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# Uberization

MARCH 2020



# ***Guidance for participants***

*Everyone please mutes the mic when you don't speak.*

*When one wants to speak, tell your name or send me an message*

*If you have any questions send me a message on discussion team*

*I let you look the powerpoint presentation on Microsoft universe  
Teams/Business academy/Materials for sharing Student/Uberization  
training.*

## *Today's Presentation*



# AN OVERVIEW

FIRST PART : What is the Uberization ?

SECONDE PART : Prons & Cons of Uberization

THIRD PART : Create your model of Uberization

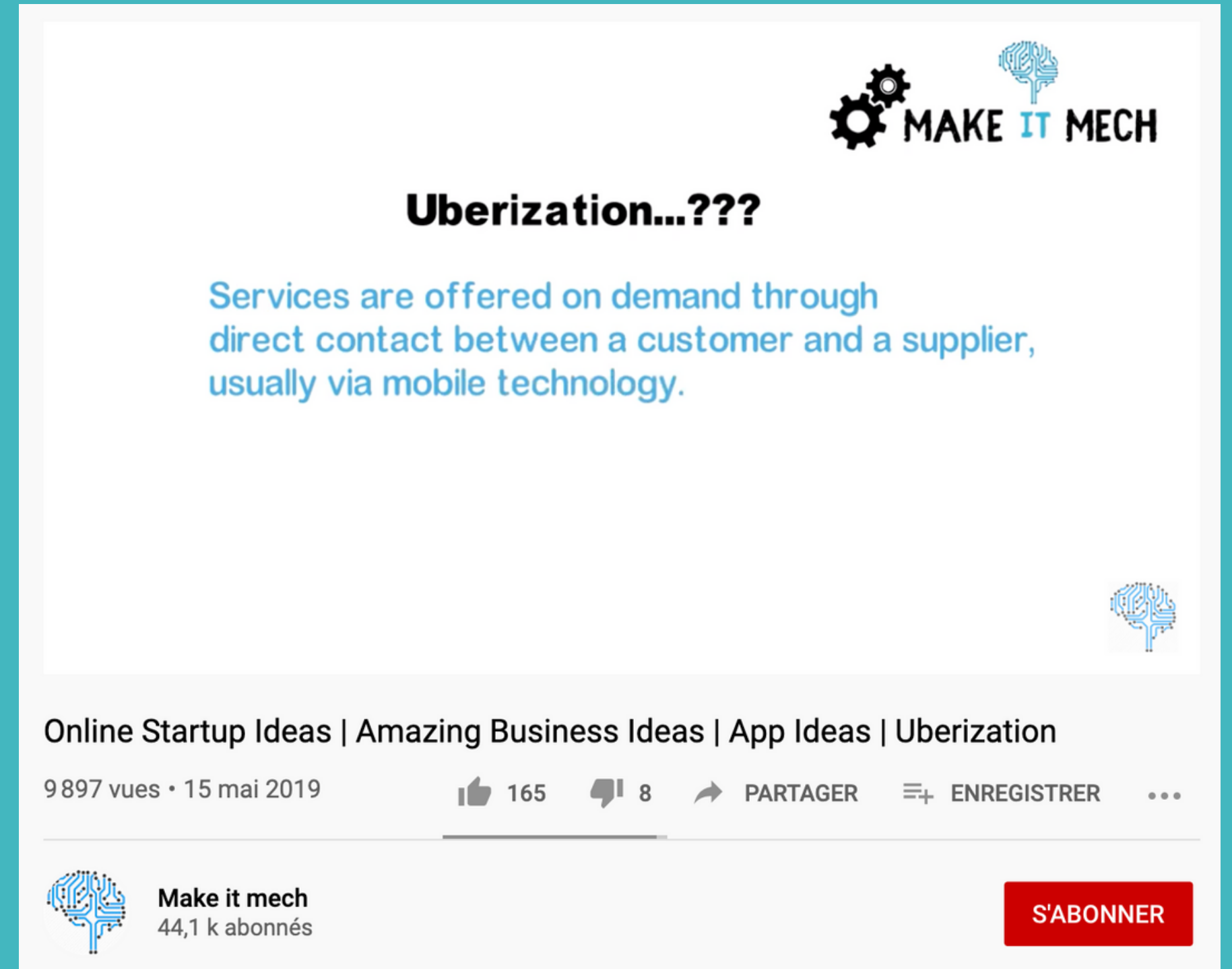
FOURTH PART : Sharing and collaborative economy ?

