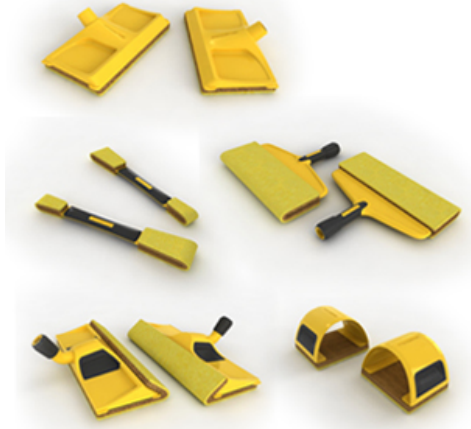




**Recent experiences in
the OSHW World**
by marco perry of pensa



We design products, brands, services and experiences.



We live the intellectual property world



POV on Patents



Holding ideas hostage



Ensure ROI for ideas

POV on Open Source

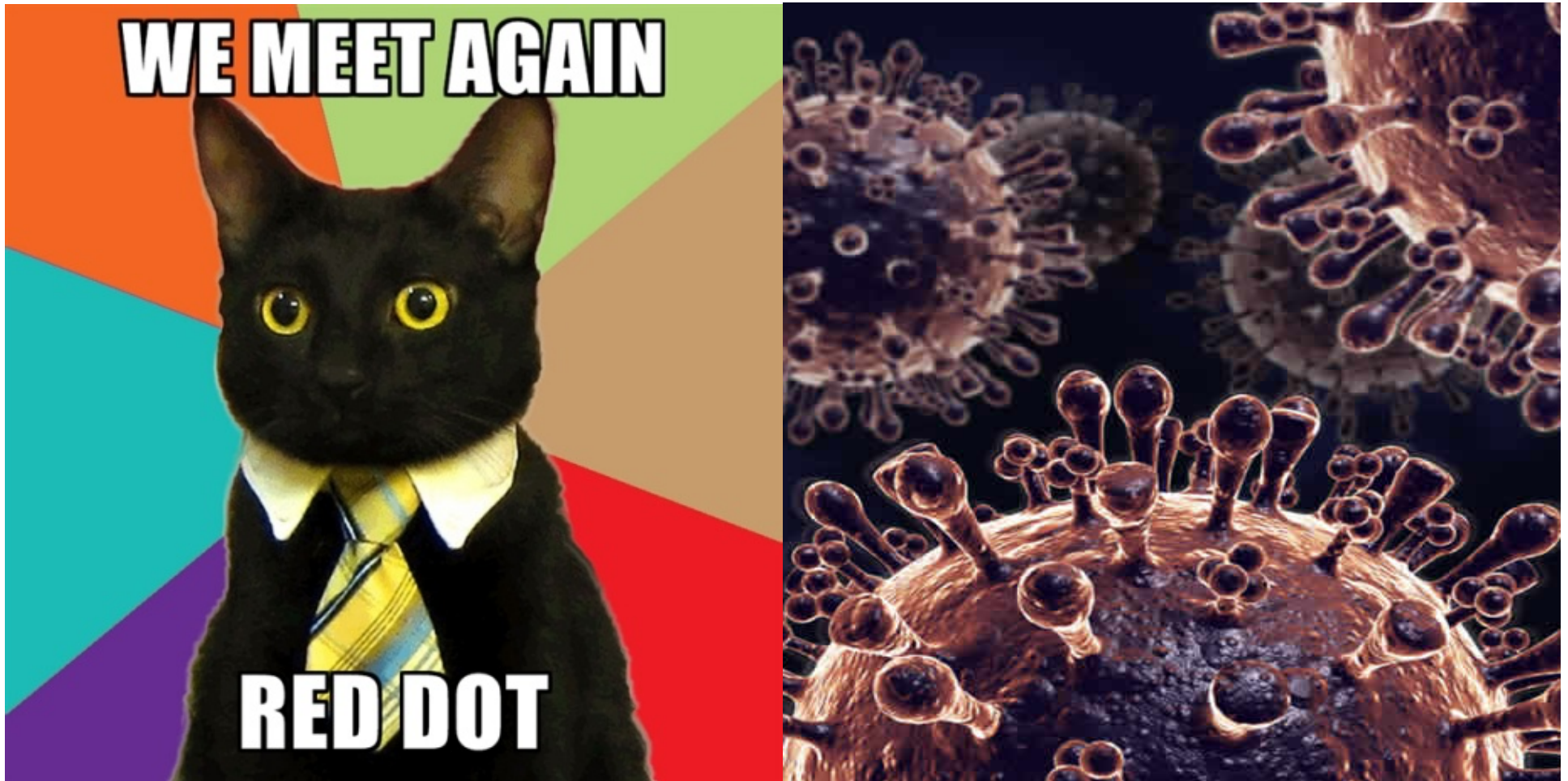


For the greater good



Giving away hard work for
free

POV on Viral Open Source Licenses



Viral = Good!

