Problems are Opportunities

A Transportation Case Study

Robin@meadownetworks.com
Robin@goloco.org
Networkmusings.blogspot.com
TWO EXAMPLES:
Scarcity
Abundance
Difficult financial markets

Abundance
Tight government budgets Abundance
TWO EXAMPLES:

Aging + New Infrastructure

Abundance
TWO EXAMPLES:

Gas taxes  Abundance
TWO EXAMPLES:
Congestion  Abundance
| Global warming | Abundance |
TWO EXAMPLES:

Overextended Consumers

Abundance
Rising fossil fuel prices

Abundance
TWO EXAMPLES:

Problems

Opportunities
TWO EXAMPLES:

Benefits

Costs
**Scarcity**
- Assets Closed & Proprietary
- Costs born alone
- Innovation & Content internally generated

**Abundance**
- Pay only for what you use
- Share costs of devices & infrastructure (2.0/Distributed)
- New unexpected benefits

1. Share Excess Capacity
2. Create platform for others to engage & invest in
Future of the car based in Economics

• Just one part of an integrated mobility network
• Majority of users pay only for what they use car sharing
• Majority will further reduce expenses by ride sharing
Architecture of Abundance

1. Sell/share Excess Capacity
2. Create platform so that others can engage & invest in it
Architecture of Abundance

Reduce & efficiently use fossil fuel
Efficient use of resources, reduced excess waste
Accommodate the next 3 billion people with whom we will share this one planet
I’m optimistic