



**l'Observatoire  
de l'Uberisation**



**CONVENTION OF INDEPENDENT  
FINANCIAL ADVISORS**  
A Non-Profit Foundation



**Harvard  
Business  
Review**

**Creating  
Shared Value**

How to reinvent capitalism—and unleash a wave of innovation and growth by Michael E. Porter and Mark R. Kramer



**TIME**

**STRANGERS  
CRASHED MY CAR,  
ATE MY FOOD AND  
WORE MY PANTS.  
TALES FROM THE  
SHARING ECONOMY**

BY JOEL STEIN

## WHAT IS UBERIZATION ?



Uber, Airbnb, BlaBlaCar...  
**La révolution  
du capitalisme**

Salariés,  
entrepreneurs :  
comment profiter de  
l'uber-économie

Enquête  
sur une rupture  
historique



Marion Comella,  
fondatrice  
de Oustcar.fr



Brian Chesky,  
cofondateur  
d'Airbnb.com

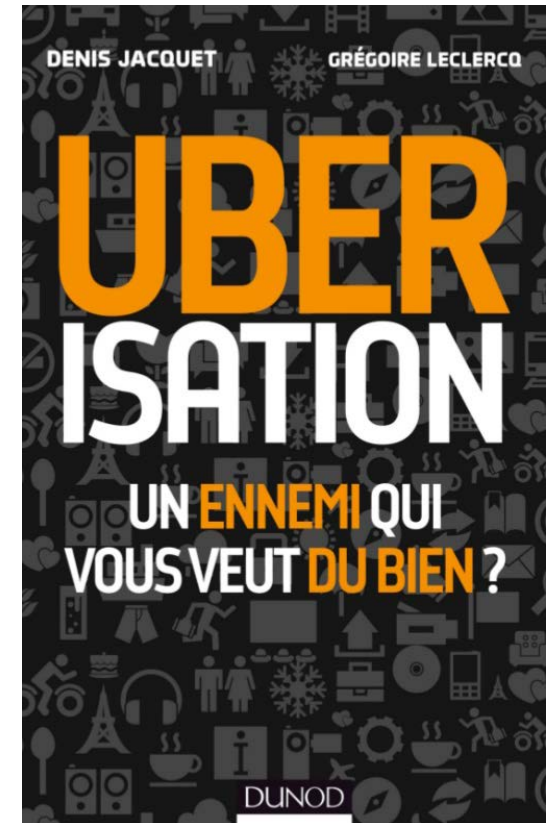


Independent organization of entrepreneurs, startups, sociologists, parliamentarians, academics, companies, journalists and trade unionists.



A book published October 12, 2016  
2 economics prizes

The uberisation turns on all the fears, fantasies, hopes. Young entrepreneurs see a hope to find their place. Major groups are wondering how to turn their way to reach their audience, attract talent and retain them at the time where digital makes them lose their appeal. Policies are totally lost and overwhelmed by the phenomenon. And the public wonders what is really happening. The book offers to take stock of what the ubérisation is, its impact in society, its opportunities and limitations...



## Concrete actions nearby French Government

- Good understanding of this phenomenon
- Good measure of the impact of uberization on the Welfare State and fiscal sustainability
- Ideas to adapt/reinvent social protection and fiscal rules in an uberized economy



MINISTÈRE  
DU TRAVAIL, DE L'EMPLOI,  
DE LA FORMATION  
PROFESSIONNELLE  
ET DU DIALOGUE SOCIAL





UBERISE (v): **destabilize and transform** with an **economic innovative model** pulling out of new technologies

## WHAT WE NOTICE :

- Fast relationship inversion
- Massive use of independent workers
- No definition on “what it is”, but on “what it produces”

<http://www.uberisation.org>



# CARRIED BY 3 REVOLUTIONS

## DIGITALIZATION

- Digital world, digital innovation and new technologies, IA, big-data...

## CONSUMPTION

- The consumer experience and the search for the best service have become central in the choice of any particular provider.

