

Startups let people sidestep corporate greed

November 30 2011



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Entrepreneurs are catering to a new generation that would rather share cars than own them; sleep in spare bedrooms instead of haughty hotels, or raise capital from [peers](#) instead of borrowing from banks.

"We are at the start of an ownership revolution," said Rachel Botsman, whose successful book *What's Mine is Yours* showcases a technology-driven shift to "collaborative consumption."

"We don't want the DVD, we want the music," she continued. "We don't

want cars, we want to get from A to B. There is a generation growing up that has a whole different relationship to ownership."

Hot startups embracing the trend include Zimride, Task Rabbit, and Airbnb, which have flourished by providing services that let [people](#) share car rides, chores, and spare room respectively.

"It is about getting back to the sense of neighborhood that people lost and want a piece of back," Task Rabbit founder Leah Busque told AFP.

"Finally, technology has caught up in a way that it can mimic [human behavior](#) and develop trust in a community," she continued. "These collaborative consumption companies are thriving."

Airbnb was recently valued at a billion dollars. Task Rabbit reported seeing about \$4 million in [economic activity](#) monthly and boasted creating 2,000 jobs in the past six months.

"The way people live and do things is changing," Busque said.

"We are on the brink of a major groundswell of peer-to-peer marketplaces shifting the way things happen."

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Citation: Startups let people sidestep corporate greed (2011, November 30) retrieved 26 April 2024 from <https://phys.org/news/2011-11-startups-people-sidestep-corporate-greed.html>

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