Viral = Very very bad

POV on Each Other

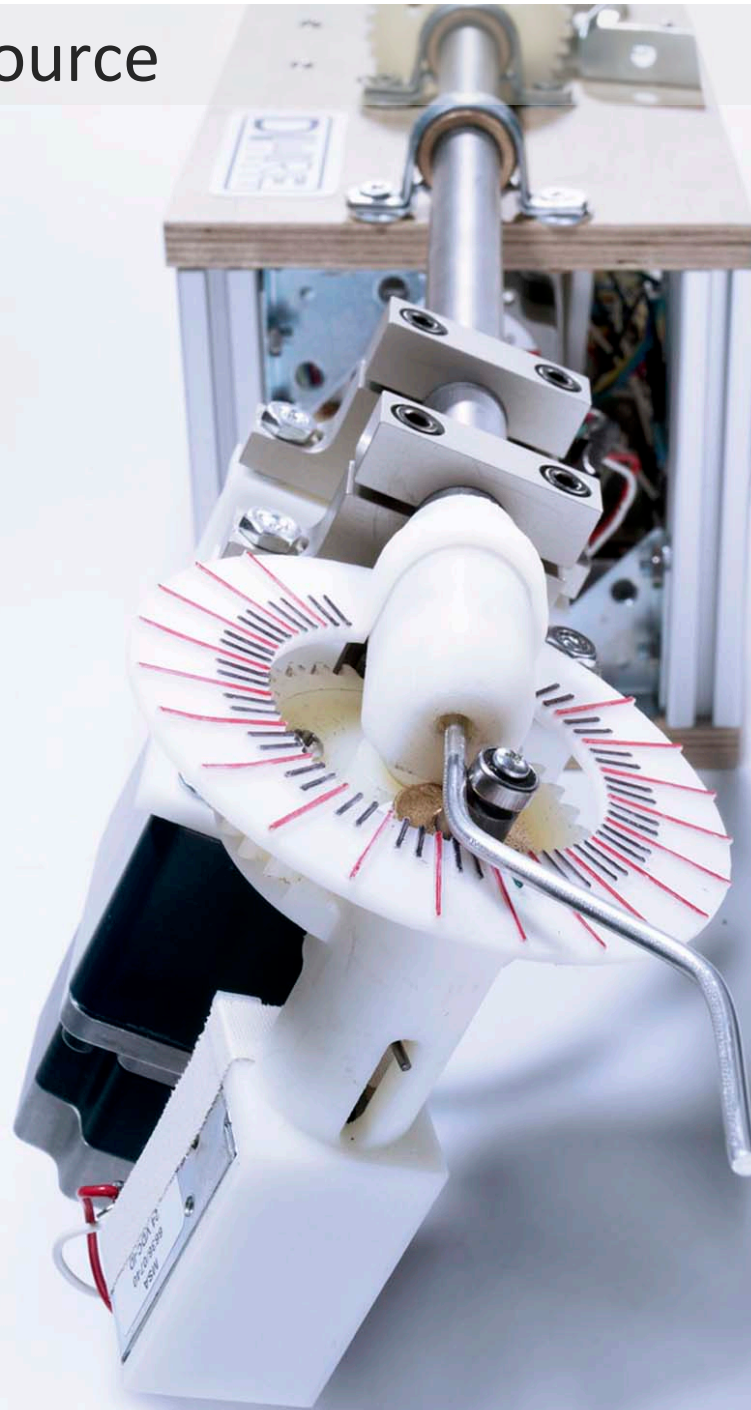


Bunch of digital hippies!



Bunch of d*bags!

