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Exploring the Sharing Economy - Comparative analysis of 5 online platforms and their potential impact on the Greek Market

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Περίληψη

Εξερευνώντας την Οικονομία Διαμοιρασμού - Συγκριτική ανάλυση 5 διαδικτυακών πλατφορμών και ο πιθανός αντίκτυπός τους στην ελληνική αγορά

Τα τελευταία χρόνια, η οικονομία διαμοιρασμού έχει αναδειχθεί ως μια μεταμορφωτική δύναμη, αναδιαμορφώνοντας τις παραδοσιακές αγορές μέσω του πολλαπλασιασμού των διαδικτυακών πλατφορμών και της ψηφιακής τεχνολογίας. Η παρούσα διατριβή διερευνά τον αντίκτυπο της οικονομίας του διαμοιρασμού στην ελληνική αγορά αναλύοντας πέντε εξέχουσες πλατφόρμες: Turo, Boatsetter, Poshmark, DogVacay και TaskRabbit. Η ολοκληρωμένη εξέτασή μας εμβαθύνει στους λειτουργικούς τους μηχανισμούς, στα ταξίδια των καταναλωτών και στις πιθανές επιπτώσεις στο ελληνικό πλαίσιο.

Η ταχεία ανάπτυξη της οικονομίας του διαμοιρασμού εξαρτάται από τη μετατόπιση από την ιδιοκτησία στην πρόσβαση, δίνοντας τη δυνατότητα στα άτομα να αποκομίζουν έσοδα από υποχρησιμοποιημένα περιουσιακά στοιχεία και να προσφέρουν υπηρεσίες σε εκτεταμένα δίκτυα χρηστών. Αυτές οι πλατφόρμες διευκολύνουν τη συλλογική κατανάλωση αυτοκινήτων, σκαφών, μόδας, φροντίδας κατοικίδιων ζώων και καθημερινών εργασιών, δίνοντας έμφαση σε αγορές με γνώμονα την κοινότητα που ενισχύουν την εμπιστοσύνη και τη συνδεσιμότητα μεταξύ των χρηστών.

Αυτή η μελέτη διερευνά την πιθανή αναστάτωση που θα μπορούσε να επιφέρει η οικονομία του διαμοιρασμού στην ελληνική αγορά, λαμβάνοντας υπόψη την τοπική δυναμική, τις προκλήσεις και τις ευκαιρίες. Αναλύουμε τις συνθήκες της αγοράς, τα ρυθμιστικά περιβάλλοντα, τις συνεργασίες και τις οικονομικές και κοινωνικές επιπτώσεις αυτών των πλατφορμών, ρίχνοντας φως στο πώς θα μπορούσαν να επαναπροσδιορίσουν την ανταλλαγή αγαθών και υπηρεσιών στην Ελλάδα.

Επιπλέον, προτείνουμε καινοτόμες τεχνολογίες και δυνατότητες για τη βελτίωση της αποτελεσματικότητας της πλατφόρμας, των εμπειριών των χρηστών και του θετικού τους κοινωνικού αντίκτυπου. Αγκαλιάζοντας τέτοιες καινοτομίες και προσαρμοζόμενες στις εξελισσόμενες προτιμήσεις των καταναλωτών, αυτές οι πλατφόρμες μπορούν να εδραιώσουν την παρουσία τους στην Ελλάδα και να συμβάλουν στη συνεχή ανάπτυξη της οικονομίας του διαμοιρασμού.

Συμπερασματικά, η παρούσα διατριβή προσφέρει μια ολοκληρωμένη εξέταση της οικονομίας του διαμοιρασμού μέσα από το πρίσμα πέντε διαφορετικών πλατφορμών, παρέχοντας πληροφορίες για τις λειτουργίες τους και προβλέποντας τις πιθανές επιπτώσεις τους στην Ελλάδα. Υπογραμμίζει τις μετασχηματιστικές δυνατότητες της οικονομίας του διαμοιρασμού στην αναμόρφωση της πρόσβασης και της κατανάλωσης αγαθών και υπηρεσιών στην ψηφιακή εποχή.

Λέξεις - Κλειδιά: sharing economy, Turo, Boatsetter, Poshmark, DogVacay, TaskRabbit, network, Greek market, innovative platforms, new technologies, reshape the market

Abstract

Exploring the Sharing Economy - Comparative analysis of 5 online platforms and their potential impact on the Greek Market

Over the past few years, the sharing economy has emerged as a transformative force, reshaping traditional markets through the proliferation of online platforms and digital technology. This thesis investigates the sharing economy's impact on the Greek market by analyzing five prominent platforms: Turo, Boatsetter, Poshmark, DogVacay and TaskRabbit. Our comprehensive examination delves into their operational mechanisms, consumer journeys and potential implications within the Greek context.

The sharing economy's rapid growth hinges on the shift from ownership to access, enabling individuals to monetize underutilized assets and offer services within expansive user networks. These platforms facilitate the collaborative consumption of cars, boats, fashion, pet care, and everyday tasks, emphasizing community-driven marketplaces that foster trust and connectivity among users.

This study explores the potential disruption the sharing economy could bring to the Greek market, considering local dynamics, challenges, and opportunities. We analyze market conditions, regulatory environments, partnerships, and the economic and societal impacts of these platforms, shedding light on how they could redefine goods and services exchange in Greece.

Furthermore, we propose innovative technologies and features to enhance platform efficiency, user experiences, and their positive societal impact. By embracing such innovations and adapting to evolving consumer preferences, these platforms can solidify their presence in Greece and contribute to the continued growth of the sharing economy.

In conclusion, this thesis offers a comprehensive examination of the sharing economy through the lens of five distinct platforms, providing insights into their operations and forecasting their potential impacts in Greece. It highlights the transformative potential of the sharing economy in reshaping the access and consumption of goods and services in the digital age.

Keywords: sharing economy, Turo, Boatsetter, Poshmark, DogVacay, TaskRabbit, network, Greek market, innovative platforms, new technologies, reshape the market

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1. Introduction

1.1 Brief description

In recent years, the emergence of the sharing economy has brought about a paradigm shift in the consumption and provision of goods and services worldwide. With the proliferation of digital technology and the rise of online platforms, traditional markets have undergone a profound transformation, paving the way for new and innovative business models. This project delves into the fascinating realm of the sharing economy, examining five prominent online platforms - Turo, Boatsetter, Poshmark, DogVacay TaskRabbit - to understand their operational mechanisms, consumer journey paths and potential implications in the context of the Greek market.

The rapid growth of the sharing economy has been characterized by a fundamental shift from ownership to access, where individuals can now monetize their not used assets or offer their services to a vast network of users, revolutionized the way goods and services are accessed. Through these platforms, the collaborative consumption of cars, boats, fashion, pet care and everyday tasks has become increasingly accessible, efficient and dynamic. The success of these platforms depends on the notion of community-driven marketplaces, fostering trust and connection among users, thereby reshaping the traditional consumer-business relationship.

As the sharing economy continues to disrupt traditional industries, its potential impact on the Greek market becomes a subject of significant interest and exploration. We aim to forecast how the introduction of these five leading platforms in Greece could potentially revolutionize the landscape of goods and services exchange, while also considering the challenges and opportunities presented by the local market dynamics.

Finally, in pursuit of continuous innovation and sustainability, we will propose new technologies and features that these platforms could adopt to enhance their efficiency, user experience and positive impact on society. By embracing innovative technologies and addressing evolving consumer preferences, these platforms can further solidify their foothold in the Greek market and continue to drive the growth of the sharing economy.

In conclusion, this thesis embarks on a comprehensive journey to understand the essence of the sharing economy through the lens of five distinctive platforms. By analyzing their operations, forecasting their impact and envisioning potential advancements, we aim to shed light on the transformative power of the sharing economy in Greece and its potential to redefine the way goods and services are accessed and consumed in the digital age.

1.2 The Sharing Economy: A Comprehensive Exploration

The sharing economy, often referred to as the collaborative economy or the peer-to-peer (P2P) economy, represents a transformative socio-economic model that has disrupted traditional modes of consumption, production, and exchange. It is a concept

that has gained immense prominence over the last two decades, reshaping the way we live, work, and interact. Rooted in the principles of sharing, access over ownership, and collaborative consumption, the sharing economy is a multifaceted phenomenon that has generated significant attention and debate across various domains, including economics, technology, sociology, and policy. This detailed exploration delves into the sharing economy's origins, core characteristics, key sectors, economic and social implications, technological underpinnings, environmental sustainability, trust mechanisms, challenges, and future prospects.

The sharing economy's roots can be traced back to age-old practices of communal sharing and barter systems. These rudimentary systems were driven by necessity and were often limited to small, close-knit communities. The advent of the internet and the proliferation of digital platforms marked a turning point in the evolution of the sharing economy. Companies like eBay, founded in 1995, and Craigslist, established in 1996, were among the first to harness the internet's potential for facilitating peer-to-peer transactions. They laid the groundwork for a new economic paradigm characterized by decentralized, online platforms that connect individuals for the exchange of goods and services. But which are the core Characteristics of the Sharing Economy?

The sharing economy is defined by several fundamental characteristics like shared transactions, online platforms etc. Below are these fundamentals attributes in detail.

Peer-to-Peer Transactions: At its core, the sharing economy enables direct exchanges between individuals, bypassing traditional intermediaries like corporations or institutions. This person-to-person interaction fosters a sense of community and trust.

Access Over Ownership: The model encourages access to resources or services over the ownership of such assets. Instead of owning a car, one can use a ridesharing service like Uber or Lyft when needed, promoting resource efficiency and reducing waste.

Underutilized Assets: Sharing economy platforms capitalize on the underutilization of resources. Spare rooms become income-generating accommodations through Airbnb, and idle cars transform into transportation options through services like Turo.

Digital Platforms: Technology, particularly smartphone apps and web platforms, plays a pivotal role in facilitating transactions, fostering transparency, and ensuring user safety.

One can be amazed by the wide array of sectors, that the sharing economy encompasses in, each with its unique dynamics. For example:

Transportation: Companies like Uber, Lyft, and DiDi have revolutionized the way people commute by providing on-demand ridesharing services. This sector has introduced a flexible income source for drivers and significantly altered urban mobility.

Accommodation: Airbnb and Vrbo have made it possible for individuals to share their homes or unused properties with travelers, expanding lodging options and income potential for hosts.

Food: Meal-sharing platforms like EatWith and food delivery services like UberEats have enabled people to share their culinary skills or enjoy home-cooked meals from others.

Goods and Services: Platforms like TaskRabbit and Fiverr connect people seeking various services, from home repairs to freelance work. In the realm of goods, collaborative consumption extends to tools, clothing, and more through platforms like ToolShare and Rent the Runway.

Also, we have to mention that the sharing economy had profound economic and social impact. One of the major economic effects is that it has spurred entrepreneurship by enabling individuals to monetize their underutilized assets. However, this shift has raised concerns about job security, labor rights, and the gig economy's impact on traditional industries. Moreover, at a social level the sharing economy has fostered a sense of trust and community, as it relies on peer reviews and ratings. It has also changed consumption patterns, emphasizing experiences over ownership and sustainability. Lastly, the regulatory landscape changed since traditional regulations often struggle to keep pace with the dynamic sharing economy, leading to ongoing debates about issues like safety, insurance, and taxation.