FIFTH PART : Uberization change our habits ? **optional**

SIXTH PART : Futur of sharing economy

Someone want to  
explain to us what is  
uberization ?

We will watch a small  
video to introduce the  
subject : link in chat



**MAKE IT MECH**

### Uberization...???

Services are offered on demand through direct contact between a customer and a supplier, usually via mobile technology.

Online Startup Ideas | Amazing Business Ideas | App Ideas | Uberization

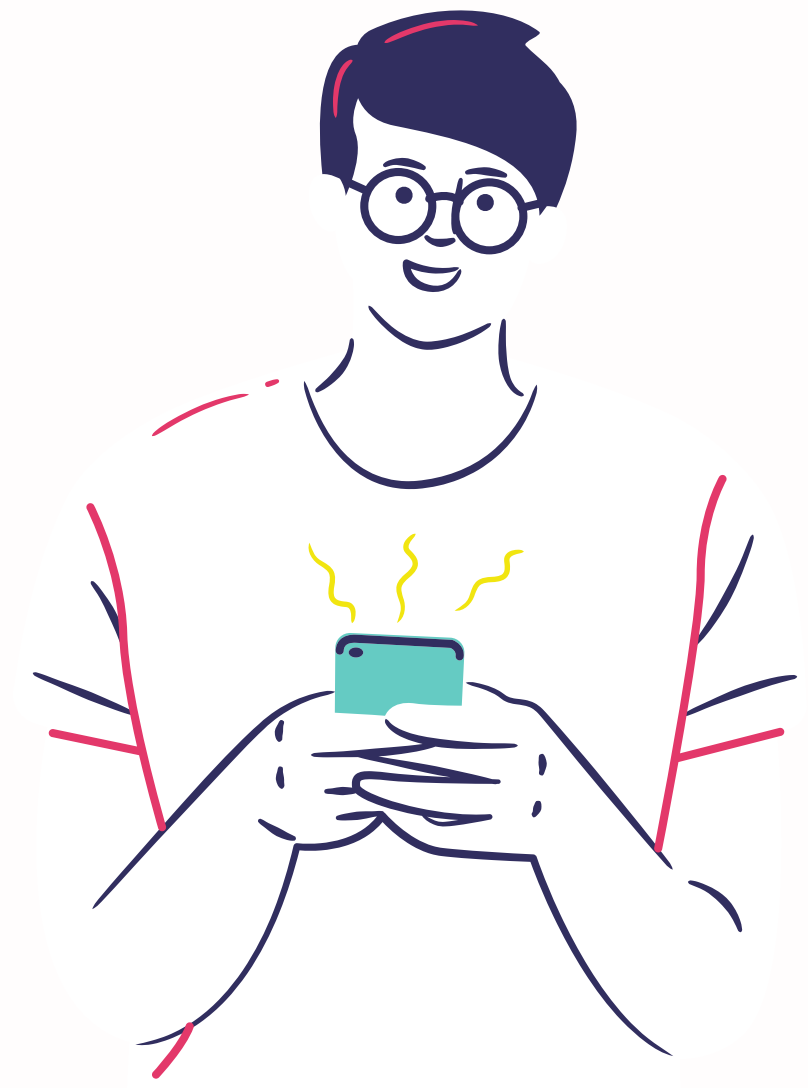
9 897 vues • 15 mai 2019

165 8 PARTAGER ENREGISTRER

**Make it mech**  
44,1 k abonnés

**S'ABONNER**

# WHAT IS UBERIZATION ?



It comes from the company **Uber** in 2014.

Nowaday the uberization **extends to other area** like (hotel, bank or car)

**The uberization is a recent phenomenon in the field of the economy consisting in the use of services allowing professionals and clients to be in direct contact, almost instantaneously, thanks to the use of new technologies.**

*FIRST PART*

# WHAT ARE THE ADVANTAGES FOR CUSTOMERS ?

- 1: Uberization allows clients to find people offering resources at any time.
- 2: Reduce the cost of this type of service for users
- 3 : It reduce the heavy formalities for users
- 4: Ease of access to the service and instantaneity
- 5 :Trusted environment (payment, user feedback, etc.)



