Everybody’s business: way outside Gustavson’s classrooms

Winning isn’t always about the trophy, but fourth-year BCom student Martin Guinto did earn his share of glory at the final competitions of the 15-university EcoCAR 2 challenge this month. Guinto, the UVic team’s business manager, won second place for his presentation, and one of the judges later told him that his was the most business-focused. Along with that success, Guinto gained a trunkful of other takeaways.

“I was goal-oriented before,” said Guinto, “but now I’m more so.”

Also, professionalism was all-important and it stood the whole team in good stead when they didn’t place as well as they’d expected in the engineering and performance parts of the prestigious multi-year competition.

“You really see what people are made of at a competition,” said Guinto. “The team didn’t fare as well as we thought we would, but you learn your lessons and we know that everyone put in 100 percent.

“At the end of the day,” he said, “we were celebrating.”

The money-free economy

There are 80 million sharers in the US, 10 million in Canada and “In the collaborative economy, people can get what they need from each other – instead of buying from you.”

What can you do about it?

Find out in Sharing is the New Buying: How to Win in the Collaborative Economy, from Sustainable Brands.