DIWire is open source



Perceived design process

Company

Consumer



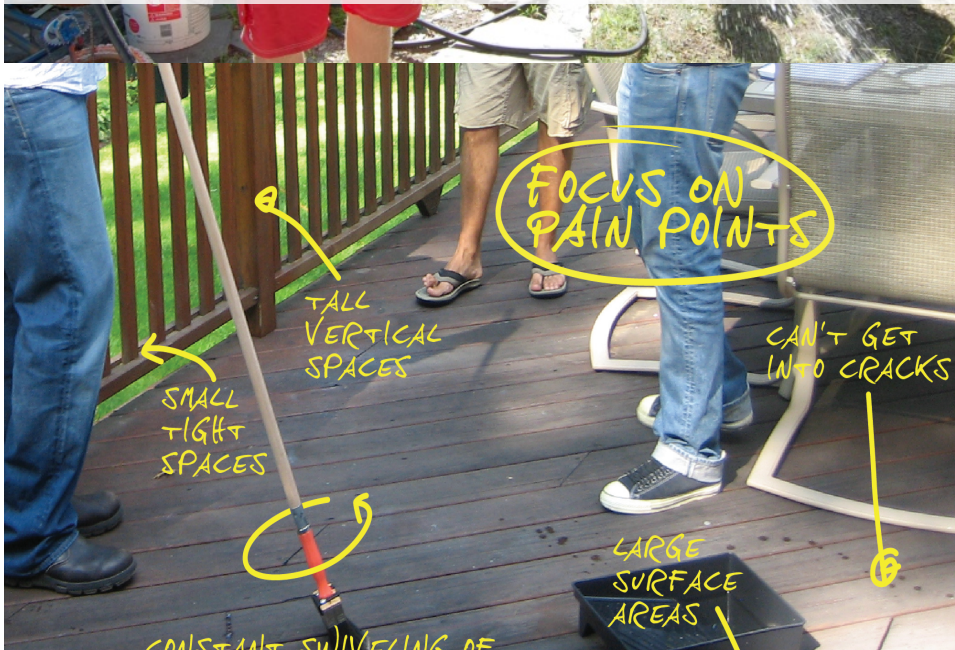
But where do *great ideas* come from?