*FIRST PART*

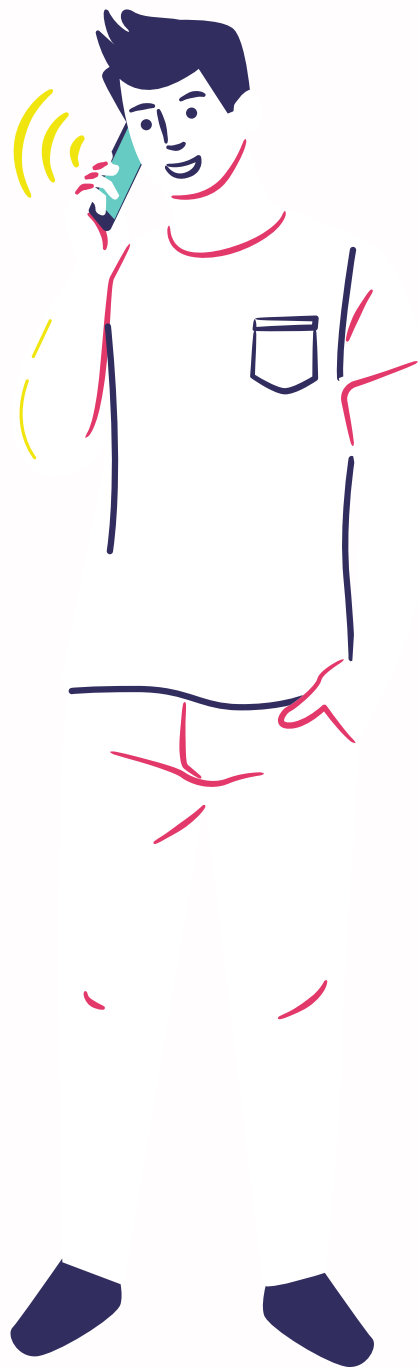
# WHAT ARE THE CHARACTERISTIC OF A UBERIZED COMPANY ?

- Digital platform
- Reactivity maximized by the immediate connection between the customer and the service provider
- Payment by the customer to the platform
- Payment of the service provider by the platform
- Cross-evaluation of the service