Of course, technology serves as the backbone of the sharing economy since mobile apps play the role of protagonist for them. The proliferation of smartphones has made it easier for users to access sharing economy platforms and services on the go. Internet of Things (IoT) has enabled efficient sharing of assets like bicycles and scooters, with users unlocking and utilizing them via mobile apps. Other emerging technologies, such as blockchain, offer the potential to enhance trust and transparency in peer-to-peer transactions, addressing some of the sector's trust issues.

We have to consider also that the sharing economy often aligns with sustainability goals like reduced environmental footprint. By promoting access over ownership, the sharing economy reduces waste, resource consumption, and emissions associated with manufacturing and transportation. However, some critics argue that the sharing economy can inadvertently promote overconsumption, disrupt local economies, and contribute to housing shortages in popular tourist destinations.

Building trust with the consumer/user is a cornerstone of the sharing economy. Reputation and trust-building mechanisms, such as user reviews and ratings, play a critical role in establishing trust between users who often engage with strangers. Maintaining trust and addressing issues like fraud, safety, and privacy remain ongoing challenges in the sharing economy.

As the sharing economy continues to evolve, several key trends and challenges emerge. Firstly, the emerging trends as the sharing economy is expanding into new sectors, including healthcare, education, and finance. Moreover, it is becoming increasingly global, impacting regions worldwide. Regulatory scrutiny, data privacy concerns, competition, and the need for sustainable practices are among the challenges that the sharing economy faces as it matures.

In conclusion, the sharing economy represents a multifaceted, dynamic phenomenon that has reshaped the way we live, work, and interact. Rooted in principles of sharing, access over ownership, and technology-driven platforms, it has economic, social, environmental, and technological implications that continue to evolve and influence various aspects of our lives. Despite its transformative potential, the sharing economy also faces critical challenges that demand thoughtful policy considerations and ongoing innovation. As it pushes the boundaries of traditional economic models, the sharing economy remains a compelling subject of study, debate, and societal impact.

2. Description of the platforms

2.1 Turo

Turo is a peer-to-peer car rental platform that revolutionizes the traditional car rental industry by allowing users to rent cars directly from individuals rather than relying on traditional rental companies. It offers a wide selection of vehicles, ranging from luxury cars and sports cars to everyday vehicles, providing users with various options to suit their specific needs.

Turo was formerly known as RelayRides and has a fascinating history that reflects the evolution of the sharing economy, challenges in the car rental industry, and its journey to becoming one of the leading car-sharing platforms. Turo was founded by Shelby Clark in 2010 under the original name "RelayRides." The idea behind RelayRides was to create a platform that allowed vehicle owners to rent out their cars when they were not using them, thus promoting the efficient use of resources and providing an additional income stream for owners. The company received early investments from notable venture capitalists and secured seed funding to launch and grow its operations.

RelayRides started to expand its services in major cities, with San Francisco being a key market. The platform gained popularity among users looking for more affordable and flexible car rental options compared to traditional car rental companies. In 2015, RelayRides underwent a significant rebranding and adopted the name "Turo" to reflect its focus on helping users "tur[n] their car into an earning engine."

RelayRides/Turo faced significant regulatory challenges in various U.S. cities and internationally. Many cities raised concerns about safety, insurance, and liability issues associated with peer-to-peer car rentals. As a result of these regulatory challenges, the company had to suspend its services in certain cities and states, including New York, in 2014. It shifted its focus to markets where it could operate more smoothly.

Turo secured substantial venture capital funding, which enabled the company to expand its operations and invest in technology and marketing. Turo expanded its presence beyond the United States, launching in Canada in 2016 and the United Kingdom in 2017. This marked a significant step in its global expansion efforts. Turo continued to grow, with an increasing number of hosts and guests using the platform. The company emphasized its commitment to creating a trusted and efficient car-sharing marketplace. Turo formed partnerships with rental car companies, airports, and travel platforms to expand its reach and offer more services to its users. These partnerships included collaborations with major airports to provide convenient pick-up and drop-off locations.

In June 2021, Turo announced its plans to go public through a special purpose acquisition company (SPAC) merger with ION Acquisition Corp. II, which was completed later in the year. The move was aimed at raising capital to further expand and invest in technology. In January 2022, Turo had completed its SPAC merger and became a publicly traded company. The platform continued to operate in multiple countries, serving both vehicle hosts and renters.

One of the key advantages of Turo is its insurance coverage. Both car owners and renters are protected by insurance during the rental period, offering peace of mind and protection against unexpected incidents. Additionally, Turo provides roadside assistance to renters, ensuring that any issues or emergencies during the rental period can be promptly addressed.

With Turo, car owners have control over their rental experience. They can set their own rental prices based on factors such as demand, vehicle value and market conditions. This flexibility allows owners to monetize their underutilized assets by renting them out to others.

To begin using Turo, users need to create an account on the Turo website or mobile app. They can then complete their profile and provide necessary information, including a valid driver's license. Once registered, users can browse the available car listings in their desired location, review the details, pricing and any additional features and select a car that suits their preferences.

When booking a car through Turo, users can communicate directly with the car owner to coordinate pickup details and any specific instructions. On the agreed-upon date, users meet the car owner at the designated location, complete necessary paperwork and inspect the car. Throughout the rental period, users are expected to adhere to any guidelines or instructions provided by the owner.

At the end of the rental period, users return the car in the same condition it was received and with a full tank of gas. They can then leave a review and rating for the car owner, providing feedback on their experience and helping other users make informed decisions.

In summary, Turo is a platform that connects car owners with individuals looking to rent vehicles, offering a wide selection, flexibility in rental periods, owner-controlled

pricing, insurance coverage and a community-driven sharing economy. It provides a convenient and innovative alternative to traditional car rental services. The future of Turo is likely to involve further expansion into new markets, technological enhancements to improve user experience and safety, and continued efforts to address regulatory challenges. It remains a prominent player in the sharing economy and car rental industry, offering an alternative to traditional car rental services with a focus on access over ownership and the efficient utilization of privately owned vehicles.

Turo Consumer Journey Map		
Phase	Step	Description
Exploration	Initial Discovery	Consumer becomes aware of Turo
	Research & Exploration	Consumer visits Turo's website or app to explore available car options, rental prices, locations and user reviews
	Sign-up & Profile Creation	Consumer creates a Turo account, providing personal details and payment information, completing the sign-up process.
First Touch	Verification & Trust-building	Turo verifies the consumer's identity & eligibility, building trust and credibility for secure transactions.
	Search & Filtering	Consumer uses search filters to find specific car models, features, pickup locations, & rental durations that match their preferences.
	Car Selection	Consumer evaluates various car listings, comparing prices, host ratings and vehicle specifications
Pre-Usage	Booking Process	Consumer books their chosen car for specific dates, reviewing total costs, insurance options etc
	Communication with host	Consumer may communicate with the car host to ask questions or seek additional information
	Pre-rental Instructions	Consumer receives detailed instructions from the host about the pickup process, location.

	Payment & Security Deposit	Consumer makes the payment for the rental & any security deposit, which is held until the car is returned safely.
Core Usage	Pickup & Inspection	Consumer meets the host at the agreed location, inspects the car's condition and documents any pre-existing damage.
	Rental Period	Consumer enjoys the rented car during the rental period, following any additional guidelines
	Support & Assistance	Turo provides customer support throughout the rental, addressing any issues, clarifications, or emergencies that may arise.
End of Journey	Return & Inspection	At the end of the rental period, the consumer returns the car to the designated location and both parties inspect the vehicle.
	Review & Feedback	Consumer leaves a review and feedback about their experience.
	Resolution of Issues	If any disputes or concerns arise, Turo facilitates communication and resolution between the consumer and the host.

Table 2.1: Turo Consumer Journey Map

2.2 Boatsetter

Boatsetter is an online platform that revolutionizes the boat rental industry by connecting users with individuals who are looking to rent boats directly from boat owners. It offers a diverse range of boats for rent, catering to different preferences and budgets and provides a convenient and flexible alternative to traditional boat rental companies.

Boatsetter was founded in 2012 by Andrew Sturner, Brian Town, and Jaclyn Baumgarten. The company initially started under the name "Boatbound" and was often described as the "Airbnb for boats" due to its peer-to-peer boat rental model. The founders aimed to create a platform that would allow boat owners to monetize their boats when not in use while providing more accessible and affordable options for people who wanted to enjoy boating.

In 2015, Boatbound underwent a rebranding and changed its name to "Boatsetter" to better reflect its mission and identity as a boat-sharing platform. The company partnered with organizations like GEICO to provide boat insurance and Coast Guard-approved captains to ensure safe boating experiences. It also expanded its presence in various regions across the United States. In 2018, Boatsetter merged with Boatbound, a competitor in the boat-sharing space, which allowed for further consolidation of resources and expansion. Boatsetter continued to grow and expand its services to international markets. It aimed to offer boat rentals in popular boating destinations beyond the United States.

Boatsetter raised additional funding through various investment rounds, enabling it to enhance its platform, increase marketing efforts, and expand its network of boat owners and renters. The company continued to develop partnerships with organizations such as GEICO and Airbnb to improve the safety and convenience of its platform. Boatsetter invested in technology to offer users a user-friendly interface and features like boat listings, captain services, and insurance options. In January 2022, Boatsetter remained a prominent player in the boat-sharing and boat rental market. It served both boat owners looking to monetize their assets and renters seeking unique boating experiences.

One of the key advantages of Boatsetter is its comprehensive insurance coverage. Both boat owners and renters are protected during the rental period, ensuring peace of mind and financial security in case of any unforeseen incidents. This insurance coverage helps to create a safe and reliable environment for both parties involved.

Boatsetter offers a wide selection of boat types and sizes, ranging from powerboats and sailboats to luxury yachts. This variety allows users to choose the type of boat that best suits their needs and desired experience on the water. Additionally, Boatsetter provides a captain service for those who don't have a boating license or prefer to have a knowledgeable expert on board, further enhancing the accessibility and enjoyment of boating for all users.

In addition to boat rentals, Boatsetter goes beyond the traditional rental experience by offering various on-water experiences. Users can partake in fishing trips, sunset cruises and water sports activities, further enriching their boating experience and providing memorable moments on the water.

Boatsetter prioritizes safety and ensures that boat owners meet specific safety requirements and possess proper licensing. This commitment to rigorous safety standards provides renters with a secure and reliable boating experience.

By utilizing Boatsetter, boat owners have the opportunity to generate income by renting out their boats to others. The platform serves as a marketplace that connects boat owners with potential renters, facilitating peer-to-peer transactions and promoting the concept of a sharing economy.

To use Boatsetter, users can create an account on the platform's website or mobile app. They can browse the extensive inventory of available boats, select the desired

type and size and review the details and pricing. Each user should take some time to assess the suitability of each option for their individual boating needs. Boatsetter charges a commission fee for each rental transaction arranged through the platform, which varies based on the level of insurance coverage selected by the boat owner.

Once the user has chosen a boat, should submit a booking request by selecting the desired rental dates and providing any necessary information requested by the boat owner. This could include the purpose of the rental or any special requests one may have.

