**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**GROUP 1 OR GROUP A**

[**I Get Around**](https://www.youtube.com/watch?v=wREBD2og5iY): Driving People. ([C-1A.Pdf](http://www.sfu.ca/~sheppard/478/cases/C-1A.pdf))

**How do these companies differ in how they do business?**

**That is:**

**How does one company differ from another?**

**How does everyone get paid?**

**Who are their customers?**

**As a customer, which would you find the most attractive?**

**Who are their suppliers?**

**As a supplier working this gig, which one would be attractive?**

**Why don’t these companies just hire these folks?**

**Would that make sense?**

|  |  |
| --- | --- |
| [**Uber**](https://www.uber.com/ca/en/) | If anyone represents the gig economy, it’s Uber. Drivers use their own vehicle to earn money via the Uber app. - a flexible platform allows drivers to choose when and where they drive. |
| **[Lyft](https://www.lyft.com/" \t "_blank)** | Lyft is an app that matches drivers with passengers and enables payment automatically. Drivers get to keep 100% of their tips. |
| **[Wingz](https://www.wingz.me/" \t "_blank)** | Wingz helps drivers become a riders’ favorite driver. This peer-to-peer marketplace helps personal drivers earn cash by driving full or part-time, managing their own schedule and accepting only the rides they want. |

Source: https://apiumhub.com/tech-blog-barcelona/gig-economy/ or for further discussion

https://www.forbes.com/sites/charlestowersclark/2019/07/08/the-uberization-of-work-pros-and-cons-of-the-gig-economy/#1f7b9ca11cc7

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**GROUP 2 OR GROUP B**

[**Your House**](https://www.youtube.com/watch?v=oXA6CLTDekw): Renting out your Place ([C-2B.Pdf](http://www.sfu.ca/~sheppard/478/cases/C-2B.pdf))

**How do these companies differ in how they do business?**

**That is:**

**How does one company differ from another?**

**How does everyone get paid?**

**Who are their customers?**

**As a customer, which would you find the most attractive?**

**Who are their suppliers?**

**As a supplier working this gig, which one would be attractive?**

**Why don’t these companies just hire these folks?**

**Would that make sense?**

|  |  |
| --- | --- |
| **[Airbnb](https://www.airbnb.com/" \t "_blank)** | What Uber does for your car, Airbnb makes possible for your property. Whether it is a single room or your entire apartment, you can use this app to rent it with a free listing. |
| [**One**](https://www.onefinestay.com/)  [**Fine**](https://www.onefinestay.com/)  **[Stay](https://www.onefinestay.com/" \t "_blank)** | This is Airbnb++. They prepare a place just like a hotel with clean linens and more. They cater to high-end clients and ensure service by greeting guests when ton arrival, checking IDs, key handling and insurance. |
| **[Outdoorsy](https://www.outdoorsy.com" \t "_blank)** | Outdoorsy is the world’s largest peer-to-peer market-place for RVs, motorhomes and campervans, They are similar to Airbnb but focus on RVs. They are great for rentals in remote areas, wilderness or national parks. |

Source: https://apiumhub.com/tech-blog-barcelona/gig-economy/ or for further discussion

https://www.forbes.com/sites/charlestowersclark/2019/07/08/the-uberization-of-work-pros-and-cons-of-the-gig-economy/#1f7b9ca11cc7

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**GROUP 3 OR GROUP C**

[**Let Me Roll it**](https://www.youtube.com/watch?v=oXA6CLTDekw): General Merchandise Delivery ([C-3C.Pdf](http://www.sfu.ca/~sheppard/478/cases/C-3C.pdf))

**How do these companies differ in how they do business?**

**That is:**

**How does one company differ from another?**

**How does everyone get paid?**

**Who are their customers?**

**As a customer, which would you find the most attractive?**

**Who are their suppliers?**

**As a supplier working this gig, which one would be attractive?**

**Why don’t these companies just hire these folks?**

**Would that make sense?**

|  |  |
| --- | --- |
| **[Post-](https://postmates.com/" \t "_blank)**  **[mates](https://postmates.com/" \t "_blank)** | Workers deliver dry cleaning, grocery, hot food, coffee, etc. using their car, truck, motorcycle or bicycle. Delivery people make 80% of the delivery fee and 100% of tips, with $10 referrals for users and employees. |
| **[Amazon Flex](https://flex.amazon.com/" \t "_blank)** | Delivering packages for Amazon can make delivery folks $18-$25 per hour. Amazon Flex lets folks set their schedule using the company’s app & lets them make as many or few deliveries as they want seven days a week. |
| **[Glovo](https://glovoapp.com/en/" \t "_blank)** | Glovo is an on-demand service that purchases, picks-up and delivers anything that is ordered through the app. The service is carried out in less than an hour by independent couriers, called Glovers. |

