



DISRUPTING CAPITALISM'S AFFINITY FOR MONOPOLIES

15. SHARE IF YOU CARE

USING PEER-TO-PEER PLATFORMS, LIKE RIDESHARING, **DISRUPTS** CAPITALISM'S AFFINITY FOR MONOPOLIES

THE LOWDOWN: The online age has helped fuel the proliferation of peer-to-peer (P2P) networks, allowing people to transact directly with one another rather than through fat cat marketplaces. These revolutionary networks can help lower consumer costs and can even make some things free. In addition to consumer savings, P2P sharing cuts into fat cat profit margins and disrupts the ability for monopolies to take hold

- A) REBEL:** We're taught as early as kindergarten that sharing is a virtue. While sharing on a large scale has not traditionally been easy, the Internet magnifies our ability to share like never before. From awesome places to stay when you travel to low-cost or free carpools on your way to work – the number of online P2P communities continues to grow on a daily basis.¹⁸⁸ P2P platforms generally require large communities of people for them to thrive, so they require your active participation. To get involved, identify P2P communities that will improve your life and become engaged in as many as you can.
- B) DISRUPT CAPITALISM:** Maintaining market control over competitors maximizes revenue for capitalists at the top of the food chain. And fat cat cats across many industries have maintained this monopolistic rule for decades. The New York City yellow cab industry is one such example. Operating a yellow taxi requires the ownership of a medallion and each medallion was valued at a staggering rate of \$1 million in 2014. But in a disruption to this long-time monopoly market, 2015 taxi medallion prices have plummeted by approximately 40% with the advent of ridesharing.¹⁸⁹ This price drop means more affordable rides and greater marketplace competition for we the people. It also demonstrative just how disruptive the sharing economy can be to monopolistic industries.
- C) HAVE FUN:** Obviously someone thinks P2P sharing is a fun way to go – there are millions of active community members out there today.¹⁹⁰ Take a boring commute to work for instance. With a P2P ridesharing, you can find some good company on the daily journey, cut down commute time by being able to cruise in the carpool lane, and help the environment by consolidating cars.

BONUS POINTS (A+B+C):

The classic board game *Monopoly* teaches us all about the trials and tribulations of monopolies in action. Invented in 1904, the game was intended to callout unfair monopolistic practices and it was initially popular among Quakers and socialists before being repurposed into the brand we know it as today.¹⁹¹ For a bonus, take back the game to help educate others

about capitalism's interrelationship with monopolies. Have fun by playing with friends in public spaces and letting others know what you're up to.

"I THINK IT'S WRONG THAT ONLY ONE COMPANY MAKES THE GAME MONOPOLY."

STEVEN WRIGHT