Communication with the boat owner is important to finalize the booking. The user will need to confirm the availability of the boat, discuss pickup and drop-off locations and arrange any specific instructions or preferences the user may have. The boat owner may also provide the user with important information regarding safety guidelines and boat operation.

On the agreed-upon date and time, the user should meet the boat owner at the designated location. Complete any necessary paperwork, such as rental agreements and waivers. If required, the boat owner will provide the user with a boat orientation to familiarize himself with the vessel's features and safety equipment.

When the rental period is over, the user should return the boat to the agreed-upon location in the same condition as they received it. Ensuring that any fuel or other requirements specified by the owner are fulfilled.

In summary, Boatsetter is a platform that enables users to rent boats directly from individuals, offering a wide selection of boats, comprehensive insurance coverage, captain services, on-water experiences and a commitment to safety standards. It provides a convenient and innovative solution for those seeking boating experience and offers boat owners the opportunity to monetize their assets. The company's future was likely to involve further expansion into new regions, development of technology to improve user experiences and safety, and potentially addressing regulatory challenges associated with the boat-sharing industry.

Boatsetter Consumer Journey Map		
Phase	Step	Description
Exploration	Initial Discovery	Consumer becomes aware of Boatsetter
	Research and Exploration	Consumer visits Boatsetter's website or app to explore available boats, rental prices, locations and user reviews.

	Sign-up and Profile Creation	Consumer creates a Boatsetter account, providing personal details and payment information, completing the registration process.
First Touch	Verification and Trust-building	Boatsetter verifies the consumer's identity & eligibility, building trust and credibility for secure transactions.
	Search and Filtering	Consumer uses search filters to find boats based on preferences like boat type, size, location, rental duration & amenities.
	Boat Selection	Consumer evaluates various boat listings, comparing prices, boat features, host ratings and additional services.
Pre-Usage	Booking Process	Consumer books their chosen boat for specific dates, reviewing total costs, insurance options & any applicable fees
	Communication with boat owner	Consumer may communicate with the boat owner to discuss specific requirements, pickup arrangements, or seek additional information.
	Pre-rental Instructions	Consumer receives detailed instructions from the boat owner or Boatsetter about the pickup process, safety guidelines and any specific requirements
	Payment and Security Deposit	Consumer makes the payment for the boat rental and any security deposit, which is held until the boat is returned safely
Core Usage	Boat Safety Briefing	Upon boat pickup, the boat owner or Boatsetter provides a safety briefing, explaining boat operations, emergency procedures & local regulations.
	Rental Period	Consumer enjoys the rented boat during the agreed-upon rental period, adhering to safety guidelines and any additional instructions.
End of Journey	Return & Inspection	At the end of the rental period, the consumer returns the boat to the designated location and both parties inspect the boat's condition.
	Review & Feedback	Consumer leaves a review and feedback about their boat rental experience, boat owner's service and the boat's condition.

Table 2.2: Boatsetter Consumer Journey Map

2.3 Poshmark

Poshmark is an online marketplace that allows users to buy and sell secondhand clothing and accessories. It provides a platform for individuals to create their own online boutiques, making it easy for sellers to showcase their inventory and connect with buyers who are looking for unique fashion finds.

The platform was co-founded by Manish Chandra, Tracy Sun, Gautam Golwala, and Chetan Pungaliya in 2011. The company's mission was to create a mobile-centric, social marketplace for fashion enthusiasts to buy and sell clothing and accessories. Poshmark officially launched in December 2011 as an iOS mobile app. The unique feature that set it apart from other resale platforms was its focus on community and social interaction, allowing users to follow, like, and comment on listings.

In 2013, Poshmark expanded its platform by launching an Android app and a web version, broadening its accessibility to users on various devices. Poshmark secured several rounds of funding, with notable investors like Menlo Ventures, Mayfield Fund, and Inventus Capital Partners. This influx of capital helped the company expand its user base and enhance its technology.

Poshmark continued to emphasize its social commerce aspect by enabling users to follow their favorite sellers and share their listings across social media platforms. The focus on community engagement created a unique shopping experience. The company expanded into new categories, including men's and children's fashion, broadening its customer base. In January 2019, Poshmark went public with an initial public offering (IPO), trading on the NASDAQ under the symbol "POSH." The IPO was a significant milestone for the company, and its stock performed well on its debut.

Poshmark announced plans to expand its platform internationally, beginning with Canada in 2019. The company aimed to tap into global markets to fuel further growth. Poshmark continued to invest in technology, implementing features like Posh Stories, which allowed users to create and share videos related to their listings. These innovations aimed to enhance the shopping experience and drive user engagement. In January 2022, Poshmark had placed an increasing focus on sustainability initiatives and efforts to promote diversity and inclusion. The company introduced "Posh Remarket," a program aimed at reducing waste and promoting sustainable fashion practices. In addition, Poshmark had launched the "Empower Her" campaign, focusing on empowering women entrepreneurs and creating a diverse and inclusive marketplace.

One of the key advantages of Poshmark is its wide range of brands and clothing styles. Users can browse through a diverse selection of items, spanning various fashion tastes and preferences. Whether you're looking for high-end designer pieces or affordable everyday wear, Poshmark offers a variety of options to cater to different budgets and styles.

Poshmark also provides a social aspect to the shopping experience. Users can follow their favorite sellers, interact with other users through comments and likes and participate in virtual closets. This creates a community-driven environment where fashion enthusiasts can connect, share their personal style and discover new items.

Another notable feature of Poshmark is the ability to negotiate prices and make offers on items. This adds a sense of bargaining and engagement to the platform, allowing users to potentially secure better deals and find items at a price that suits their budget.

Poshmark prioritizes the safety and protection of its users, especially sellers. The platform offers seller protection features, including prepaid shipping labels and authentication services for luxury items. These measures help ensure a secure transaction process and provide peace of mind to both buyers and sellers.

Additionally, Poshmark hosts regular virtual buying and selling events called "Posh Parties". These themed parties create a dynamic atmosphere where users can join in, discover new listings and engage with the Poshmark community. It enhances visibility for sellers and provides buyers with a fun and interactive shopping experience.

In summary, Poshmark is an online marketplace that facilitates the buying and selling of secondhand clothing and accessories. It offers a wide range of brands and styles, encourages social interaction among users, promotes sustainable fashion practices and charges a commission fee for each sale made through the platform. With Poshmark, users can explore unique fashion finds, create their own online boutiques and engage in a vibrant community of fashion enthusiasts. Poshmark is likely to continue its growth and expansion, both domestically and internationally, as it explores new markets and opportunities. The company will likely invest in technological advancements to improve the user experience and maintain its status as a leading social commerce platform.

Poshmark Consumer Journey Map		
Phase	Step	Description
Exploration	Registration and Profile Setup	Consumer downloads the Poshmark app or visits the website to register for an account. They create a profile, adding personal information and preferences.
	Browsing and Product Discovery	Consumer explores the Poshmark marketplace, searching for specific items or browsing through categories to discover a wide range of new and pre-loved fashion items.
Building the Portfolio	Listing Items for Sale	If the consumer wants to sell, they can list their items by uploading photos, adding descriptions, setting prices and selecting appropriate categories.

	Product Details and Reviews	When viewing a listing, the consumer can access product details, read descriptions, check seller ratings and review comments from previous buyers.
	Engagement and Social Interaction	Poshmark encourages social interaction through comments, likes and shares. Consumers can engage with sellers, ask questions and negotiate prices.
Inventory Management	Offer and Bargaining	Consumer has the option to make offers on listed items or negotiate prices with sellers to reach a mutually agreed-upon amount
	Payment and Secure Transactions	Once the consumer decides to purchase an item, they proceed with the payment through Poshmark's secure platform. Payment is held until the buyer confirms receipt and satisfaction.
	Shipping and Delivery	Sellers receive a shipping label from Poshmark and are responsible for sending the item. Consumers can track the shipment until it reaches their doorstep
After Sales	Receipt and Inspection	Upon receiving the item, the consumer inspects it to ensure it matches the listing description and quality.
	Acceptance and Rating	If the consumer is satisfied with the purchase, they accept the item on the platform, triggering the release of payment to the seller. Both parties can rate each other based on the transaction experience
	Returns and Disputes	In case of any issues or discrepancies, the consumer can initiate a return or open a dispute through Poshmark's customer support.
Reviewing	Repeat Purchases	Satisfied consumers may return to Poshmark for future shopping needs, enjoying the wide selection of fashion items available on the platform.
	Community Engagement	Consumers can participate in Posh Parties, themed events and share their favorite listings

		with their followers, fostering a sense of community on the platform
	Sharing and Promotion	Consumers can share their own listings and other favorite items with their followers, increasing visibility and engagement

Table 2.3: Poshmark Consumer Journey Map

2.4 DogVacay

DogVacay is a leading pet care marketplace that has revolutionized the way pet owners find and book reliable pet-sitting services. By providing a platform for connecting pet owners with local pet sitters and dog walkers, DogVacay has streamlined the process of arranging personalized care for furry companions. With a range of customizable services, comprehensive vetting procedures and dedicated customer support, DogVacay ensures peace of mind for both pet owners and pet sitters alike.

DogVacay was founded in 2011 by Aaron Hirschhorn and his wife, Karine Nissim Hirschhorn. The idea for the platform came from their own struggles to find trustworthy and affordable pet care for their own dogs.

DogVacay officially launched in March 2012, with the mission to provide a safe and convenient alternative to traditional kennels for pet owners. The platform allowed pet sitters to offer their homes as a place for dogs to stay while their owners were away. The service gained traction quickly, as it offered a community-driven approach to pet care and provided an income source for pet sitters. In 2014, DogVacay made its first acquisition by acquiring the pet-sitting marketplace, Rover.com. This acquisition allowed DogVacay to expand its network of pet sitters and services.

DogVacay raised significant funding through several investment rounds, attracting venture capital from firms like Benchmark, First Round Capital, and Andreessen Horowitz. The funding helped the company expand its reach and improve its platform. In 2017, DogVacay underwent a significant rebranding when it merged with its biggest competitor, Rover.com. The combined entity retained the name "Rover" and continued to offer a wide range of pet services, including dog boarding, pet sitting, and dog walking. Under the name Rover, the platform expanded its services internationally, providing pet owners and sitters across the world with a convenient and reliable platform for pet care. Rover diversified its services to include cat care, pet grooming, and more. The platform continued to prioritize the safety and well-being of pets in its care. Rover introduced initiatives to make pet care more sustainable, including carbon offset programs for services booked through the platform. Rover had announced plans for an initial public offering (IPO), which was expected to further its growth and expansion efforts.

Pet owners can easily create an account on DogVacay's website or mobile app, gaining instant access to a network of trusted pet sitters in their area. This user-friendly platform simplifies the process of finding suitable caregivers for their pets, eliminating the stress and uncertainty of traditional methods.

DogVacay takes the safety of pets seriously by implementing rigorous screening processes for all pet sitters. This includes thorough background checks and verification procedures, ensuring that only qualified and trustworthy individuals are approved as caregivers. By providing detailed profiles, complete with reviews and ratings from previous clients, DogVacay empowers pet owners to make informed decisions when selecting a pet sitter.