*FIRST PART*

# TO WHAT DO WE OWE THE SUCCESS OF UBERIZATION?



Based on the digital boom

The widespread use of smartphones

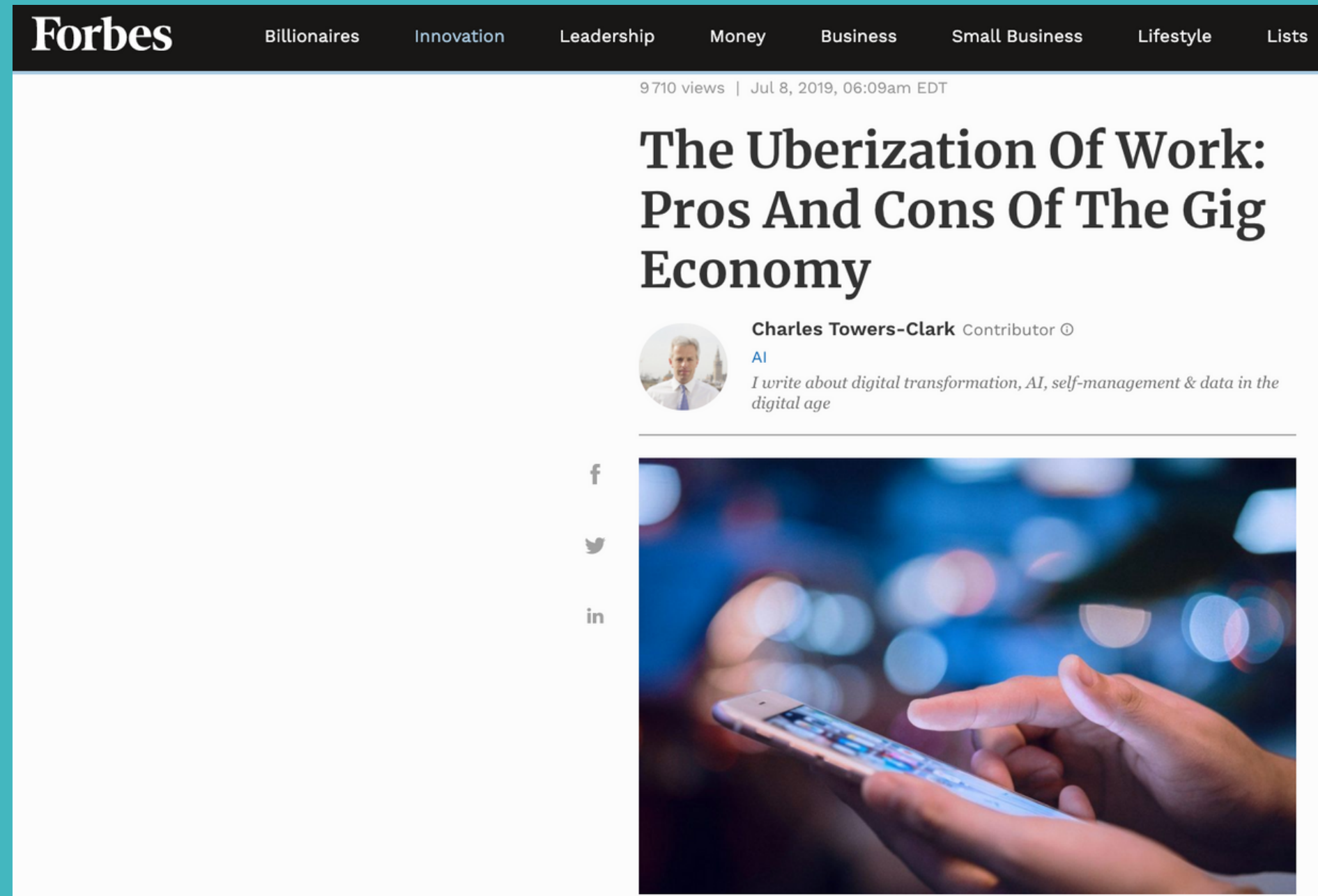
The companies have been able to develop into web platforms or mobile companies

Habits of customer had changed : more open minded, share home, car ...

