



Business in the You-Centered Economy

3 Touchpoints of the #YouEconomy

1. Connection. Today's consumers crave a deeper connection to themselves, their environment, others, and even *their stuff*.
2. Experience. Today's consumers want a multi-dimensional experience of the products & services they consume.
3. Meaning. Today's consumers want to better understand their own purpose and are looking to commerce to help them do it.