Observe



Analyze

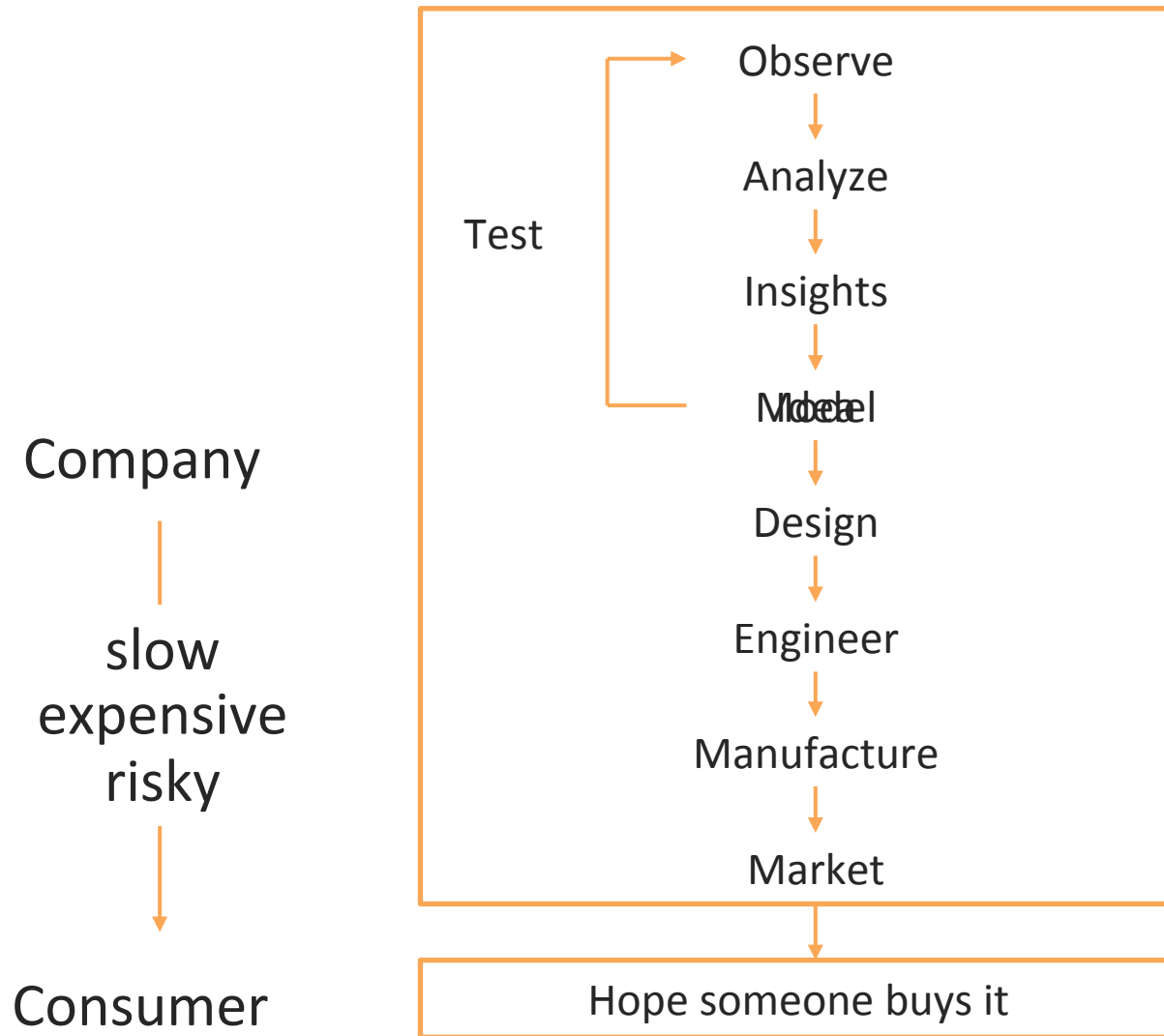


Insights

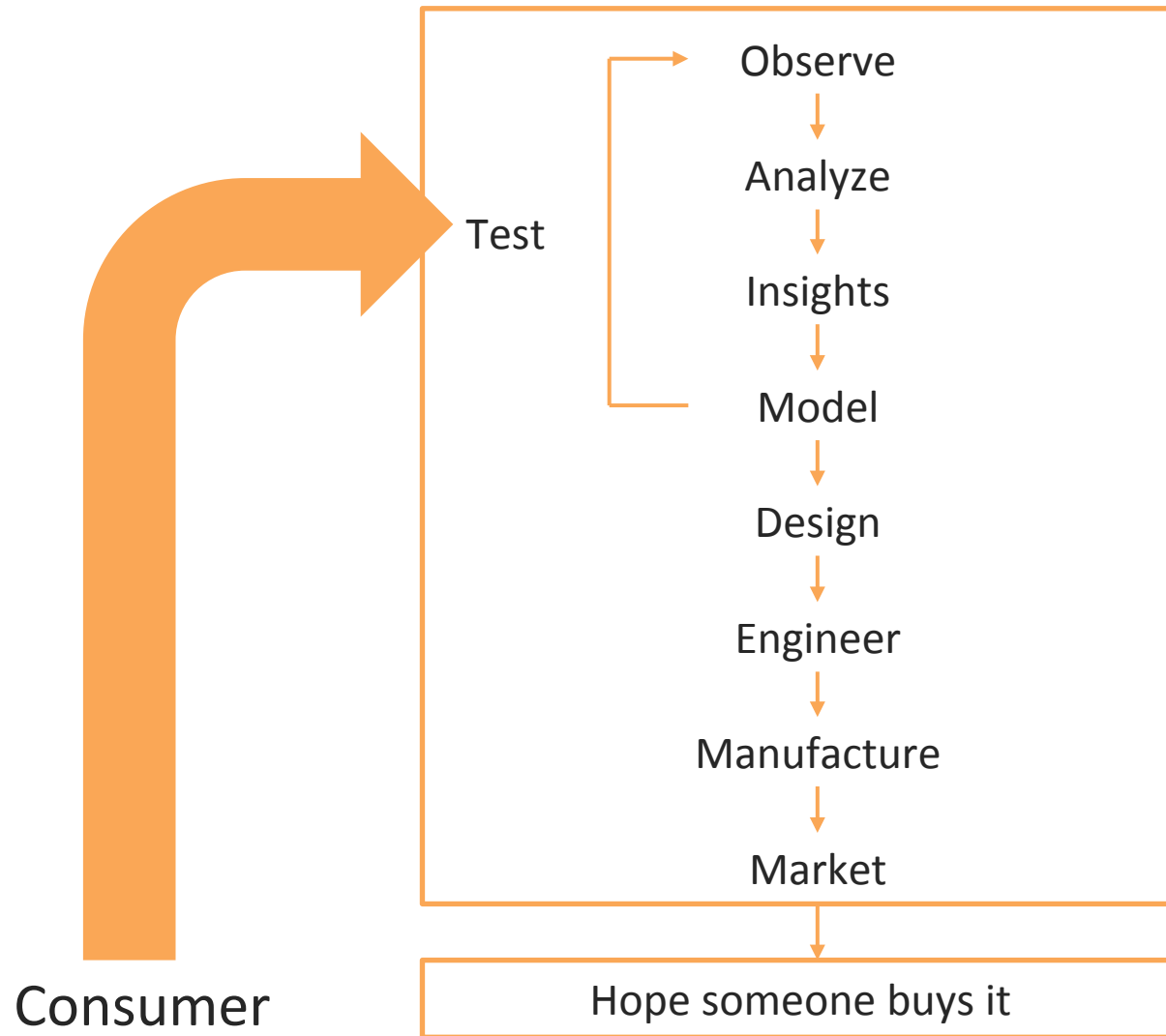


Model and test

Improved Development Model



Improved Development Model



New development models

Crowdsourcing



Remix



Personalization



Crowd Funding



Mass Customization



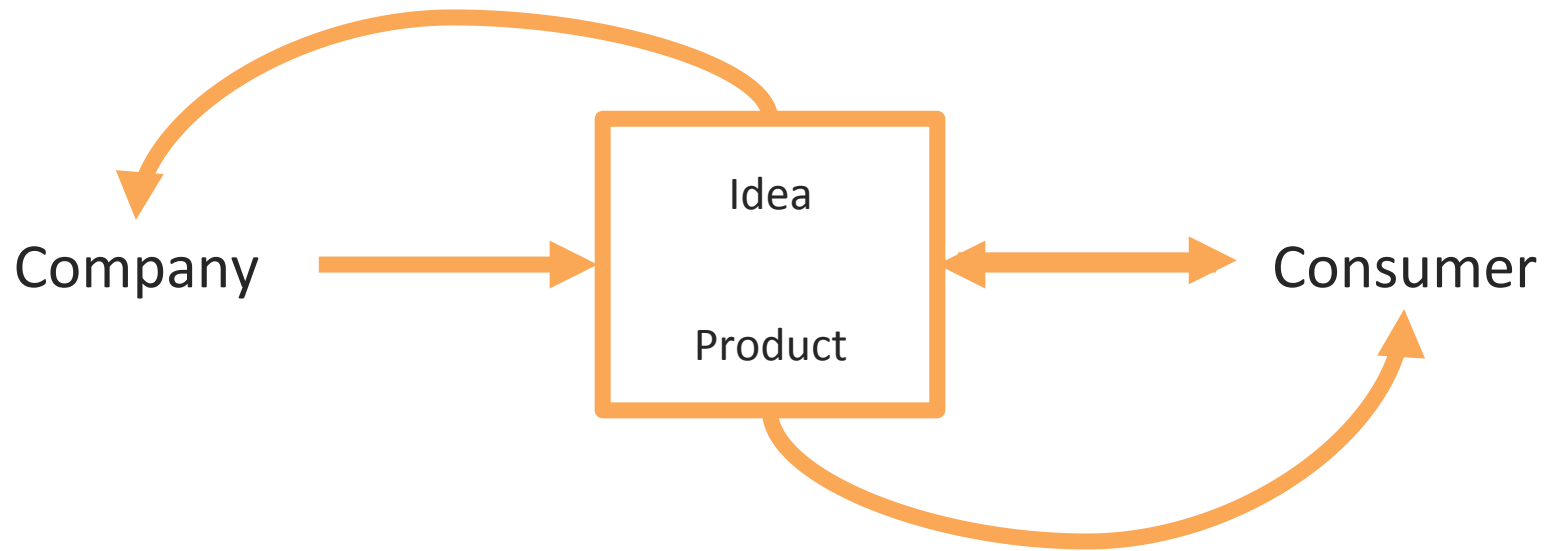