Recognizing that every pet has unique needs, DogVacay offers a wide range of customizable services that can be tailored to fit specific requirements. Whether it's overnight boarding, doggy daycare, or drop-in visits, pet owners can choose the level of care that suits their pet's individual needs. This flexibility allows pet owners to find the perfect match for their furry friends, ensuring a comfortable and enjoyable experience.

DogVacay facilitates seamless transparent communication between pet owners and pet sitters, enabling them to discuss and finalize important details such as booking dates, specific care instructions and logistics. This open line of communication ensures that expectations are met and any concerns are addressed promptly, fostering a sense of trust and collaboration.

With a commitment to exceptional customer service, DogVacay provides an ongoing 24/7 support to both pet owners and pet sitters. Whether it's answering inquiries, resolving issues, or managing emergencies, their dedicated support team is available round-the-clock to provide assistance and guidance throughout the entire pet care process.

DogVacay offers a secure reliable payment system, handling all financial transactions between pet owners and pet sitters. By charging a commission fee for each booking arranged through the platform, DogVacay ensures a fair and transparent payment process for all parties involved. This convenient payment system eliminates the need for cash transactions and offers a hassle-free experience for both pet owners and pet sitters.

DogVacay has redefined the way pet care services are accessed and delivered. By leveraging innovative technology and fostering a community of trusted caregivers, DogVacay offers a convenient and reliable solution for pet owners seeking high-quality care for their beloved animals. With their commitment to safety, personalized services and exceptional customer support, DogVacay continues to unleash the power of AI in transforming the pet care industry. The history of DogVacay, now a part of Rover, represents the evolution of pet care services in the sharing economy. The platform focused on creating a community of trusted pet sitters and offering pet owners a wide range of services that catered to their pets' specific needs, whether for boarding, sitting, or other care services. The merging of DogVacay and Rover allowed for a larger and

more diversified platform, serving pet owners and pet lovers worldwide. Please note that developments in the pet services industry may have occurred since my last knowledge update in January 2022.

DogVacay Consumer Journey Map		
Phase	Step	Description
Exploration	Registration and Profile Creation	Consumer downloads the DogVacay app or visits the website to register for an account. They create a profile, providing information about their pet and their specific care needs.
	Exploring Pet Care Services	Consumer browses through available pet care services, such as dog boarding, dog walking, pet sitting, or doggy daycare, to find suitable options for their furry friend.
Review Options	Viewing Pet Sitter Profiles	Consumers view profiles of potential pet sitters, including their experience, reviews, ratings and availability to ensure a trustworthy and reliable match.
	Messaging & Communication	Consumer can send messages to pet sitters to ask questions, discuss pet care details and clarify any concerns before booking.
Booking & Preparation	Booking Pet Care	Once the consumer finds a suitable pet sitter, they proceed to book the desired service, selecting dates, duration & agreeing on terms.
	Payment & Secure	Consumer makes the payment through DogVacay's secure platform, ensuring a safe and transparent financial transaction.
	Confirmation & Itinerary	After the booking is confirmed, consumer receives a detailed tab with the pet sitter's contact information, pickup/drop-off instructions.
	Preparing for Pet Care	Consumer prepares their pet for the pet care experience, including packing essentials, providing medical records and any specific care instructions.
	Drop-off & Check-in	Consumer meets the pet sitter at the designated location and provides them with

		any necessary items and information about their pet's routine.
Dog Sitting	Pet Care Experience	The consumer's pet enjoys the care provided by the pet sitter, whether it's boarding, sitting, walking, or daycare, ensuring a safe and happy experience.
	Communication During Pet Care	The consumer and the pet sitter can stay in touch during the pet care period, sharing updates or addressing any specific concerns. The pet sitter may send photo or video updates to the consumer, allowing them to stay connected and reassured about their pet's well-being.
	Pick-up and Check-out	At the end of the pet care service, the consumer picks up their pet, discusses how it went with the pet sitter and expresses gratitude for their service. The consumer leaves a review and feedback about their pet care experience, helping other pet owners make informed decisions.

Table 2.4: Dogvacay Consumer Journey Map

2.5 TaskRabbit

TaskRabbit has emerged as a leading platform, revolutionizing the way people tackle their daily tasks and errands. By connecting users with local freelancers known as "Taskers," TaskRabbit offers a wide range of services that cater to various needs. From cleaning and handyman work to delivery services, TaskRabbit provides a convenient and efficient solution for individuals seeking reliable assistance. Through a user-friendly platform, a robust rating system and secure payment processes, TaskRabbit has become the go-to marketplace for accessing skilled freelancers.

TaskRabbit was founded in 2008 by Leah Busque. The inspiration for TaskRabbit came when she ran out of dog food one evening and wished there was a way to find someone nearby who could help with the task. The platform officially launched in Boston in 2008 as "RunMyErrand," later rebranded as TaskRabbit.

Initially, TaskRabbit offered a wide range of services, including grocery shopping, cleaning, moving, and general errands. The platform allowed users to post tasks they needed help with and set the price they were willing to pay for completion. TaskRabbit secured several rounds of funding, enabling the company to expand its services and operations. In 2011, TaskRabbit expanded beyond Boston and began offering its

services in multiple major U.S. cities, including San Francisco, New York, and Los Angeles.

TaskRabbit recognized the importance of mobile technology and shifted its focus to mobile apps, making it easier for users to post tasks and for "Taskers" to accept and complete them via the mobile platform. The platform began to categorize tasks into specific categories, including handyman services, cleaning, moving, and more. This specialization allowed for better matching of Taskers to specific job types. TaskRabbit expanded its services internationally, including markets in the United Kingdom and Canada. In 2017, TaskRabbit was acquired by Swedish furniture retailer Ikea, signaling the company's desire to provide assembly and in-home service solutions to its customers. TaskRabbit became a subsidiary of Ikea. TaskRabbit has continued to form partnerships with companies like Amazon and Walmart, providing assembly and installation services for their customers.

The platform has continued to expand within the United States and other international markets. TaskRabbit adapted to the challenges of the COVID-19 pandemic by offering contactless services and ensuring the safety of both customers and Taskers. TaskRabbit offers a diverse range of task categories, including home improvement, furniture assembly, personal shopping, and virtual tasks. The platform has focused on making its services accessible to a wide range of users and promoting diversity and inclusion in its community of Taskers.

The platform operates as a task-based marketplace, facilitating connections between individuals in need of various services and freelancers capable of fulfilling those tasks. Users can easily sign up on the TaskRabbit website or mobile app, gaining access to a diverse pool of Taskers available in their local area.

TaskRabbit offers a diverse extensive array of services designed to meet a wide range of needs. Whether it's home cleaning, handyman work, furniture assembly, or delivery services, TaskRabbit ensures that users can find the right Tasker for their specific requirements. This comprehensive approach allows individuals to delegate tasks efficiently, saving time and energy.

TaskRabbit provides a platform for freelancers to showcase their skills, expertise and availability. By creating a detailed profile, freelancers can attract clients and secure work opportunities that align with their capabilities. This system empowers freelancers to leverage their skills and find meaningful employment through the TaskRabbit platform.

The Rating and Review System helps to maintain quality and accountability as paramount to TaskRabbit's success. The platform incorporates a rating and review system, enabling clients to provide feedback on Taskers' performance and professionalism. Likewise, Taskers have the opportunity to review clients based on their experience. This transparent feedback system fosters trust and ensures that both parties are motivated to deliver exceptional service.

The system operates on a commission-based model, charging a fee for each task completed through the platform with transparency. This fee varies depending on the price of the task. By providing transparent pricing, TaskRabbit ensures that clients and Taskers are aware of the costs associated with their transactions, promoting fair and reliable service exchanges.

TaskRabbit simplifies the task execution process, allowing Taskers to browse available tasks and submit proposals or bids. Through direct communication with clients, Taskers can discuss task details, negotiate terms and clarify any uncertainties. Once a proposal is accepted, Taskers coordinate with clients to finalize task logistics and ensure seamless completion.

TaskRabbit offers secure payment processes, allowing clients to compensate Taskers directly through the platform. This eliminates the need for cash transactions and provides a secure and convenient payment experience for both parties. TaskRabbit also facilitates alternative payment methods when necessary, ensuring flexibility for all users.

As a conclusion we can claim that TaskRabbit has transformed the way people accomplish their everyday tasks and errands. By providing a platform that connects users with skilled Taskers, TaskRabbit offers a convenient and efficient solution to delegate various responsibilities. With a diverse range of services, a transparent rating system and secure payment processes, TaskRabbit continues to revolutionize the way people seek and access reliable assistance. TaskRabbit's history reflects its evolution from a simple task-posting platform to a global marketplace for diverse services. It has adapted to changes in technology and market demands, expanding its reach, service categories, and strategic partnerships. TaskRabbit's acquisition by Ikea further solidified its position in the home services market, and it continues to be a popular platform for connecting users with Taskers for various tasks and services.

TaskRabbit Consumer Journey Map		
Phase	Step	Description
Exploration	Registration and Task Posting	Consumer downloads the TaskRabbit app or visits the website to register for an account. They then post a task detailing the job they need help with, specifying task requirements, location and budget
	Tasker Browsing and Reviews	Consumer browse through available taskers' profiles, reviewing their ratings, reviews and skill sets to find a suitable match for their task.
	Tasker Selection	After comparing taskers, the consumer selects the most suitable one based on

		their qualifications, availability and rates.
Browsing	Messaging & Communication	The consumer can communicate directly with the chosen tasker through the platform to discuss task details, ask questions and coordinate logistics
	Agreeing on Terms & Pricing	Consumer and tasker agree on the final scope of the task, timing and pricing, ensuring both parties are on the same page.
	Payment & Secure Transactions	Consumer makes the payment for the task through TaskRabbit's secure platform, which holds the payment until the task is completed satisfactorily.
Core Usage	Task Execution	The tasker arrives at the specified location and completes the assigned task as agreed upon with the consumer.
	Real-time Updates	During task execution, the consumer can receive real-time updates on the progress and status of the task through TaskRabbit's platform.
	Task Completion and Approval	Once the task is completed to the consumer's satisfaction, they approve the task's completion on the platform, triggering the release of payment to the tasker.
End of Journey	Review and Feedback	The consumer leaves a review and feedback about the tasker's performance and the overall experience, helping other users make informed decisions.
	Resolution of Issues	In case of any concerns or issues during the task, TaskRabbit's customer support helps facilitate communication and resolution between the consumer and the tasker.
	Task History and Records	Completed tasks are recorded in the consumer's TaskRabbit account,

		creating a task history for future reference and tracking.
	Repeat Bookings & Favorite Taskers	Satisfied consumers may choose to book the same tasker for future tasks or add them to their list of favorite taskers for easy access.
	TaskRabbit Elite	TaskRabbit offers an Elite program, where frequent users receive additional benefits and premium support.

Table 2.5: Taskrabbit Consumer Journey Map

2.6 Comparison

Since there are several marketplaces with different features and focuses, I will try to compare them, in order to understand their similarities and differences.

