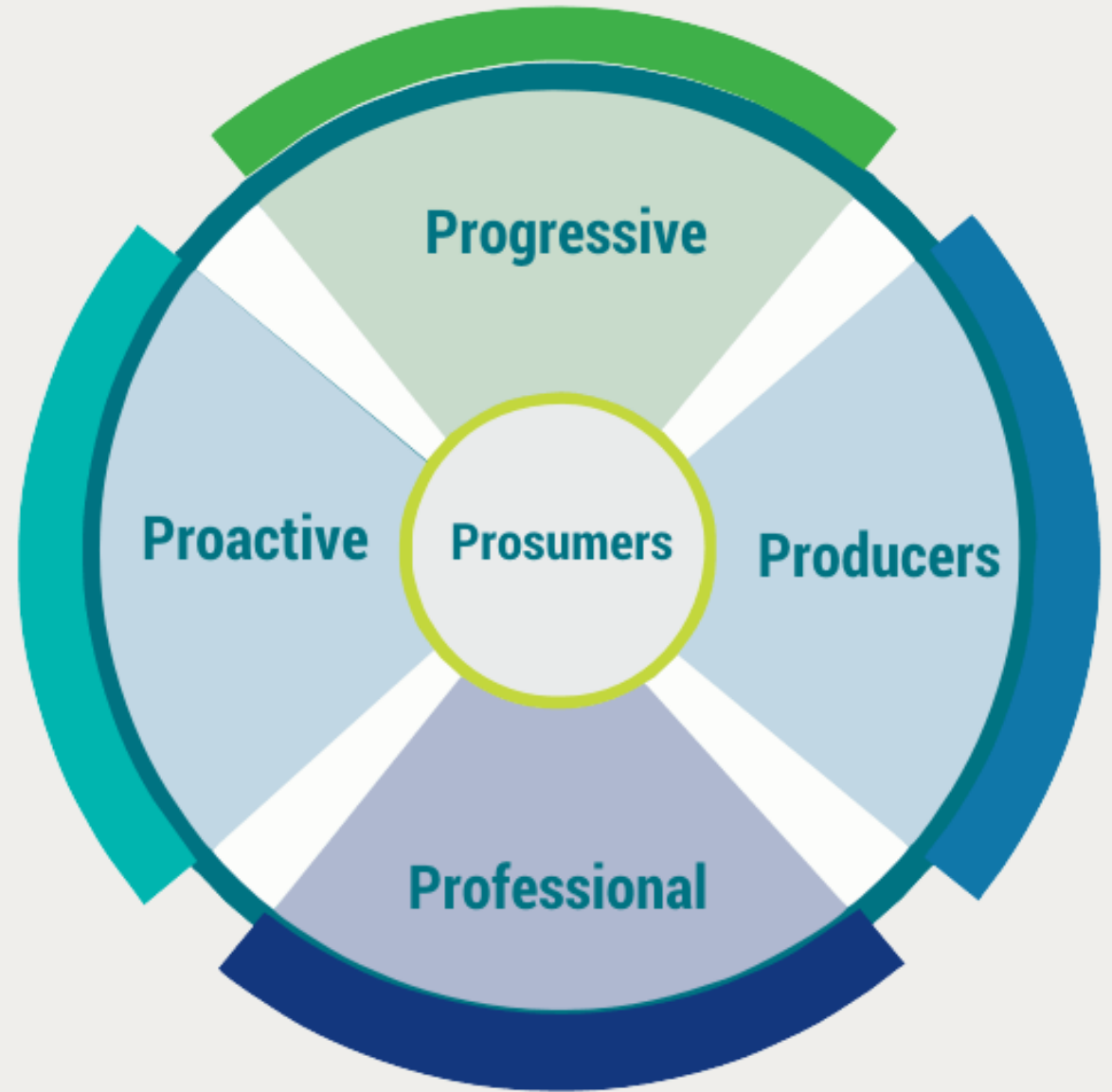


Prosumers are
Passionate and
Powerful

PRO 





Let's do this!
We can make the world a better place.

My opinions matter. I want to customize to fit my personal needs.

It would be more efficient if we shared resources.

This makes my life more enjoyable. Smart choices lead to better solutions – that I can help to define.

I like to share things that I find interesting and entertaining.



Advocate

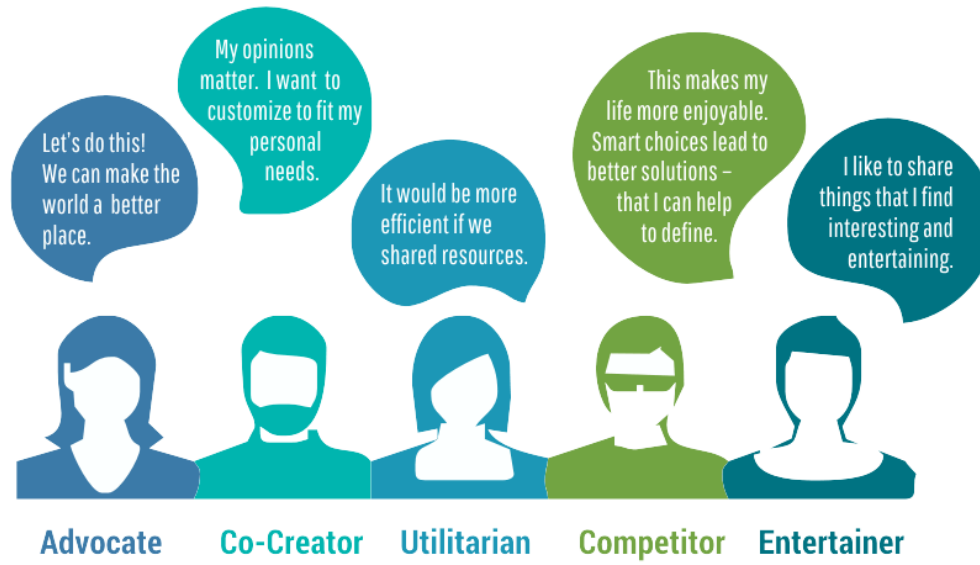
Co-Creator

Utilitarian

Competitor

Entertainer

Interconnected Communities



The Prosumer Economy Spectrum

