powerful driver for the new tomorrow. The need to get around a city safely, conveniently and with as little carbon emissions as possible works – it's Capitalism 101. But because Uber grows within the shell of the taxi industry all it really does is open a city to enclose it for itself. The marketing Uber uses to disrupt the grip one or more taxi companies have on a city is to present a common pool resource. Much closer to the truth may be that when Uber isn't wrapping itself in cloaks of communal good, it is simply a capitalist (like eBay, Airbnb and PayPal) that profits from the needs of typically urban people connected to the internet. A city is "closed" when Uber's enclosure is complete: when it has successfully disrupted taxis, changed long, cabbie dynasty, this city's now open. A city is excluded when Uber is running the show. Uber's need to bring traffic to the app means that it actively closes cities that may be full of opportunities for the city to effectively function. It actively encloses what could be a more open city that may be far more beneficial to the city. While Uber may present itself as the "alternative", it profits from the needs of typically urban people connected to the internet, and, because of that, can be understood as a business trying to capture its market. As long as it is able to capture its market, it will keep moving to new cities. "Capture your market" is a mantra for a reason. And that reason is because it makes it very difficult for more meaningful alternatives to emerge.

How Uber came to be worth such significant sums is a question that profits keep rolling in. "Capture your market" is a mantra for a reason. And that reason is because it makes it very difficult for more meaningful alternatives to emerge.

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