## INDEPENDENCE

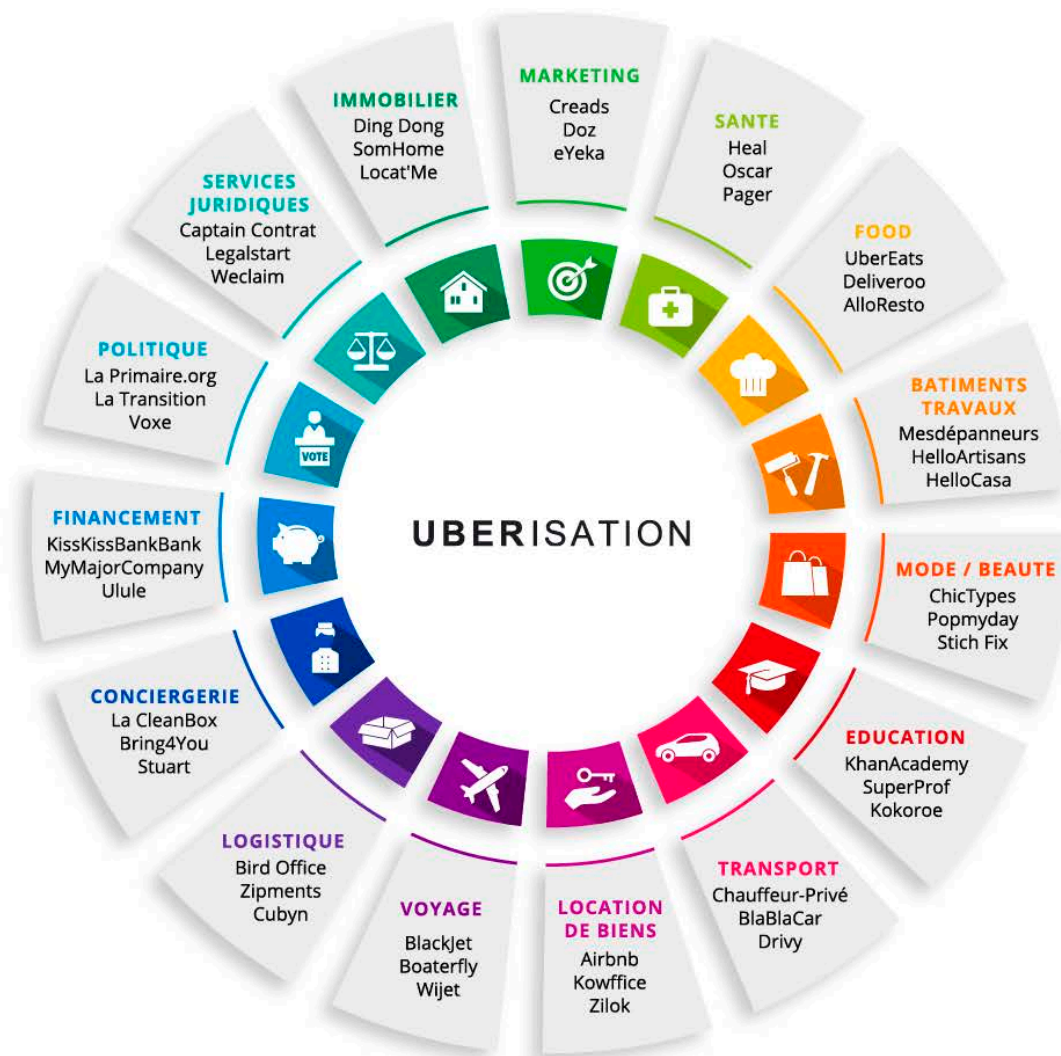
- Away from traditional model, people are looking for independence, and freedom to work as freelance.

**COLLABORATIVE ECONOMY /  
SHARING ECONOMY**

**UBERISATION**

**DO NOT CONFUSE UBERISATION AND  
DIGITALIZATION OR DISRUPTION**

# MAIN UBERIZED SECTORS



Infographie créée par CREADS - 1ère plateforme de création participative française

[www.creads.fr](http://www.creads.fr)

# KEY FIGURES

200.000 French workers working on a platform in 2016

40% of independent workers revenue is carried by a platform



9000 startups in the world

257 euros of economy by year + 238 euros of revenue



# WHAT DOES A UBER LOOK LIKE ?



A new economic player



that offers new ways to do,  
new ways of addressing  
customers, or new ways of  
thinking work



Often by overcoming  
historical rules (or  
functional rules) of  
functioning of this market.

# HOW DO YOU BECOME UBER ?

The response to a new type of need in order to capture customers disappointed by existing supply

