

How To Make Beds And Influence People

The Principles of Economics

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It is not enough just to be fast. Fast without thought and strategy is blind racing, eventually leading to disaster.

Supply and Demand



Global Growth Trends

	2012	2013	2014	2015
US	2.8	1.9	1.7	3
Euro Area	-0.7	-0.4	1.1	1.5
Germany	0.9	0.5	1.9	1.7
France	0.3	0.3	0.7	1.4
UK	0.3	1.7	3.2	2.7
Brazil	1.0	2.5	1.3	2.0
China	7.7	7.7	7.4	7.1
Russia	3.4	1.3	0.2	1.0
India	4.7	5.0	5.4	6.4

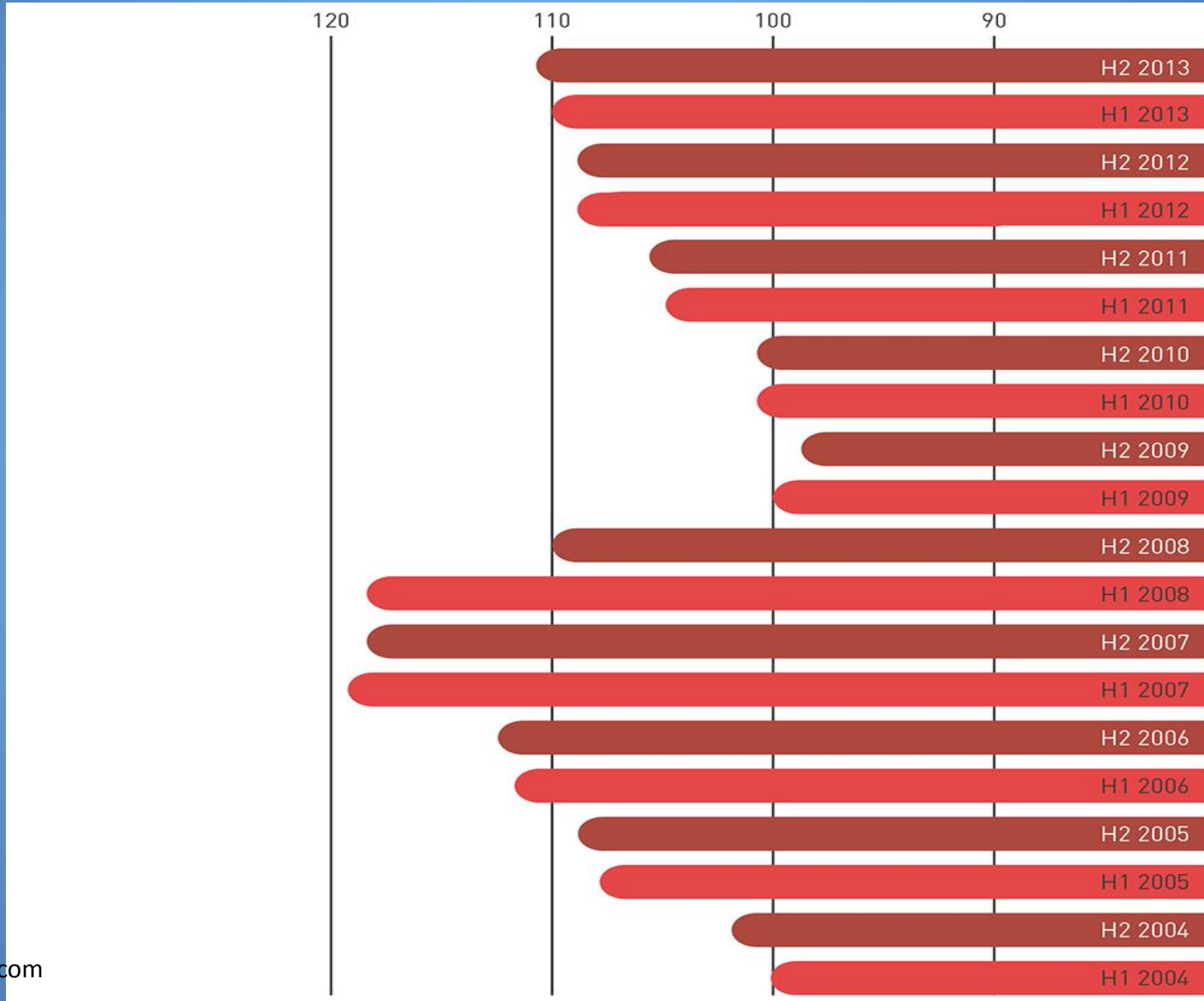
Global considerations



...and closer to home



Global Hotel Price Index



Source: Hotels.com

Economists “do” people too....

AIRBNB

www.airbnb.com

August 2008

Brian Chesky, Joe Gebbia, and Nathan Blecharczyk found Airbnb.

November, 2010

\$7.2 million USD in Series A funding raised from Greylock Partners and Sequoia Capital.

July 2012

There were over 200,000 listings in 26,000 cities and 192 countries.



January 2009

Airbnb was incubated by the Y Combinator seed accelerator company.

May 2011

Ashton Kutcher invested in the company and came on board as a strategic brand adviser.



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A GENTLE

NUDGE

IN THE RIGHT DIRECTION 

Warwick Economics

Thinking Fast. Thinking Smart.