*FIRST PART*



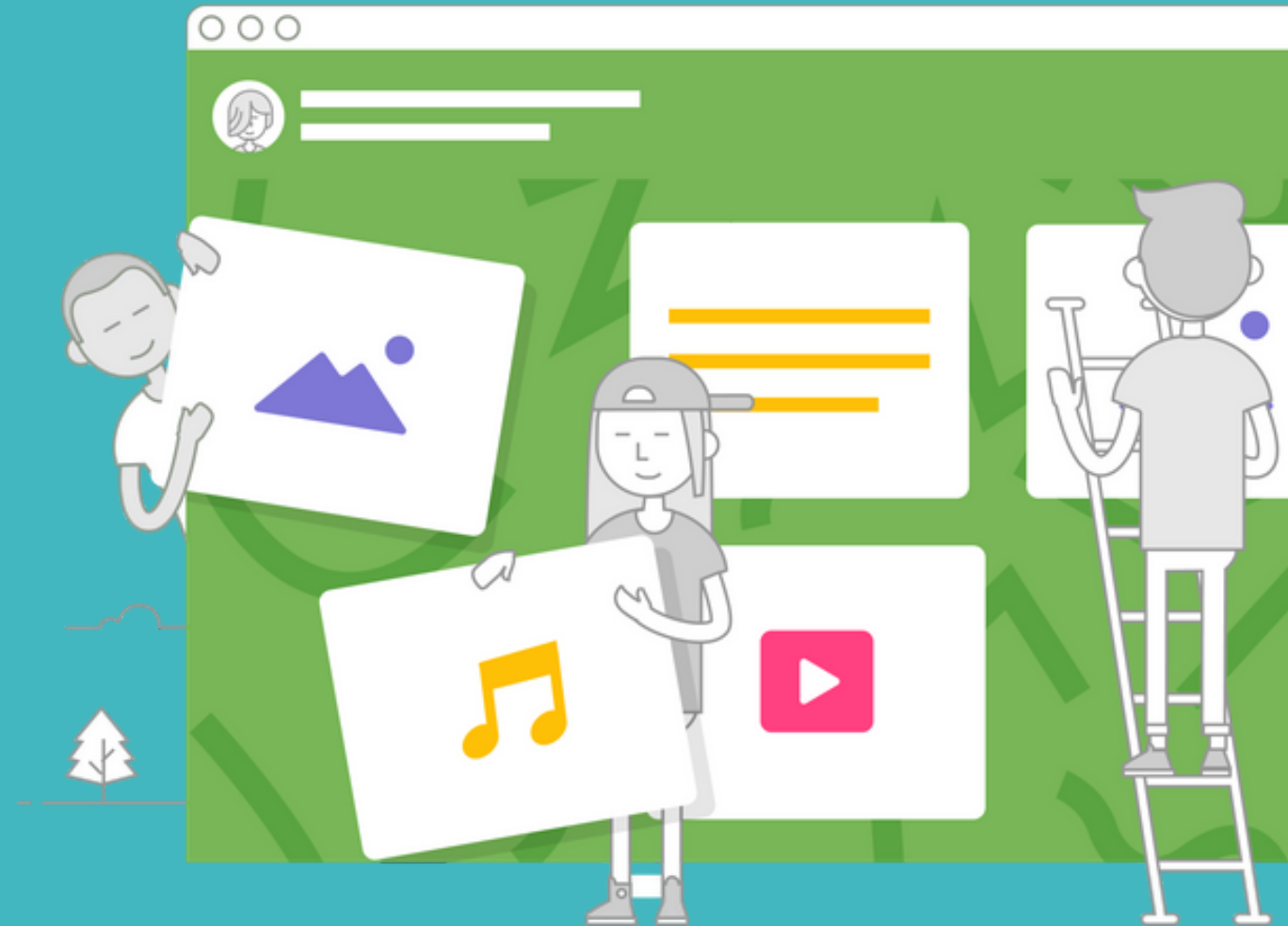
# UBERIZATION PRONS AND CONS ?



**Read this article and Reflect (link in chat)**

SECOND PART

# UBERIZATION PRONS AND CONS ?



**Join this Padlet (link in chat ) and write  
prons and cons of uberization to share it  
with others**

*SECOND PART*

# WHAT IS THE CURRENT DEBATE ABOUT UBERIZATION ?

People in favor =

Pushes the historical actors of other professions to innovate  
& consumer will have access to better quality services at lower prices  
& that attracts new customers

People against =

This implies distorted competition  
& no employee status, no social protection and work outside of labour law .

=Uberization are creator of recipe for some and destructive for others

*SECOND PART*

# **TASK 40 min powerpoint**

**1**

## ***ANALYSE ONE UBERIZED COMPANY***

Find an existing model of Uberized company and analyse it : the aim of the company, how it works, the concept ? the target, what do you think about it ?

**2**

## ***IMAGINE YOUR MODEL OF UBERIZED COMPANY***

Create your own uberized compagny, find a concept and create a company which used an application to offer directly a service to customers ?

*by group, I create it on the chat*

**THIRD PART**

# COLLABORATIVE & SHARING ECONOMY ?

The collaborative economy is a concept of a type of economy that is not monetarised, and is **not based in a capitalist system**.

