

Table of Contents

Executive Summary.....	1
Local On-Demand Economy: The Present.....	2
An Industry is Born.....	2
LODE's Driving Factors	5
LODE Fundamentals	6
How Does it Work?.....	6
The New Search.....	7
Flipping the Model	8
Economic Impact?.....	9
Local On Demand Economy: The Background	10
Demand Side: A Remote Control for the Physical World.....	10
It's a Millennial Thing.....	10
You Need Holes, Not a Drill.....	11
Supply Side: The 1099 Economy	11
Punch in/ Punch out.....	12
The Dark Side of LODE.....	13
Local On Demand Economy: The Future.....	13
Demand Pricing.....	13
Mobile Payments.....	14
APIs	14
Conclusion.....	15
Next Steps	16
About BIA/Kelsey.....	18
About the Author	18