Source: https://apiumhub.com/tech-blog-barcelona/gig-economy/ or for further discussion

https://www.forbes.com/sites/charlestowersclark/2019/07/08/the-uberization-of-work-pros-and-cons-of-the-gig-economy/#1f7b9ca11cc7

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**GROUP 4 OR GROUP D**

[**Moonlighting**](https://www.youtube.com/watch?v=0yBnIUX0QAE): Putting Folks Mad Skills to Work. ([C-4D.Pdf](http://www.sfu.ca/~sheppard/478/cases/C-$D.pdf))

**How do these companies differ in how they do business?**

**That is:**

**How does one company differ from another?**

**How does everyone get paid?**

**Who are their customers?**

**As a customer, which would you find the most attractive?**

**Who are their suppliers?**

**As a supplier working this gig, which one would be attractive?**

**Why don’t these companies just hire these folks?**

**Would that make sense?**

|  |  |
| --- | --- |
| **[Wonolo](https://www.wonolo.com/" \t "_blank)** | An on-demand staffing platform. Wonolo connects talents with immediate hourly or daily jobs from the biggest and best brands, allowing you to work where you want, when you want, for whomever you want. |
| **[Handy](https://www.handy.com/" \t "_blank)** | Handy is the app for cleaners or handypersons. Clients who want assistance around the house connect using the web, iOS or Android device, and workers can earn up to $22 / hour as a cleaner, or $45 / hour as a *factotum*.\* |
| **[Moon-](https://www.moonlighting.com/" \t "_blank)**  **[lighting](https://www.moonlighting.com/" \t "_blank)** | Moonlighting is a gig economy app for freelance workers. People can browse local or remote jobs and services and get hired faster with Moonlighting. |

**\*** There really is no good synonym for “handyman” except handyperson,

which is pretty cumbersome.

“Hired help” comes close but could really mean anything…

then I came across “factotum” [ [fak-toh-tuh m](https://www.youtube.com/watch?v=3QFq3U1QTX0) ]**.**

Noun,

1) a person, a handyman or servant, employed to do all kinds of work around the house.

2) any employee or official having many different responsibilities.

# https://www.dictionary.com/browse/factotum

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Source: https://apiumhub.com/tech-blog-barcelona/gig-economy/ or for further discussion

https://www.forbes.com/sites/charlestowersclark/2019/07/08/the-uberization-of-work-pros-and-cons-of-the-gig-economy/#1f7b9ca11cc7

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**GROUP 5 OR GROUP E**

[**I'm Hungry**](https://www.youtube.com/watch?v=boJhWtw-6Gg): We can get that for you. ([C-5E.Pdf](http://www.sfu.ca/~sheppard/478/cases/C-5E.pdf))

**How do these companies differ in how they do business?**

**That is:**

**How does one company differ from another?**

**How does everyone get paid?**

**Who are their customers?**

**As a customer, which would you find the most attractive?**

**Who are their suppliers?**

**As a supplier working this gig, which one would be attractive?**

**Why don’t these companies just hire these folks?**

**Would that make sense?**

|  |  |
| --- | --- |
| **[DoorDash](https://www.doordash.com/" \t "_blank)** | DoorDash is a food delivery app that helps Dashers deliver food from top restaurants to customers in their area. |
| **[Roadie](https://www.roadie.com/" \t "_blank)** | Roadie is a fast, inexpensive, and simple way for people to get their stuff where it needs to be. Roadie drivers choose the jobs you want to create the schedule you want while earning cash. |
| **[goPuff](https://gopuff.com/home" \t "_blank)** | This the app that delivers snacks, drinks, house stuff, and basically anything you’d find in a convenience store – except they deliver it right to your door super quick, day or night, in over 35 cities across the U.S. |

Source: https://apiumhub.com/tech-blog-barcelona/gig-economy/ or for further discussion

https://www.forbes.com/sites/charlestowersclark/2019/07/08/the-uberization-of-work-pros-and-cons-of-the-gig-economy/#1f7b9ca11cc7

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**GROUP 6 OR GROUP F**

[**You Pay My Rent**](https://www.youtube.com/watch?v=7Zoj8OYEmNg): We can loan that to you. ([C-6F.Pdf](http://www.sfu.ca/~sheppard/478/cases/C-6F.pdf))