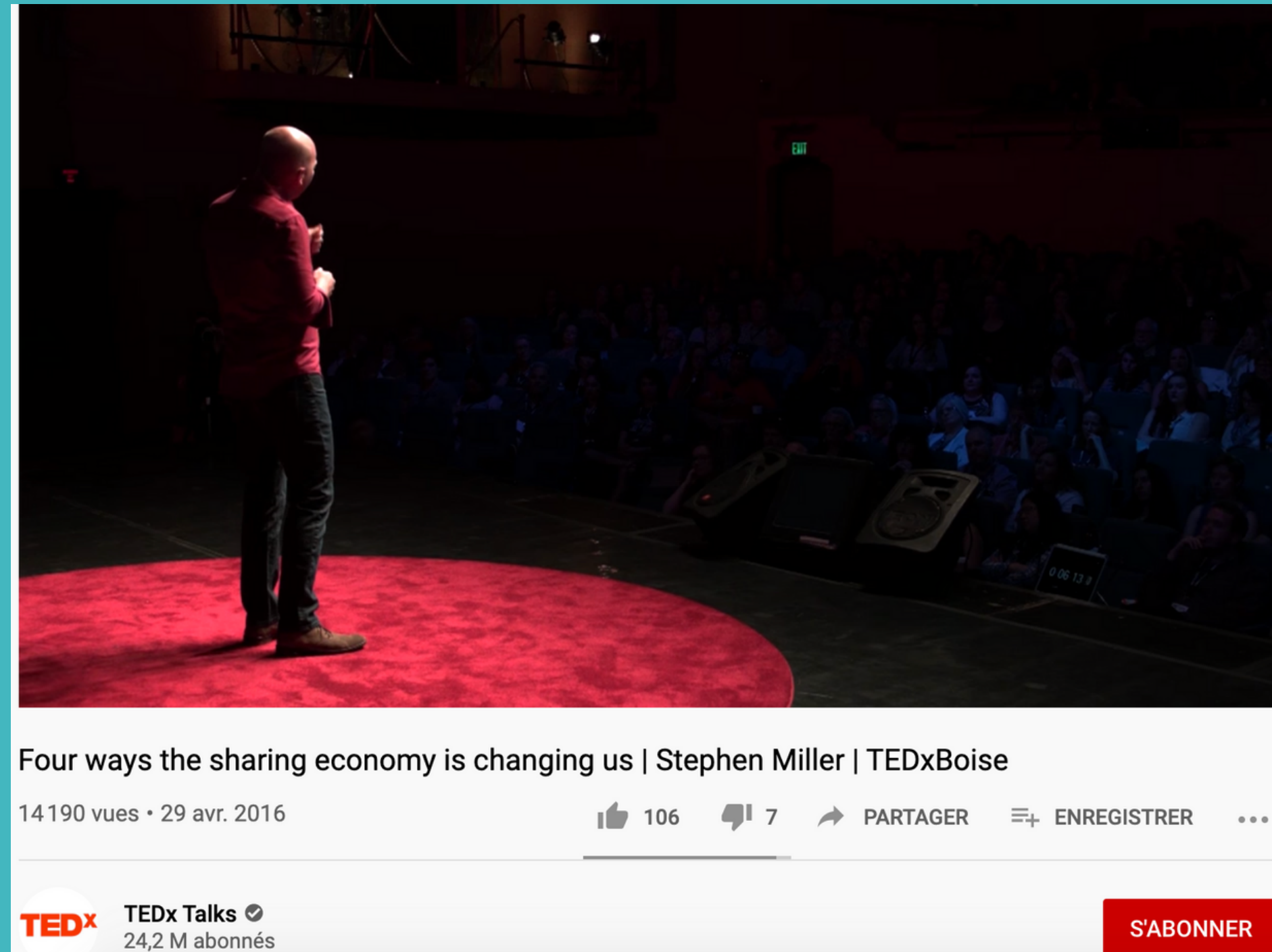
"A collaborative economy is a marketplace where consumers rely on each other instead of large companies **to meet their wants and needs**."

This concept is in fact **opposed** to the one that has been known for generations, and particularly since the Glorious Thirty, i.e. **the fixed and regulated world of wage-earning**.

The success of the collaborative economy was largely due to the fact that **the real economy was in deep trouble**

*FOURTH PART*

# THE UBERIZATION CHANGE OUR WAY OF THINKING AND HABITS : **TED VIDEO**



*Optional : if your are curious*

<https://www.youtube.com/watch?v=MRQSE1IxCg>

*FIFTH PART*



# THE FUTURE OF UBERIZATION

**WATCH A LAST VIDEO :**

***"How does the sharing and collaborative economy look like in 2030?" (link in chat )***



**Please give me your opinion ? What do you think ? This type of economy will grow up or it will disappear ?**

*SIXTH PART*

**Thank you all for  
your attention and  
participation.  
I hope you enjoyed it.**





What I learn ?

.....

What to improve ?

.....

What was good ?

.....

What to take in  
action ?

.....

motorola