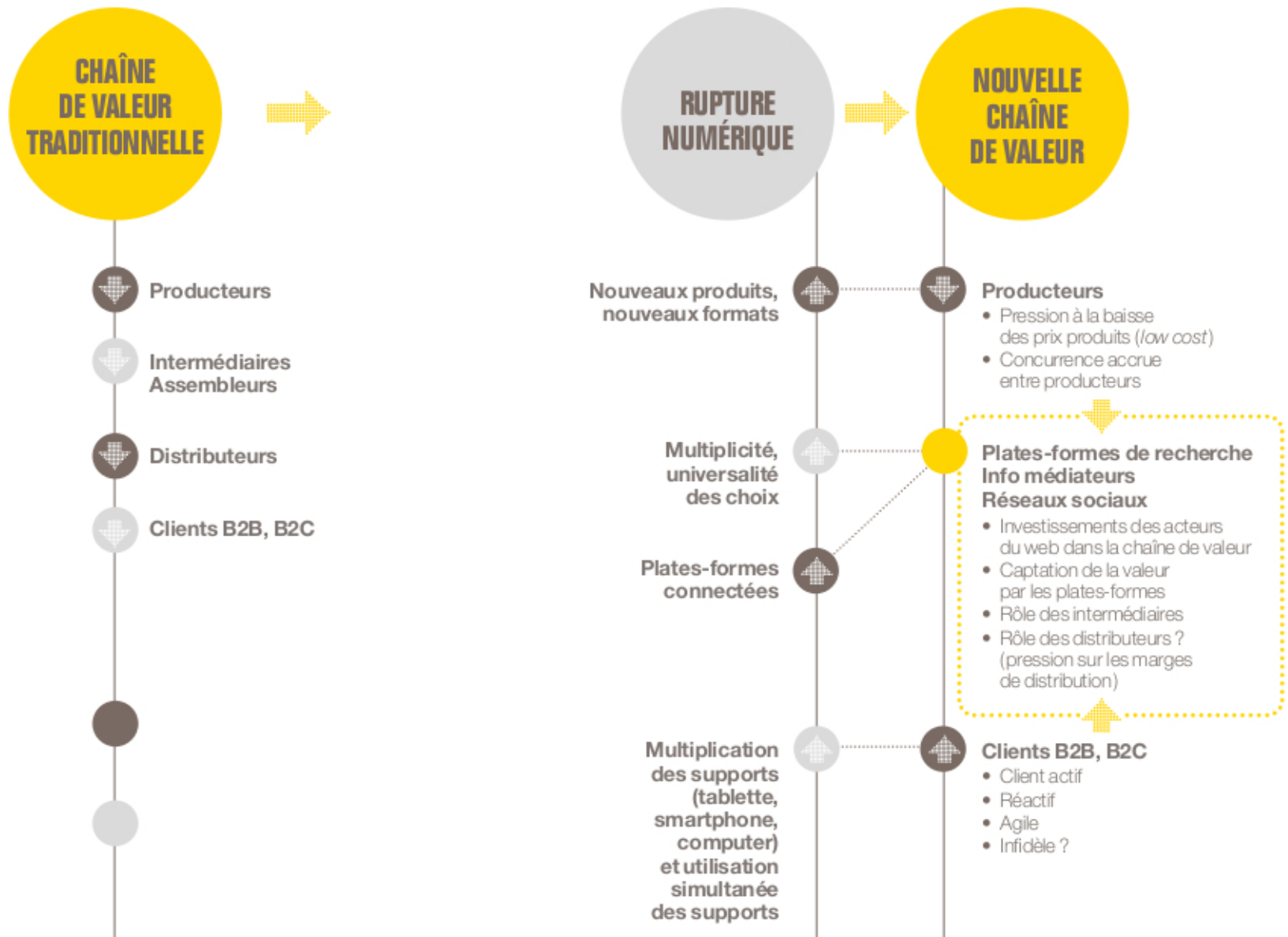
The implementation of a digital platform

The use of external resources (professional or amateur) who generally were not performing previously within the sector

The success of a solution is related to the number of users : more are customers, more there is an interest in becoming a supplier, more there is an interest to become customer...



# NEW VALUE CHAINS





# THE CONCEPT OF OVER- SUBCONTRACTING

The platform produces  
nothing : it is the supplier  
who pays the investment  
needed for the production

The platform becomes  
the super brand that  
revolutionizes the  
market

The supplier became a  
subcontractor of the  
platform and can't no  
more fix the price.

The platform ensures a  
greater transparency  
of prices: the customer  
knows exactly how  
much it will pay for  
performance.

The platform receives  
cash and reverses part  
of the sum to the one  
who realizes the  
mission.

## 6 MAJOR SOCIETAL ISSUES



### FINANCE

- Avoid bubble effect
- Prove profitability is not so far 😊
- Avoid FOMO effect



### SOCIAL

- Reinvent social model to avoid insecurity
- Build the foundations of a social dialogue



### ETHICS

- Data management policy
- Protectionism on the use ?



## 6 MAJOR SOCIETAL ISSUES

### FISCAL

- Impose tax rules to incoming players
- Not strangle at birth...

### FUTURE OF WORK

- Review our labor law for collaboration
- When is the employment status formerly mandatory ?

### TRANSITION

- Help traditional companies to think about their transition.



## CONTACTS

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