Maslow’s pyramid of human needs

- **Physiological needs:**
  - Food, water, warmth, rest

- **Safety needs:**
  - Security, safety

- **Belongingness and love needs:**
  - Intimate relationships, friends

- **Esteem needs:**
  - Prestige and feeling of accomplishment

- **Self-actualization needs:**
  - Achieving one’s full potential, including creative activities
Traditional economic transaction triangle

CONSUMER

INTERMEDIARY
TRADE
BANKING

PRODUCER
MANUFACTURING
AGRICULTURE
Hardware and software provider model

Software

System

Aplication

Hardware

www.eavsi.com
Internet DATA model
Internet PLATFORM model

CUSTOMER

INTERNET PLATFORMS
(uber, lyft, sidecar)

MONEY

SERVICE

SERVICES PROVIDERS
(drivers)

MONEY