Towards a new collaborative economy

Decentralizing power and value with blockchain.

Blockchain: opportunities for the collaborative economy

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Collaborative Economy

$15B (2015)
$335B (2025)
Challenges

A: Infrastructure.
Centralized Surveillance

B: Governance
Disempowered Communities

C: Economics
Concentration of Profits
Challenges

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P2P MODELS Research Question

Can we build **online platforms** that rely on...

- ...**Decentralized** infrastructure?
- ...**Democratic** organization?
- ...**Distribution** of profits?
P2P MODELS Project

- **1.5M€** for 2018-2022
- European Research Council (ERC)
- [http://p2pmodels.eu](http://p2pmodels.eu)  @p2pmod
- Univ. Complutense de **Madrid**
  - Berkman Klein Center at **Harvard**
Blockchain

Centralized

Distributed with Blockchain

Smart Contract
Decentralized Autonomous Organizations (DAOs)
Challenges

A: Infrastructure.

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Concentration of Profits
DAOs Framework for CE
Challenges

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Goal B:
Encode Governance Models
Challenges

A: Infrastructure.
   Centralized Surveillance

B: Governance
   Disempowered Communities

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Goal C: Encode Economic Models
Outcome: Pilots & Testbed

3 Flagship Pilots

Rapid Prototyping

Agile & Lean Development
New Generation Collaborative Economy
Changing the Rules of the Game?

Centralized Monopolies ↔ Open Interoperable Ecosystem
Questions on P2P MODELS?

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