Starting with Turo and Boatsetter, both platforms facilitate peer-to-peer rentals, allowing individuals to rent out their assets such as cars and boats to others. They provide insurance coverage for both owners and renters, ensuring protection during transactions. Additionally, both platforms charge a commission fee for each rental transaction. Turo and Boatsetter operate within the sharing economy, connecting users directly with asset owners. However, Turo primarily focuses on car rentals, while Boatsetter specializes in boat rentals. Consequently, the types of assets rented and the associated regulations and requirements differ between the two platforms. It's worth noting that Turo offers roadside assistance during the rental period, while Boatsetter may provide a captain service for those without boating experience.

Moving on to Poshmark and DogVacay, both platforms connect buyers and sellers in a peer-to-peer marketplace. They also offer insurance coverage to protect both parties involved in the transactions. Maintaining quality and trust is important to both platforms, as they provide a rating and review system for their communities. Similar to Turo and Boatsetter, Poshmark and DogVacay charge a commission fee for each transaction made through their platforms. However, their focuses diverge significantly. Poshmark is a marketplace for buying and selling secondhand clothing and accessories, while DogVacay focuses on pet care services. Transactions on Poshmark involve the purchase and shipping of physical items, while DogVacay revolves around booking services for pet care. Additionally, Poshmark allows users to create their own online boutiques, while DogVacay emphasizes finding and booking pet sitters.

Examining TaskRabbit, we can claim that this marketplace is broader in scope, connecting users with freelancers for various tasks and services, including cleaning, handyman work and more. Compared to the other marketplaces, TaskRabbit offers a

wider range of services. The types of transactions and interactions on TaskRabbit vary depending on the specific task or service requested.

In summary, all five platforms operate within the sharing economy and charge a commission fee for transactions conducted through their platforms. They also provide insurance coverage and utilize rating and review systems to ensure quality and accountability. Each platform caters to a different industry, serving distinct customer needs and preferences. Turo and Boatsetter focus on transportation and travel, Poshmark specializes in fashion and apparel, DogVacay caters to the pet care industry and TaskRabbit covers a wide range of services. These platforms offer individuals opportunities to monetize their assets, skills, or services in their respective domains.

3. Future expansion in Greece

We will explore the potential impact of five popular online marketplaces - Turo, Boatsetter, Poshmark, Dogvacay and TaskRabbit – on the Greek economy, society and consumers, if they were to operate in Greece. We will try to do some forecasting using some actual data and taking for granted that the economic environment will remain stable for the near future. These platforms, which are already established in other countries, offer unique services ranging from car rentals, boat sharing and clothing resale to pet care and on-demand services. Examining their entry into the Greek market allows us to assess the opportunities and challenges that may arise.

3.1 Market Analysis

We will start with a market analysis for each one of the examined platforms by providing some brief overview:

a) Turo's market analysis in Greece should consider the demand for car-sharing services among both locals and tourists. Factors such as the size of the car rental market (2023 turnover 592,2m €¹), the presence of existing peer-to-peer car-sharing platforms and the popularity of alternative transportation options (2023 public transportation turnover 346,1m €²) should be assessed. Understanding the preferences and needs of Greek consumers and travelers will help Turo tailor its services to the local market.

b) Boatsetter's market analysis in Greece should focus on the demand for boat rentals and yacht charters, particularly in popular coastal regions and among tourists. Examining the size of the marine tourism market (2018 turnover 2,3 billion €³), the competition from traditional boat rental companies (in a single one online boat booking platforms one can find above 3.000 boats & yachts⁴) and the willingness of boat owners to participate in the sharing economy will be crucial for Boatsetter's success in Greece.

¹ <https://www.ibisworld.com/greece/industry-statistics/car-rental-leasing/4080/>

² <https://www.ibisworld.com/greece/industry-statistics/public-transportation/3175/>

³ <https://theislander.online/2018/10/features/marine-tourism-important-part-of-greek-economy/>

⁴ <https://yacht4less.com/boat-rental/greece>

c) Poshmark's market analysis in Greece should assess the demand for fashion resale and the size of the pre-owned clothing market. Understanding the purchasing behavior of Greek consumers, the popularity of sustainable fashion practices and any existing local resale platforms will help Poshmark position itself effectively in the Greek market. Although there is no data on the reusable clothing market in Greece, we know that retail clothing value sales in 2022 exceeded 3,1 billion €⁵.

d) Dogvacay's market analysis in Greece should explore the size of the pet care market (in 2022 the dogs & cats pet population in Greece was 1,3 million⁶), including pet sitting, boarding and other services. Analyzing the demand for reliable and convenient pet care options, the presence of local pet care businesses and the preferences of pet owners in Greece will guide Dogvacay's market entry strategy. It's remarkable that per capita expenditure for 2019 in the pet industry (only for Greece) was approximately €18,9 million⁷.

e) TaskRabbit's market analysis in Greece should focus on the demand for on-demand services and the prevalence of gig economy opportunities. Examining the presence of similar local platforms (e.g., Douleutaras is the most similar platform with annual revenue of approximately 20 million €⁸), the availability of skilled individuals willing to offer their services and the willingness of Greek consumers to outsource tasks will be crucial for TaskRabbit's market penetration.

3.2 Regulatory Environment

Each platform in order to start operating in Greece must assess the regulatory environment in the country. We should keep in mind that, some of the legislation applies in Greece are based on EU laws, so the platforms operating already in European Union countries have some experience in this field. Nevertheless, the research of these platforms should include:

a) When Turo, a peer-to-peer car-sharing platform, intends to operate in Greece, it needs to carefully examine the legal landscape surrounding car-sharing services. This includes understanding regulations related to vehicle ownership, insurance coverage and taxation. Turo should assess how existing EU and Greek laws governing liability, insurance requirements and tax implications for car owners and renters impact its business model.

For example, Turo must ensure that its hosts have appropriate insurance coverage to protect both the car owner and the renter. It should also comply with any regulations

⁵ <https://www.greekfashion.gr/el/news-trends/shmantikh-anodos-twn-lianikwn-pwlhsewn-endymatwn-2022.438.html>

⁶ <https://cooperpetcare.com/pet-statistics/>

⁷ <https://www.newmoney.gr/fine-living/katikidia-mia-pagkosmia-viomichania-disekatommirion-giati-i-elliniki-agera-anaptisete-ragdea/>

⁸ <https://www.similarweb.com/website/douleutaras.gr/#overview>

governing the commercial use of vehicles and ensure that vehicles meet safety and emissions standards. Additionally, Turo should navigate through the complexities of tax obligations, ensuring that any income earned by hosts is appropriately reported and taxed.

b) Boatsetter, should delve into the intricate web of maritime regulations when entering the Greek market. This entails understanding licensing requirements for boat operators, adhering to safety standards and navigating environmental laws that could impact boating activities.

For instance, Boatsetter should be familiar with navigation laws, safety equipment requirements and any specific certifications needed for boat captains. Additionally, environmental regulations such as waste disposal and marine conservation measures must be complied with to ensure sustainable boating practices.

c) Poshmark needs to align its operations with Greek regulations governing e-commerce and consumer protection. This includes complying with EU directives on online sales, data protection and customer rights.

Poshmark should ensure that its platform provides clear information to consumers about their rights, return policies and dispute resolution mechanisms. It should also understand tax responsibilities for both buyers and sellers, ensuring proper reporting and remittance of value-added tax (VAT) where applicable.

d) When offering pet-sitting services in Greece, Dogvacay must adhere to animal welfare laws and regulations related to pet care. This involves understanding licensing requirements for pet care businesses, ensuring that pets receive proper care and attention and addressing liability concerns.

The platform should verify that its pet sitters are in compliance with relevant licensing and registration requirements and that they are well-versed in local animal welfare laws. Additionally, it should establish protocols for emergencies and ensure that both pet owners and sitters are aware of their responsibilities and rights.

e) TaskRabbit needs to navigate through labor and employment laws in Greece. It should ascertain whether its model of connecting individuals with freelance tasks aligns with local regulations.

TaskRabbit should understand the distinction between independent contractors and employees, ensuring that its service providers are classified correctly. It should also provide guidance to both taskers and users regarding their rights and obligations and establish insurance mechanisms to address liability concerns that might arise during task execution.

In summary, each platform looking to operate in Greece should conduct a comprehensive review of the legal and regulatory environment specific to its industry.

This involves understanding EU and Greek laws, obtaining necessary licenses and permits, ensuring proper insurance coverage and complying with consumer protection and tax regulations. By proactively addressing these legal considerations, platforms can build a strong foundation for sustainable and compliant operations in the Greek market.

3.3 Partnerships

Starting new business at a place often creates disruptions to the local economic ecosystem. In order to, bypass barriers but also gain from the established networks, these platforms could proceed with various partnerships:

a) Turo's entry into the Greek market could be expedited by forging partnerships with established local car rental agencies, hotels and travel agencies. By collaborating with these entities, Turo can tap into their existing customer base and distribution channels. For instance, Turo could integrate its car-sharing services into hotel booking platforms, providing travelers with the option to seamlessly rent a vehicle alongside their accommodation reservations. This partnership would benefit both Turo and the hospitality industry by offering an all-inclusive travel experience.

b) Collaborating with marinas, yacht clubs and tourism organizations would allow Boatsetter to create a robust ecosystem for boat owners and renters. By partnering with marinas and yacht clubs, Boatsetter could offer additional perks such as docking discounts or preferred berths to its boat owners. Joint marketing efforts with tourism organizations could promote boat sharing as an integral part of the Greek coastal experience, attracting both locals and tourists to explore Greece's waters.

c) Poshmark's growth in Greece could be accelerated by forming partnerships with local fashion influencers, thrift stores and sustainable fashion advocates. Collaborating with influencers could facilitate the promotion of Poshmark's platform within the local fashion community. Partnering with thrift stores could provide a continuous supply of unique items for resale, while alignment with sustainable fashion advocates would resonate with a socially conscious audience, boosting Poshmark's credibility in the Greek market.

d) Establishing collaborations with local veterinarians, pet stores and animal rescue organizations would enhance Dogvacay's reputation and trustworthiness within the Greek pet care sector. Partnering with veterinarians could provide a network of trusted professionals for consultation and emergency care. Cooperating with pet stores could lead to mutually beneficial promotions and alliances with animal rescue organizations would underscore Dogvacay's commitment to animal welfare and responsible pet care.

e) Partnering with real estate agencies, property management companies and home service providers could position TaskRabbit as an essential resource for homeowners and renters in Greece. By collaborating with real estate agencies and property managers, TaskRabbit could offer services that ease the moving-in process or assist

with property maintenance. Partnering with home service providers, such as plumbers or electricians, would create a one-stop solution for property-related needs, providing convenience and efficiency to consumers.

In conclusion, forming strategic partnerships with local entities can be a key strategy for these platforms to not only overcome initial disruptions to the local economic ecosystem but also to harness existing networks and establish a strong foothold in the Greek market. These partnerships can result in synergistic relationships, expanded reach and enriched offerings, ultimately contributing to the success and sustainability of the platforms in Greece.

4. Impact of the platforms

Below we will depict at what aspects could these platforms impact economic activities, society and consumers.

