

SHARING ECONOMY

BRAND SUCCESS METRICS:

BRAND

REPUTATION

I have confidence in the brand

PARTICIPATION

I want to be part of this brand

RELEVANCE

The brand has meaning I can relate to

NETWORK

TRUST

I trust others in the network

COMMUNITY

The network community is vibrant & active

PRIVACY

My personal information will be protected

EXPERIENCE

EASE

My experience was easy

VALUE

My experience was a good value

RECOMMEND

I would recommend this offering based on my experience

