

Problems are

Opportunities

A Transportation Case Study

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Scarcity

Abundance

MEADOW NETWORKS

Difficult financial markets

Abundance

MEADOW NETWORKS

Tight government budgets

Abundance

MEADOW NETWORKS

Aging + New Infrastructure

Abundance

Gas taxes

Abundance

Congestion

Abundance

MEADOW NETWORKS

Global warming

Abundance

MEADOW NETWORKS

Overextended Consumers

Abundance

MEADOW NETWORKS

Rising fossil fuel prices

Abundance



Problems

Opportunities



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



zipcar

GoLoco™



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

Scarcity

Global Warming
Resources Constraints
Population Pressures

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

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