

Team Economy

Traditionally, commercial activity has been organized with help of limited liability companies and corporations. This model grew to its current status during the industrial revolution. The 'bastillion' of the limited company can be divided into three building blocks: assets, control of supply chain and teams or human resources. These are combined and controlled to gain market share and to prevent other type of organizations from entering the business.

The new networked activity models of the information revolution have recently started to challenge this industrial era bastillion. First, platform economy (embodied by companies like the Apple App store, eBay, TaskRabbit or GitHub) challenged the traditional supply-chain model. Then, sharing economy (embodied by companies like Uber, Airbnb and various Factory-as-a-Service concepts) challenged the traditional consolidated production capital model with a networked model.

However, the organized HR has been mainly restricted to limited company and thus far remained unchallenged. The transformation of work into more networked form actually increases the pressure to new embodiments of *team economy*. Simultaneously, challenging the traditional model of organization of work with a more networked concept is required to complete the information revolution and to reap full benefit from the emerging platform economy and sharing economy.

The initial embodiments of *team economy* can already be seen in the forms of temporal teams and open source projects. In addition, charity workings and social innovation projects include some aspects of such networked organizations. Common factor between these is goal-oriented cooperation where teams form around some common goal or object of collaboration. The traditional companies are also involved in such networked arrangements of *team economy* to some extent in alliance contracting models.

Like the platform economy and sharing economy that precede it, *team economy* does not scale without information-era tools. It requires specific tools and conceptual changes to facilitate scalable networked commercial activity. We develop the key elements of these enabling tools.

Initial development and validation is completed during a challenge competition focusing in inventing new approaches to how to get skills to more effective use (<http://ratkaisu100.fi>).