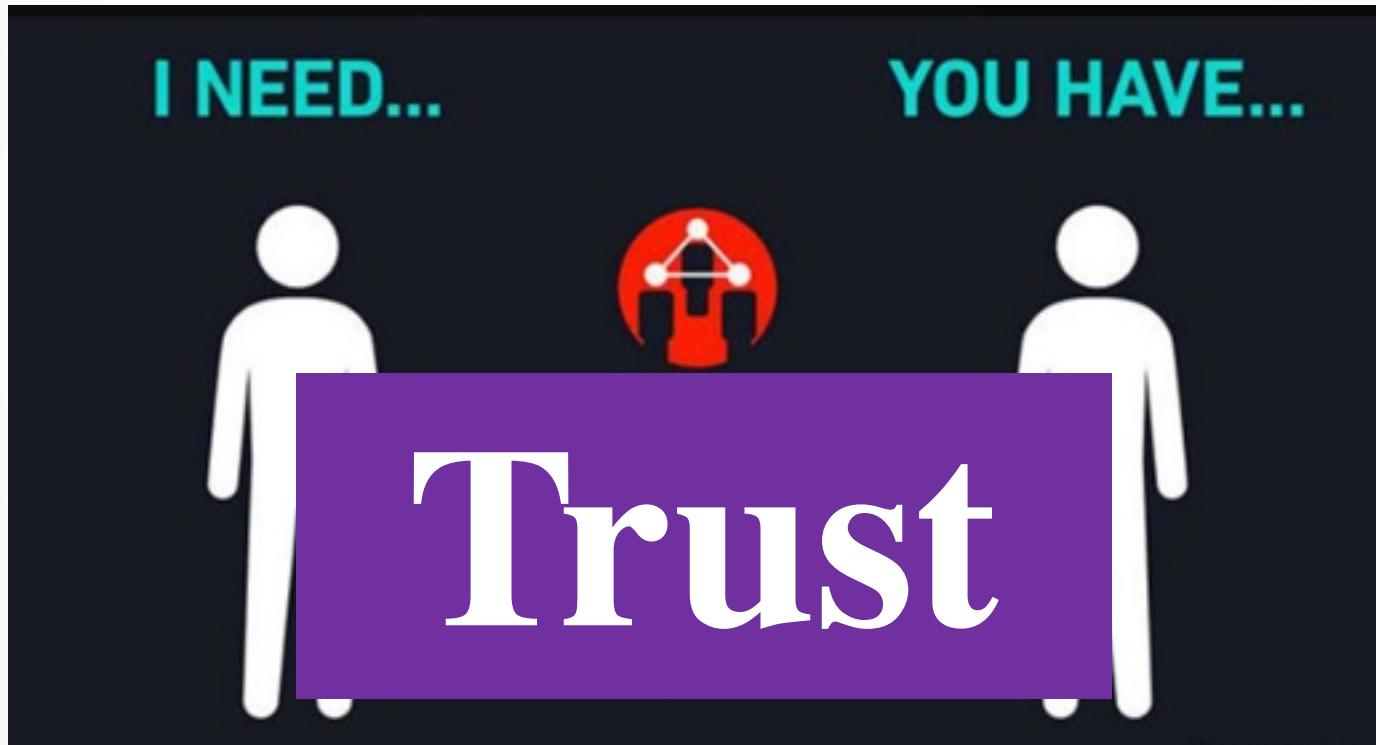


18 to 24 Year Olds
Household income \$50K - \$75K
Households with kids under 18

Businesses Now Sharing



Why does Sharing as a Business Work now?



What is the value of ownership?



The New Marketplace



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

What worries me most ?



Disruption for us and our customers

Let's Share

A photograph of four prairie dogs in a row, each holding a single blade of grass in its mouth. They are sharing the grass, which is a common social behavior among these animals. The prairie dogs are light brown with darker brown patches on their backs and white bellies. They are standing on a patch of green grass.

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