4.1 Economic Impact:

a) Turo: Turo's peer-to-peer car-sharing platform could potentially stimulate economic activity by encouraging individuals to rent out their vehicles, providing a source of income for car owners. With Greece's high unemployment rate, which stood at 10.8% in May 2023, Turo could offer opportunities for job creation within the gig economy. Additionally, the influx of tourists seeking affordable transportation options could bolster the tourism sector, which contributes significantly to Greece's economy (forecast of 39,2 billion € by the end of 2023).

b) Boatsetter: This boat-sharing platform could tap into Greece's strong maritime culture and attract both locals and tourists seeking unique boating experiences. With Greece being a popular tourist destination, Boatsetter's entry into the market could further enhance the maritime tourism sector, generating additional revenue and employment opportunities. However, challenges related to regulations and licensing may need to be addressed for seamless operations.

c) Poshmark: Poshmark's entry into the Greek market would introduce a new dimension to the fashion industry, allowing individuals to buy and sell pre-owned clothing and accessories. With Greece's inflation rate hovering around 2.8% in May 2023, Poshmark's platform could cater to cost-conscious consumers seeking affordable fashion choices while promoting sustainable and circular fashion practices.

d) Dogvacay: The platform could address the needs of pet owners in Greece, offering convenient and reliable pet care services while they travel. The platform's expansion could create opportunities for pet caregivers and sitters, potentially contributing to the reduction of the unemployment rate.

e) TaskRabbit: TaskRabbit's on-demand service platform could provide Greek individuals with opportunities to monetize their skills, offering services such as home repairs, cleaning and personal assistance. In a country where unemployment has been

a pressing issue, TaskRabbit could serve as a lifeline for those seeking flexible income streams.

4.2 Societal Impact:

a) Turo: Turo's entry into the Greek market would not only offer convenience to consumers but also foster a culture of collaborative consumption. By encouraging car-sharing, the platform could contribute to reduced traffic congestion and lower carbon emissions, aligning with Greece's efforts to promote environmental sustainability.

b) Boatsetter: The platform could promote water-based activities and marine tourism, providing locals and tourists with alternative leisure options. However, balancing increased boat traffic with marine conservation efforts would be essential to ensure the preservation of Greece's pristine coastal ecosystems.

c) Poshmark: Poshmark's fashion resale platform could encourage consumers to embrace sustainable fashion practices, reducing the overall environmental impact of the fashion industry. Additionally, the platform could facilitate the sharing of unique fashion pieces, promoting individuality and self-expression among Greek consumers.

d) Dogvacay: Dogvacay's expansion to Greece could strengthen the pet-loving community, offering pet owners peace of mind while they travel and fostering positive relationships between pet caregivers and their furry clients.

e) TaskRabbit: The platform could empower individuals to share their skills and talents, creating a sense of community and support among users. By encouraging small-scale entrepreneurship, TaskRabbit could drive a culture of self-reliance and resilience in the Greek society.

4.3 Impact on Consumers:

a) Turo: Greek consumers would benefit from Turo's car-sharing platform, gaining access to a wide range of vehicles at competitive prices. Tourists and locals alike could enjoy more affordable and flexible transportation options, potentially contributing to increased spending in other sectors of the economy.

b) Boatsetter: The platform would introduce new possibilities for boat enthusiasts in Greece, offering access to diverse boats and watercraft at varying price points. Tourists could explore Greece's beautiful coastlines through boat rentals, further contributing to the country's tourism revenue. Also tourists who are passionate about boat trips but never visited Greece in the past, they may choose it because of the application presence, as they will know its use from previous trips to other countries.

c) Poshmark: Greek consumers could embrace Poshmark's platform as an opportunity to buy and sell pre-owned fashion items, providing budget-friendly options while

supporting sustainable consumption practices. By reducing the demand for fast fashion, Poshmark could positively influence consumer behavior.

d) Dogvacay: Pet owners in Greece could benefit from Dogvacay's platform, finding reliable and caring pet sitters to ensure their pets are well-cared for during their absence. This would allow pet owners to travel with peace of mind, knowing their pets are in safe hands.

e) TaskRabbit: The platform could address the needs of busy Greeks seeking assistance with household tasks, repairs and other services. Greek consumers could leverage the platform's convenience and flexibility to manage their daily tasks more efficiently. Also, can provide more options to consumer to combine various tasks in one, with ultimate goal, the most favorable price.

The introduction of Turo, Boatsetter, Poshmark, Dogvacay and TaskRabbit to the Greek market could have significant implications for the country's economy, society and consumers. While potential benefits include job creation, increased consumer spending and convenience, challenges such as competition with traditional industries and ensuring safety and trust would also arise. Understanding the unique dynamics of the Greek market and cultural adaptation will be critical for these platforms to thrive in Greece and contribute positively to the country's economic and social landscape. Proper regulations and collaboration with local stakeholders will be essential to harness the full potential of these platforms and maximize their positive impact on the Greek economy, society and consumers.

4.4 Potential CSR activities & partnerships

CSR programs play a significant role in contributing positively to society and the environment. Companies like Turo, Boatsetter, Poshmark, Dogvacay and TaskRabbit have implemented various initiatives in other countries to support social causes. By tailoring similar programs to address the unique needs of Greece and partnering with local organizations, these platforms can have a meaningful and lasting impact on the Greek community, environment and society as a whole.

Below we will present some examples of CSR Programs in other countries and propose potential CSR activities & partnerships in Greece:

a) Turo: In the United States, Turo launched the "OpenRoad" program, which focuses on sustainability and reducing the carbon footprint. As part of this program, Turo partners with WeForest to plant trees, offsetting the carbon emissions produced by their car-sharing activities.

b) Boatsetter: The platform partnered with the organization Oceana to support marine conservation efforts in Mexico. Through this partnership, Boatsetter contributes a percentage of its profits to Oceana's initiatives aimed at protecting and restoring the oceans' biodiversity.

c) Poshmark: The company launched the "Poshmark for Good" initiative in the United States, which allows users to donate a portion of their earnings from sales to charitable organizations of their choice. Poshmark also hosts virtual charity events to support various causes.

d) Dogvacay: In Canada, Dogvacay initiated the "Sit a Dog, Save a Life" campaign. For every booking made through their platform, they donate a portion of the proceeds to local animal shelters, providing support for abandoned and rescued animals.

e) TaskRabbit: TaskRabbit collaborated with local nonprofits in the United Kingdom, such as Age UK, to offer services to vulnerable and elderly citizens at discounted rates. This program aimed to provide support and assistance to those who needed it most.

To implement similar CSR programs in Greece, the companies should consider the following steps:

a) Research Local Needs: Conduct thorough research to identify social and environmental issues specific to Greece. Understanding the local challenges and needs is essential to tailor the CSR programs effectively.

b) Partner with Local NGOs: Collaborate with reputable local nonprofit organizations that are already working to address the identified issues. Working together with established NGOs will ensure effective implementation and greater impact.

c) Focus on Sustainability: Like Turo's "OpenRoad" program, consider initiatives that promote sustainability and environmental responsibility. Planting trees, supporting renewable energy projects, or engaging in waste reduction efforts are examples of sustainability-focused CSR initiatives.

d) Support Community Welfare: Follow Boatsetter's example and support initiatives that aim to protect Greece's beautiful coastlines and marine life. This could involve contributions to marine conservation organizations or beach clean-up drives. For this idea is mandatory the partnership with "Blue Marine Foundation", which focus on conservation of healthy Greek seas and "Archelon", the sea turtle protection society.

e) Encourage User Participation: Create mechanisms for users to get involved in CSR efforts, as seen in Poshmark's "Poshmark for Good" initiative. Allow users to donate a portion of their earnings from sales or volunteer their time and skills to local charities. A partnership with magazine "Shedia" it's towards the right direction.

f) Address Local Animal Welfare: Like Dogvacay's initiative in Canada, consider supporting local animal shelters and organizations that work towards animal welfare and rescue in Greece. The well-known NGO "Arcturos" for wildlife but also "Animal Action Greece" for street animals are two solutions that fits with the general idea. Also,

many public organizations are active in animal welfare, like municipality of Galatsi, with very active team of volunteers.

g) Provide Assistance to Vulnerable Populations: Emulate TaskRabbit's UK program by offering discounted or free services to elderly and vulnerable communities in Greece. Partner with organizations that cater to the needs of the elderly, refugees, or other vulnerable groups. Partnership with “Diogenes” or “Ithaca Laundry” could be two proposals.

h) Measure Impact: Set clear goals for each CSR initiative and regularly measure its impact on the community and the environment. Transparency and accountability are crucial for successful CSR programs.

4.5 Potential competition

Competition is an inevitable aspect of entering any market and the Greek market is no exception. Each platform, including Turo, Boatsetter, Poshmark, Dogvacay and TaskRabbit, would need to conduct thorough market research, understand the local competition and identify opportunities to differentiate themselves. By leveraging their unique features, offering exceptional customer experiences and collaborating with local partners, these platforms can navigate competition and establish a strong presence in Greece, ultimately driving their success in the Greek market. Let's explore potential competition for each platform and how they could handle such challenges:

Turo: The platform might face competition from traditional car rental companies that are already well-established in Greece. Additionally, local peer-to-peer car-sharing platforms or ride-hailing services could emerge as competitors. To handle competition, Turo would need to differentiate itself by focusing on its unique selling points, such as offering a wide variety of vehicle choices, seamless booking processes and competitive pricing. Collaborating with local partners and ensuring a user-friendly platform could help Turo gain a competitive edge.

Boatsetter: Boatsetter could encounter competition from existing boat rental companies and yacht charter services in Greece. There might also be other emerging boat-sharing platforms in the market. Boatsetter could focus on providing exceptional customer service, offering a diverse fleet of boats and ensuring transparent pricing. Additionally, partnerships with local boat owners and tourism agencies could help Boatsetter establish a strong presence in Greece.

Poshmark: The company might face competition from other online marketplaces or local fashion resale platforms that cater to the Greek market. To handle competition, Poshmark could leverage its reputation and user base from other regions, creating targeted marketing campaigns to attract Greek consumers. Ensuring a seamless selling and buying experience, along with a vast selection of fashion items, would be crucial to stand out.

Dogvacay: Dogvacay might face competition from existing local pet care services, boarding facilities, or other online pet care platforms that cater to pet owners in Greece. The platform could emphasize its unique features, such as comprehensive background checks for pet sitters, reviews from previous users and responsive customer support. Collaborating with local veterinarians or animal welfare organizations could also boost its credibility in the Greek market.

TaskRabbit: TaskRabbit may encounter competition from local on-demand service platforms that already offer services like those provided by TaskRabbit. To handle competition, TaskRabbit would need to emphasize its user-friendly platform, reliable freelancers and a wide range of services. It could also explore strategic partnerships with local businesses to expand its service offerings and strengthen its market presence.

5. Current status in Greece

5.1 The history of sharing economy platforms in Greece

The history of sharing economy platforms in Greece is an intriguing narrative that reflects the global evolution of this economic model in a unique cultural and economic context. The sharing economy, with its focus on access over ownership, peer-to-peer transactions, and technology-driven platforms, has found its way into Greece, impacting various sectors. This comprehensive account of sharing economy platforms in Greece traces their development over the years, highlighting key players, sectors, challenges, and future prospects.

