Imagine starting a Taxi company with no vehicles?

Imagine starting a hotel with no rooms...ever?

Imagine if you already operated a traditional taxi or hotel service...
Fight them...

...or Join them?

San Francisco Municipal Transportation Agency Board
September 16, 2014
Why did these "disruptive" services start?

- Frustration?
- Business Opportunity?
- Technology enablers?

Does technology always do this?
Technology does not add a fixed benefit...

...instead, it amplifies underlying human forces

Amplification reaffirms human agency to cause meaningful change

Free speech in USA ▶ Spread misinformation in Russia

Kentaro Toyama, The Guardian 19/6/15

Amplification reaffirms human agency to cause meaningful change

Rachel Botsman 2015
Rethinking value creation
Airbnb allows anyone with a spare mattress or room to run their own BnB, by giving them access and tools to market themselves to a potentially global market.

Rethinking value consumption
It wasn't common for travellers to stay at strangers' apartment in a new city. AirBnB created a new behaviour and changed the very design of the traditional trip.

Rethinking quality control
Hotels are known for their service quality and the reliability of the customer experience. AirBnB, on the other hand relies on a peer curation mechanism to ensure quality and reliability.

Rethinking scale
Traditional hotels would scale by adding more rooms through new properties. Airbnb doesn't own inventory. Instead, it scales by improving its ability to match users, leveraging better data.

Sangeet Paul Choudary, 2015

Better Data - Better Matching
Uber's DISCO is able to consider supplies that are currently in-flight and project their route into the future and take that into the matching process, and supports vehicle pooling.

Uber breaks up the earth into tiny cells (like in Google Maps) and each is given a unique ID. Using the Google S2 library, you can identify cells that will completely cover a shape you've supplied.
Quality Control

Provide Service

Supplier

Consumer

Provide Feedback

Better Trust...Reputation?

AirBNB Information

Amazing view 1 min from metro!

Gardai, Hong Kong Island, Hong Kong

37 Reviews

Bed type: Bed (Bed)

Property type: Apartment

Accommodations: 1

Bedrooms: 1

Bathrooms: 1

Bed: 1

Amenities

Kitchen

Internet

TV

Price

Cancellations: Moderate

Description

The Space

My place is small and cozy, located in the best area of HK. It's a 2 bedrooms apartment with 1 bathroom to share and a lovely little kitchen. The wooden floor makes the place warm and inviting!

You will have your own ensuite (shower, toilet, sink) with AC. The pictures that you see in the ad are the view from your bedroom.

Summary

Accuracy

Communication

Cleanliness

Location

Check-In

Video

Lucio's place is clean and close to everything. Walking to the mall and the park, good location! Lucio was very helpful to provide information for me to enjoy the short trip. He was away that night the whole house for myself, and his friend loaned helped me with check-in and out. Very reliable! Plus, Beautiful view and comfortable bed, what more can you ask?

August 2019

Lucio was a great host - responsive, and communicative, he was able to accommodate my last minute request very nicely. As many reviews describe, the location is excellently accessible, and the apartment is clean and comfortable.

March 2019

Lucio's place was everything necessary for a short stay in Hong Kong. It is located on a busy street with plenty of food options and a magnificent nighttime view of the HK skyline. Lucio was welcoming and friendly, and very strict about his house rules. Recommended for those who don't mind clear quarters and want to be in the heart of the city.

August 2019

I don't think I was "very strict" on my house rules. I DO what I always do, when my guest check in I remind them the house rules that are clearly stated in the listing online. Anyway, we had a short good time together and Lucio was a great host and very respectful. :)
AirBNB Information

Hey, I’m Shaun!
San Francisco, California, United States - Member since February 2011

Hello, AirBNB! We are makers of positive change that connects travelers and hosts. We believe in the power of shared living and community-building to create a better world. We are committed to providing a safe, secure, and enjoyable experience for all of our guests and hosts.

Reputation

Reputation is the measurement of how much a community trusts you. It is the new currency. As hosts, we've welcomed people from all walks of life, and from five continents. We use the foundation for an enriching and memorable experience lives in an unassailable blend of good food, good drink, good music, and good conversation. Whether or not we're a huge host on airBNB, come share your airBNB experience with us!

Reviews (34)

From Midlothian, VA - May 2014
Matt

Shawn and Jan (and Nikita) are some of the best hosts I've had the pleasure of staying with! The community at the Chalet is amazing - everyone is super friendly and working on interesting projects. The building is also AMAZING! Really gorgeous new furnished rooms, sweet backyard, and a rooftop view to die for. I'm now staying in a single bedroom place, and every time I have to speak to several people with me well before heading off to work every morning. I hope to be back very soon!

From Stanford, CA - April 2014
Katie

I had a great time there. All guys in the house were incredibly nice and helpful. Surely will!
Can your reputation be recognised across services?

Smart Amalgamation?

Higher Education Disruption?

Rethinking value creation
Rethinking value consumption
Rethinking quality control
Rethinking scale

The Knowledge Economy
"We define the knowledge economy as production and services based on knowledge-intensive activities that contribute to an accelerated pace of technical and scientific advance, as well as rapid obsolescence. The key component of a knowledge economy is a greater reliance on intellectual capabilities than on physical inputs or natural resources"

Powell & Snellman, 2004
Knowledge Continuum

Knowledge Management
focuses on multiplying the impact of people, their tacit and explicit knowledge, and the shared knowledge available inside and outside the enterprise

Enterprise Information Architecture
focuses on eliminating silos of information, increasing transparency, and on leveraging the value of stored digital information

Knowledge Economy
focuses on treating knowledge and education as a business product ("knowledge worker"), as innovative intellectual products and services, that can be exported for a high value
Knowledge Management
- tacit
- leverage
- social
- informal
- qualitative
- internal/external

Enterprise Information Architecture
- explicit
- consistency
- technology-driven
- formal
- quantitative
- internal

Knowledge Economy
- globalisation
- intensity
- connectivity
- innovation
- education

Valuing Information

The meaning of data?

HONG KONG PUBLIC HEALTH FORUM 2015
Extracting Meaning from Data: Cohorts and Deep Analytics
24 October 2015 | 1400 - 1820
Cheung Kung Hai Conference Centre, Li Ka Shing Faculty of Medicine Building, 21 Sassoon Road, Pokfulam, Hong Kong
Collective Intelligence

Collective intelligence is shared or group intelligence that emerges from the collaboration, collective efforts, and competition of many individuals and appears in consensus decision making.

Collective intelligence strongly contributes to the shift of knowledge and power from the individual to the collective.

Wikipedia

Reputation on AirBnB is Collective Intelligence

"How well does Shaun run a BnB"
CI to improve Business

"You can't manage what you can't measure"

Knowledge Metrics

Core Competencies
what are the strategic organisational competencies
track
exploit
detect gaps

Social Collaboration
value

CI to improve Business Process

Knowledge Workforce
formal and informal processes
capturing patterns of informal business processes (deviations)
change the formal (efficiencies)
Data-Driven Disruption

Builds and adds Value
Knowledge Management
Enterprise Information Architecture
Knowledge Economy

Collective Intelligence will build value across the complete ecosystem
content+people+process+social
improved consumption of services
collective quality

Capability Improvement
Thank You