**How do these companies differ in how they do business?**

**That is:**

**How does one company differ from another?**

**How does everyone get paid?**

**Who are their customers?**

**As a customer, which would you find the most attractive?**

**Who are their suppliers?**

**As a supplier working this gig, which one would be attractive?**

**Why don’t these companies just hire these folks?**

**Would that make sense?**

|  |  |
| --- | --- |
| **[Rentah](https://www.rentah.com/" \t "_blank)** | Rentah makes it easy for to rent out your goods and services to earn money. Clients choose what to rent within their community, and set the value of their items while renting on their schedule. |
| [**Ruckify**](https://ruckify.com/) | Why buy when you can Ruckify? Ruckify is an online, person-to-person rental market that allows verified users to post their under-utilized tools, equipment, etc. for rent. Plus they’ll plant a tree for every transaction. |
| **[Turo](https://turo.com/" \t "_blank)** | Based on the market value, location, time of year, etc., Turo will price and rent out private cars. Owners get 65% to 85% of the trip price, depending on the protection plan selected. Turo screens travelers for added security. |

Source: https://apiumhub.com/tech-blog-barcelona/gig-economy/ or for further discussion

https://www.forbes.com/sites/charlestowersclark/2019/07/08/the-uberization-of-work-pros-and-cons-of-the-gig-economy/#1f7b9ca11cc7

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**GROUP 7 OR GROUP F**

[**Moving me Down the Hwy**](https://www.youtube.com/watch?v=vjLN71fwwiQ)**.**: We can move that. ([C-7G.Pdf](http://www.sfu.ca/~sheppard/478/cases/C-7G.pdf))

**How do these companies differ in how they do business?**

**That is:**

**How does one company differ from another?**

**How does everyone get paid?**

**Who are their customers?**

**As a customer, which would you find the most attractive?**

**Who are their suppliers?**

**As a supplier working this gig, which one would be attractive?**

**Why don’t these companies just hire these folks?**

**Would that make sense?**

|  |  |
| --- | --- |
| **[Dolly](https://dolly.com/" \t "_blank)** | This service uses folks that have vehicles for moving, or movers for heavy lifting if they don’t. Movers can choose the jobs they want and can earn on average $30 / hour or higher. Price is set up front & movers get paid weekly. |
| **[Bellhops](https://www.getbellhops.com/" \t "_blank)** | With Bellhops, people can start earning money by providing friendly local moving services. Bellhops are professional and provide exceptional service while making moving day less stressful for customers. |
| [**U-ship**](https://www.uship.com/) | If one has some really strangely shaped objects to ship, U-ship will match shippers with those who have to get there stuff somewhere else. |

Source: https://apiumhub.com/tech-blog-barcelona/gig-economy/ or for further discussion

https://www.forbes.com/sites/charlestowersclark/2019/07/08/the-uberization-of-work-pros-and-cons-of-the-gig-economy/#1f7b9ca11cc7

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**GROUP 8 OR GROUP H**

[**What about the Children?**](https://www.youtube.com/watch?v=EkaKwXddT_I): We can move that. ([C-8H.Pdf](http://www.sfu.ca/~sheppard/478/cases/C-8H.pdf))

**How do these companies differ in how they do business?**

**That is:**

**How does one company differ from another?**

**How does everyone get paid?**

**Who are their customers?**

**As a customer, which would you find the most attractive?**

**Who are their suppliers?**

**As a supplier working this gig, which one would be attractive?**

**Why don’t these companies just hire these folks?**

**Would that make sense?**

|  |  |
| --- | --- |
| **[Care.com](https://www.care.com/es-es/?rx=Online|CareUSSplash|General|General" \t "_blank)** | Care.com gives users the opportunity to provide child care, adult and senior care, pet care, and home care to customers who are looking for caregivers in locally. |
| **[Hop](https://www.hopskipdrive.com/" \t "_blank)**  **[Skip](https://www.hopskipdrive.com/" \t "_blank)**  **[Drive](https://www.hopskipdrive.com/" \t "_blank)** | A great idea for very busy parents. HopSkipDrive is a service for kids that uses carefully vetted drivers with a proven background and five years of experience. |
| **[Rover](https://www.rover.com/" \t "_blank)** | Rover is an app that provides the opportunity to spend time with four-legged friends & earn cash. One can be a pet sitter in their own home, a dog walker, a house sitter, or provide drop-in visits while the pet owner is away. |

Source: https://apiumhub.com/tech-blog-barcelona/gig-economy/ or for further discussion

https://www.forbes.com/sites/charlestowersclark/2019/07/08/the-uberization-of-work-pros-and-cons-of-the-gig-economy/#1f7b9ca11cc7

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**