The sharing economy made its first inroads into Greece in the early 2010s. The global success stories of platforms like Airbnb, Uber, and BlaBlaCar inspired Greek entrepreneurs and consumers to explore the possibilities of collaborative consumption.

One of the earliest sectors to embrace the sharing economy in Greece was hospitality. Airbnb, founded in 2008, quickly gained traction among Greek property owners and hosts. Greeks with spare rooms or vacant apartments saw the platform as an opportunity to generate income, especially during the economic crisis that hit Greece in the late 2000s.

Airbnb became a popular choice for travelers seeking authentic experiences beyond traditional hotels. It allowed visitors to stay in local neighborhoods and interact with hosts, contributing to the growth of alternative tourism.

Transportation and mobility platforms also made their mark. Uber, although it faced regulatory challenges, briefly operated in Athens in 2018. However, it eventually withdrew due to legal restrictions and opposition from taxi drivers. Other ride-sharing services like Beat (formerly Taxibeat) and free-floating car-sharing platforms such as Poppy gained ground. Beat, a Greek ride-hailing platform, established a strong presence in the market and offered an alternative to traditional taxis.

Meal-sharing and food delivery platforms like Cookisto, e-table, and Boxagoras emerged, allowing people to share homemade meals and discover local culinary experiences. Cookisto, for instance, connected home chefs with food enthusiasts, enabling them to enjoy homemade dishes prepared by locals.

The sharing economy's growth in Greece was not without its share of challenges. Regulatory issues, especially in the transportation sector, posed significant obstacles. The conflict between traditional taxi services and ride-sharing platforms led to disputes and protests. Additionally, there were concerns about safety, taxation, and the impact of short-term rentals on the housing market. As in many other countries, Greek authorities grappled with how to adapt existing regulations to this innovative economic model.

The Greek sharing economy developed within a unique cultural and economic context. Greece's economic crisis, which started in the late 2000s, created a fertile ground for the sharing economy. Many Greeks sought additional income streams, and platforms like Airbnb and Beat provided opportunities for earning money through their assets or services. The cultural aspect of Greek hospitality also played a role. Greeks are known for their warmth and sense of community, making platforms like Airbnb a natural fit for their culture.

In the current Landscape sharing economy platforms in Greece were continually evolving. While Uber had withdrawn, other local and global platforms continued to serve users in the transportation, accommodation and food sectors. The future prospects of the sharing economy in Greece are closely tied to regulatory developments, economic conditions, and consumer preferences. With evolving regulations and the growth of peer-to-peer services, the sharing economy is likely to remain a part of Greece's economic landscape, providing opportunities for individuals to leverage their assets and skills and for tourists to access authentic experiences.

Below we will present two success stories of similar platforms that each platform wants to operate in Greece, should study them. We will not venture to present financial figure of their markets, since they are totally different from the other five platforms. Our aim is to describe the context of their operation and their presence in the country.

5.2 Success story of Airbnb in Greece

Airbnb's success story in general showcases how the platform disrupted the traditional accommodation industry, empowering homeowners to become hosts and offering unique experiences to travelers. By localizing their services and partnering with local tour operators and tourism boards, Airbnb gained popularity among both hosts and guests globally.

Airbnb's remarkable success story in Greece stands as a prime example of how the sharing economy has revolutionized the conventional accommodation industry. Founded in 2008, Airbnb swiftly transformed into a global powerhouse, challenging

traditional hospitality norms and providing homeowners with the means to become hosts, while simultaneously offering travelers a diverse array of unique and personalized experiences.

In Greece, Airbnb's journey began around 2009, gaining traction as an alternative lodging option for tourists. The platform's entrance into the Greek market aligned with the increasing preference for immersive travel experiences and a demand for more authentic interactions with local culture. By facilitating direct connections between hosts and travelers, Airbnb empowered Greeks to leverage their spare space, whether it was an extra room, apartment, or vacation home, as a source of supplementary income.

One pivotal factor that contributed to Airbnb's success in Greece was its adept localization strategy. The company recognized the importance of adapting its services to the unique preferences and characteristics of the Greek market. This involved collaborating closely with local partners, tour operators and tourism boards. By forging these partnerships, Airbnb not only gained credibility within the industry but also actively contributed to the growth of the broader Greek tourism ecosystem.

As time progressed, Airbnb worked closely with Greek authorities to address regulatory concerns and ensure compliance with local laws. This willingness to engage in dialogue and cooperation demonstrated the platform's commitment to being a responsible stakeholder within the Greek economy. It also helped to foster a positive relationship between Airbnb and the Greek government, which, in turn, further bolstered the platform's image among hosts and guests.

Moreover, Airbnb's presence in Greece sparked a transformation in how people experienced travel. Travelers were no longer confined to conventional hotel accommodations; instead, they could immerse themselves in local neighborhoods, engage with hosts who often acted as unofficial guides and gain insights into authentic Greek culture and traditions.

Over the years, Airbnb continued to refine its offerings in Greece. The platform introduced features like "Experiences," which allowed locals to offer personalized activities, workshops and tours to travelers, enhancing the overall travel experience. This not only generated additional income streams for locals but also cemented Airbnb's position as a facilitator of unique and meaningful encounters.

In conclusion, Airbnb's remarkable success in Greece was not merely about transforming the way people travel and find accommodations. It was a testament to the platform's strategic approach in understanding and adapting to the dynamics of the Greek market. By enabling Greeks to open their doors to the world, Airbnb tapped into the essence of hospitality deeply rooted in the country's culture. Through collaboration, localization and innovation, Airbnb's journey in Greece exemplifies the transformative potential of the sharing economy in revolutionizing traditional industries.

5.3 Success story of Uber in Greece

Uber's operations into the Greek market marked a significant paradigm shift in the transportation sector, though not without its share of hurdles. The platform encountered substantial regulatory challenges and fierce resistance from established taxi services. However, through a combination of strategic collaborations, transparent pricing models and intuitive technology, Uber not only managed to navigate these obstacles but also successfully carved out a substantial niche in the Greek transportation landscape.

Uber's entry into Greece, around 2014, was met with a mix of curiosity and controversy. Traditional taxi services, deeply entrenched in the local transportation ecosystem, expressed strong opposition, raising concerns about unfair competition and regulatory compliance. Uber's innovative ride-sharing model, driven by its user-friendly app, presented an alternative mode of transportation that resonated with an audience seeking convenience and efficiency.

To establish its presence amidst these challenges, Uber adopted a multifaceted strategy. One key aspect was forging strategic partnerships with local businesses, such as restaurants, hotels and event venues. These collaborations not only diversified Uber's service offerings but also positioned the platform as a versatile urban mobility solution. By integrating Uber into various aspects of daily life, the company created a broader ecosystem that extended beyond transportation, enhancing its value proposition to both riders and drivers.

Transparent pricing mechanisms played a pivotal role in overcoming skepticism and building trust. Unlike the often-opaque fare structures of traditional taxis, Uber introduced upfront pricing, enabling riders to know the cost of their journey before booking a ride. This transparency not only alleviated concerns about potential overcharging but also facilitated budgeting for travelers and residents alike.

Uber's user-friendly technology was a cornerstone of its success in Greece. The app's intuitive interface and real-time tracking provided a seamless and convenient experience for riders. Furthermore, the rating system for drivers and passengers promoted accountability and professionalism, contributing to a sense of mutual respect between both parties. This focus on quality service and accountability helped Uber differentiate itself from the negative perceptions that plagued some traditional taxi services.

Over time, Uber collaborated with Greek authorities to address regulatory concerns and establish a framework for its operations. This proactive approach demonstrated the company's commitment to adhering to local regulations while advocating innovative transportation solutions. These efforts not only improved Uber's image but also fostered a cooperative atmosphere that contributed to its continued growth.

In conclusion, Uber's journey in Greece was a testament to its resilience in the face of regulatory challenges and entrenched competition. By strategically partnering with local businesses, embracing transparent pricing and offering a user-friendly app, Uber transformed urban mobility in Greece. Its ability to adapt to local dynamics, while maintaining a commitment to innovation, exemplifies the potential of disruptive platforms to reshape traditional industries, even during resistance.

5.4 Douleutaras vs TaskRabbit

The study will make a special mention to Douleutaras.gr since it's the most relevant platform with one of the five platforms that the particular thesis analyze. And this is TaskRabbit.

So, Douleutaras is an online platform that connects customers with qualified professionals for home improvement projects. It was founded in 2014 by Andrea Grammati, a Greek entrepreneur who saw an opportunity to improve the way that people find and hire professionals for their homes.

In the early days, Douleutaras focused on the Greek market, but it quickly expanded to other countries, including Cyprus, Ireland, and Portugal. The platform now has over 4,200 verified professionals in its network, and it offers services in over 90 categories, including plumbing, electrical work, cleaning, painting, and furniture assembly. Douleutaras has been a huge success since its launch.

Douleutaras.gr has experienced rapid growth since its launch. In 2018, the platform raised €1.5 million in funding from venture capital firm Endeavor Catalyst. In 2019, the company expanded into Cyprus, and in 2021, it expanded into Ireland and Portugal under the brands YourPro and YourHero, respectively. In 2023, the platform is expected to generate over €70 million in revenue, which is a 70% increase from 2022. Douleutaras' success is due to a number of factors.

Douleutaras makes it easy for customers to find and hire qualified professionals for their homes. Customers can simply post a request on the Douleutaras website or app, and they will receive quotes from multiple professionals within 24 hours. Douleutaras is committed to transparency. All professionals on the platform are verified, and they have ratings and reviews from previous customers. This helps customers to make informed decisions about who to hire. Douleutaras has a strict quality control process in place. All professionals on the platform must meet certain standards, and they are regularly monitored to ensure that they are providing high-quality services. Douleutaras' unique value proposition is that it provides a convenient, reliable, and affordable way for customers to find and book qualified professionals for home services. The platform also offers a wide range of services, making it a one-stop shop for customers with all of their home service needs.

Douleutaras has had a significant impact on the home improvement industry. The platform has made it easier and more convenient for customers to find and hire

qualified professionals for their homes. Douleutaras has also helped to improve the quality of services in the industry by holding professionals to high standards. Douleutaras is unique in a number of ways. First, the platform is focused on home improvement projects of all sizes, from small repairs to large renovations. Second, Douleutaras offers a wide range of services, including both technical and non-technical services. Third, Douleutaras is committed to transparency and quality.

Douleutaras is a successful online platform that connects customers with qualified professionals for home improvement projects. The platform is unique in a number of ways, including its focus on all sizes of projects, its wide range of services, and its commitment to transparency and quality. Douleutaras has had a significant impact on the home improvement industry by making it easier and more convenient for customers to find and hire qualified professionals.

Now, in order to make a comparison between Douleutaras and TaskRabbit, the study will present some similarities and differences of the two platforms.

Fistly, Douleutaras and TaskRabbit are both online marketplaces that connect customers with verified and rated professionals for home services. They offer a wide range of services, including plumbing, electrical, cleaning, carpentry, painting, and moving. Both platforms make it easy for customers to find and book professionals, and they both offer customer reviews to help customers make informed decisions. Both platforms have also expanded internationally, with Douleutaras operating in Greece, Cyprus, Ireland, and Portugal, and TaskRabbit operating in the United States, Canada, the United Kingdom, Germany, and France.

