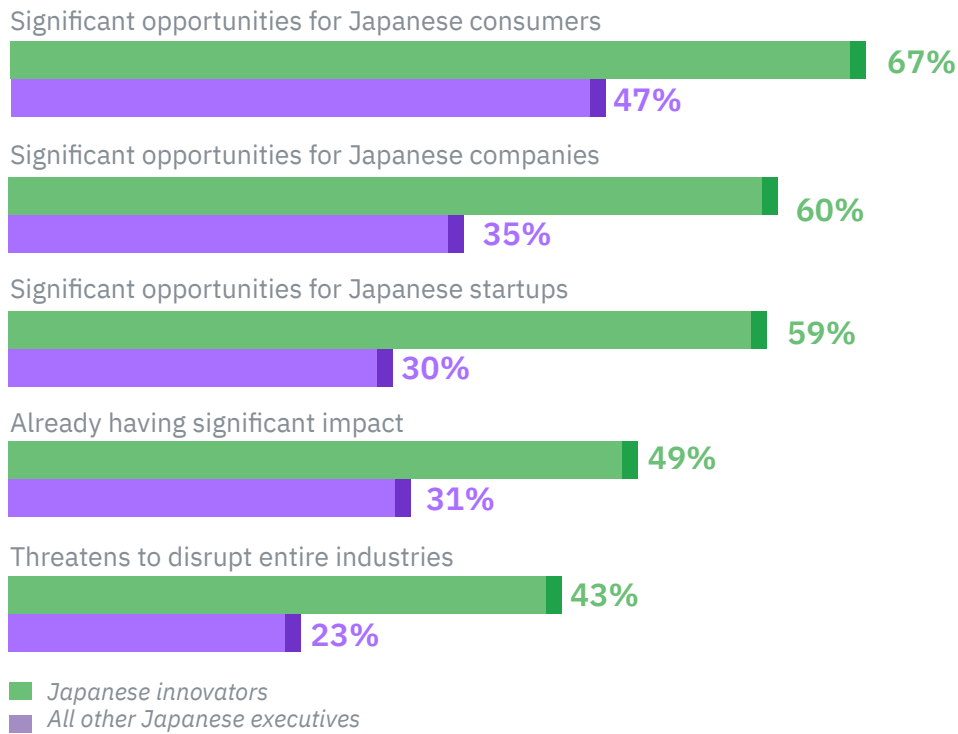


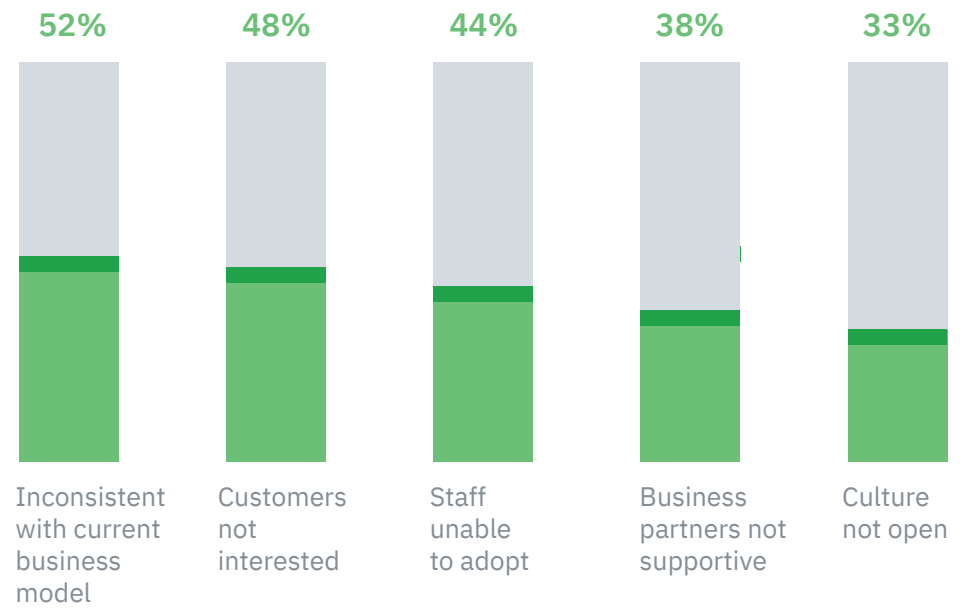
# Sharing Japan

How can the economics of sharing transform the Japanese economy?

## Japanese innovators see big benefits from the sharing economy



## But, Japanese innovators also see barriers



These barriers can be overcome

## Businesses can adopt a four-step approach to embrace the sharing economy

1.

**Envision new ways of customer engagement**

*Use design thinking to produce a definitive blueprint*

2.

**Build a long-term program of innovation**

*Use agile development to quickly create prototypes*

3.

**Mobilize organization resources**

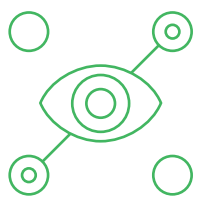
*Reinvent organization mindset and management*

4.

**Build the right team with the right skills**

*Develop a comprehensive ecosystem strategy*

## Government can also take action to accelerate sharing



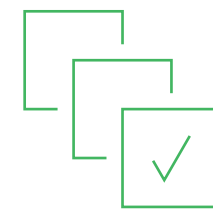
### Engage and envision

*Engage with ecosystem partners to envision new economic opportunities*



### Experiment and evaluate

*Experiment with new business models and evaluate impact*



### Enable and enact

*Deploy and enact enabling platforms and policies*

Sharing can bring significant benefits to Japan. To learn more, visit [ibm.biz/sharingjapan](http://ibm.biz/sharingjapan)