However, there are some key differences between the two platforms. Douleutaras is primarily focused on the Greek and Cypriot markets, while TaskRabbit is primarily focused on the US and Canadian markets. Douleutaras also offers a wider range of services than TaskRabbit, including services such as gardening, landscaping, and pest control. Additionally, Douleutaras is typically more affordable than TaskRabbit. Finally, Douleutaras is known for its excellent customer service.

Overall, both Douleutaras and TaskRabbit are excellent platforms for finding and booking professionals for home services. However, the best platform for you will depend on your individual needs and preferences. If you are looking for a platform that offers a wide range of services at an affordable price, then Douleutaras is a good option. If you are looking for a platform that is focused on the US and Canadian markets, or if you are looking for a platform that is known for its flexibility and willingness to go the extra mile, then TaskRabbit is a good option.

It is likely that TaskRabbit would be a competitor to Douleutaras if ever entered the Greek market. TaskRabbit is a well-established and well-known brand in the home services marketplace. It has a large network of professionals and a strong track record of customer satisfaction. This would give TaskRabbit a significant advantage over Douleutaras in terms of brand awareness and customer trust. Additionally, TaskRabbit

has the financial resources to invest heavily in marketing and promotion in the Greek market. This could make it difficult for Douleutaras to compete.

However, Douleutaras also has some advantages over TaskRabbit. Douleutaras has a strong focus on the Greek market and a deep understanding of the needs of Greek customers. Douleutaras also has a network of local professionals who are familiar with Greek building codes and regulations. Additionally, Douleutaras has a reputation for excellent customer service. This is something that TaskRabbit would need to work hard to match if it entered the Greek market. Also, Douleutaras is typically more affordable than TaskRabbit. This is likely due to the fact that labor costs are lower in Greece than in the United States.

Overall, whether or not TaskRabbit's entry into the Greek market would be a risk for Douleutaras would depend on a number of factors, including the strength of TaskRabbit's marketing and promotion efforts, the ability of Douleutaras to maintain its focus on the Greek market and its reputation for excellent customer service.

6. Proposals of implementing new features & technologies

As technology evolves, new tools and practices can provide expanded capabilities to platforms and better shopping experiences to their users. Here we will try to explore the future outlook of these five platforms with focus on technological advancements that we propose to use.

6.1 Turo

Embracing advancements in telematics and vehicle tracking technologies can enhance the security and monitoring of rental cars, providing both car owners and renters with peace of mind. By integrating advanced GPS tracking systems, Turo users can have access to real-time vehicle location. This feature will enable renters to easily find and navigate to the car they've booked, enhancing convenience and reducing pickup delays.

At the same time telematics can provide added security features, such as geofencing and anti-theft tracking. If a vehicle leaves predefined geographical boundaries without authorization, both the owner and Turo's support team can be alerted, allowing for a swift response in case of unauthorized use or theft. Furthermore, telematics can track driving behavior, including speed, harsh braking and acceleration. Users who rent their cars out can access reports on how their vehicles are being driven, promoting responsible driving behavior among renters. While by analyzing data collected through telematics, Turo can offer more accurate and dynamic pricing models. Prices could be adjusted based on factors like demand, location, time of day and vehicle performance, ensuring competitive rates for both renters and owners.

One last proposal is the implementation of "Turo Assistant" service powered by AI and machine learning. This service would offer personalized trip recommendations,

including local attractions, restaurants and scenic routes, based on the traveler's preferences and the car's location. "Turo Assistant" could also suggest itinerary adjustments in real-time, considering factors like traffic, weather and user feedback. By enhancing the overall travel experience, Turo can add value for both car owners and renters, encouraging longer trips and repeat bookings.

6.2 Boatsetter

Integration of real-time weather and marine traffic data into the platform can improve safety and navigation for boat owners and renters, enriching the overall user experience. Real-time weather data allows boat renters and owners to stay informed about current and forecasted weather conditions. Users can make more informed decisions about whether it's safe to go out on the water, helping to prevent accidents and potentially dangerous situations. In case of unexpected weather changes or emergencies, real-time weather and marine traffic data can be invaluable for making quick decisions. Users can find nearby safe locations or seek assistance from authorities if needed. Also, renters can plan their trips more efficiently by checking weather conditions in advance. They can schedule their boating activities during periods of fair weather, ensuring a more enjoyable and comfortable experience on the water.

Real-time marine traffic data enables boat operators to identify busy or congested areas on the water. This information can be valuable when planning routes to avoid heavily trafficked or potentially hazardous regions.

The integration of both technologies into the Boatsetter platform allows for seamless communication between boat owners, renters and the support team of the platform. Users can receive alerts and updates directly through the platform, ensuring everyone is on the same page regarding safety and trip changes. Offering real-time weather and marine traffic data within the Boatsetter app or website creates a more comprehensive and user-friendly experience. Users won't need to visit external websites or apps for weather updates, making the platform a one-stop-shop for all their boating needs.

Lastly, the team can create a "Boat Care Network" that connects boat owners with certified marine maintenance and repair professionals in their area. Boat owners can schedule routine maintenance, repairs and cleaning services directly through the platform. This feature ensures that boats remain in optimal condition, reducing downtime and enhancing safety. It also opens up additional income opportunities for marine service providers, expanding the ecosystem around Boatsetter and promoting responsible boat ownership.

6.3 Poshmark

Implementing virtual try-on technologies and augmented reality features can enable Greek consumers to try on pre-owned clothing virtually, boosting buyer confidence and engagement.

Virtual try-on allows users to see how an item fits their body shape and size, reducing the chances of buying ill-fitting clothing. With the ability to visualize how clothing items look on them, buyers are more likely to make informed purchase decisions. The increased confidence in their choices can lead to higher conversion rates for sellers on the platform and this will lead to a decrease in return rates.

AR can enable personalized product recommendations based on a user's virtual try-on history. By analyzing the styles and preferences of users, Poshmark can suggest clothing items that are more likely to align with their tastes. Also, buyers can have fun exploring products with AR features, increasing the time spent on the platform and potentially leading to more purchases.

By offering virtual try-on and AR features, Poshmark can stand out from other fashion marketplaces, attracting more sellers and buyers to the platform. This differentiation can give Poshmark a competitive edge in the online fashion marketplace industry. With these two technologies users will have an immersive experience which will replicate the feel of trying on clothes in a physical store, enhancing the overall shopping experience on Poshmark.

One last proposal for this platform is the introduction of "Poshmark Sustainable Fashion Score" for listings, leveraging AI to evaluate the sustainability of each clothing item. Factors like material sourcing, production methods and shipping practices would be taken into account. Buyers can then make more informed decisions about purchasing items that align with their eco-conscious values. Sellers can showcase their commitment to sustainability, fostering a greener fashion community on Poshmark.

6.4 DogVacay

Incorporating AI-driven pet matching algorithms and video chat features can help connect pet owners with suitable sitters and provide a more personalized pet care experience.

The AI algorithm can analyze pet owners' preferences, their pets' needs and sitters' profiles to suggest the best matches. This ensures that pets are placed with sitters who can provide the appropriate care and attention they require. At the same time, the algorithm can take into account specific pet care requirements, such as dietary needs, exercise routines and medical conditions. This leads to personalized care for each pet, enhancing their overall well-being during their stay. By providing accurate and relevant sitter matches, pet owners will have increased trust and confidence in the platform's ability to find suitable caregivers for their beloved pets.

Video chat allows pet owners to have a virtual introduction with potential sitters before making a final decision. This virtual meet-and-greet enables them to assess the sitter's interaction with pets and ask any questions they may have. Also, allows for direct communication between pet owners and sitters with real-time updates to pet owners,

showing them how their pets are doing during their stay. This feature keeps owners informed and reassured about their pets' well-being.

Last but not least, they can develop a "Pet Health and Wellness Dashboard" for pet owners and sitters. This feature would allow users to track and monitor their pets' health, including exercise routines, dietary intake and medical records. It could also provide reminders for vaccinations and vet appointments. By promoting proactive pet care and transparency, DogVacay can further enhance the trust and confidence of pet owners on the platform, ensuring their pets receive the best possible care.

6.5 TaskRabbit

Leveraging blockchain technology for secure and transparent transactions between users and service providers can build trust and streamline payment processes on the platform.

Blockchain can enable secure and near-instantaneous peer-to-peer payments between users and taskers. Transactions are recorded on the blockchain, eliminating the need for intermediaries like banks and reducing transaction fees. Smart contracts can be used to automate task agreements between users and taskers. The terms of the contract are written into code and the funds are released automatically when the conditions are met, streamlining the payment process. With transparent and immutable records on the blockchain, disputes between users and taskers can be resolved more efficiently. The history of the task, including communications and agreements, can be easily accessed and verified.

Also, by implementing a "Skill and Task Certification System" that verifies the expertise and qualifications of taskers on the platform. TaskRabbit could collaborate with accredited institutions and organizations to offer online courses and certifications for various skills. Taskers who complete these courses and pass certification exams would receive a special badge or designation on their profiles. This feature not only ensures quality service but also provides taskers with opportunities for skill development and higher-paying tasks based on their certifications.

By implementing the above new technologies and ideas, the platforms can significantly enhance the overall user experience, making them more convenient, secure and efficient. It empowers users with crucial information, enables smarter decisions and reinforces customer satisfaction. At the same time will create a competitive advantage for the above marketplaces against other competitors.

7. Appendix

Information about the platforms and how they operate, retrieved from:

<https://turo.com/>
<https://www.boatsetter.com/>
<https://poshmark.com/>
<https://dogvacay.com/>
<https://www.taskrabbit.com/>
<https://www.airbnb.gr/>
<https://www.uber.com/gr/el/>

Figures for the various market that each platform is active, retrieved from:

<https://www.ibisworld.com/greece/industry-statistics/car-rental-leasing/4080/>
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For the activity of airbnb and uber in Greece, information retrieved from:

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<https://medium.com/athenslivegr/mapping-the-dominance-of-airbnb-in-athens-4cb9e0657e80>
<https://www.kathimerini.gr/economy/561891454/airbnb-i-ellada-proti-se-zitisi/>
<https://thediscoverynut.com/uber-in-greece/>
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<https://greekreporter.com/2018/04/05/uber-shuts-down-one-of-its-services-in-greece/>
<https://greekreporter.com/2014/10/27/uber-expanding-in-greece/>
<https://www.itpossible.gr/uber-ellada-epistrofi/>
<https://www.metaforespess.gr/mesa-mazikis-metaforas/%CE%B5%CE%BD%CE%B9%CF%83%CF%87%CF%85%CE%BC%CE%AD%CE%BD%CE%B7-%CE%B7-%CF%87%CF%81%CE%AE%CF%83%CE%B7-%CF%84%CE%B7%CF%82->

[%CE%B5%CF%86%CE%B1%CF%81%CE%BC%CE%BF%CE%B3%CE%AE%CF%82-uber-%CF%83%CF%84%CE%B7/
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