Participatory Design



Personal Production



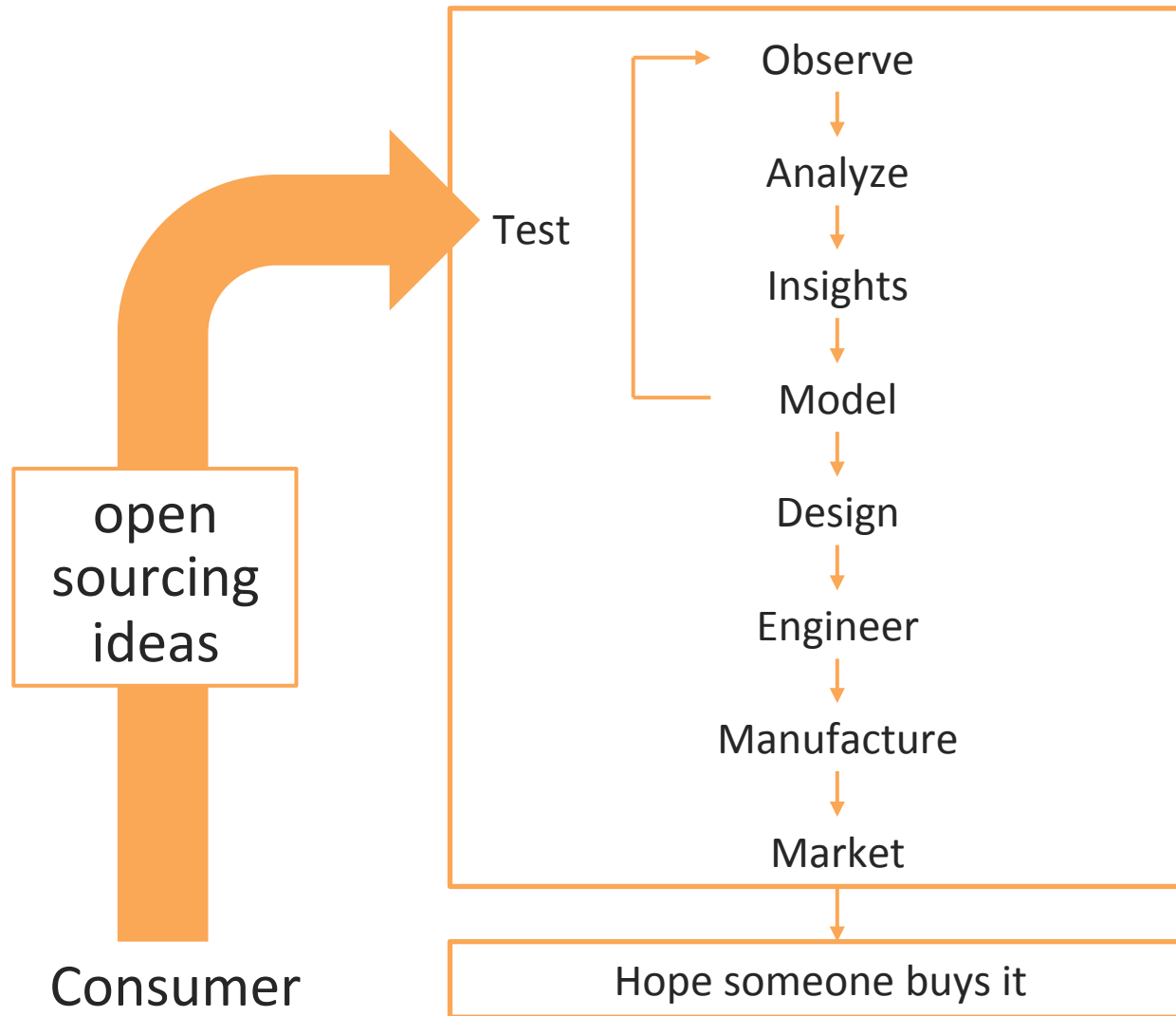
A shift in the development process



Instant feedback loop
Community driven
Built together

leading to...
Less risk
More success

Can Open Source be an *Improved Development Model*



It is cheaper...



“Free” customer service by the community



Free advertising from blogs and viral posts



Easier adoption by newbies



Less lawyer fees

But there are legitimate concerns



Clones/Knock-Offs



Lower priced models



Better performance



Speed to market

These aren't Open Source issues...they're *business problems!*

OXO



\$13.99

Good Cook



\$6.92



\$17.99



\$13.50



\$8.99

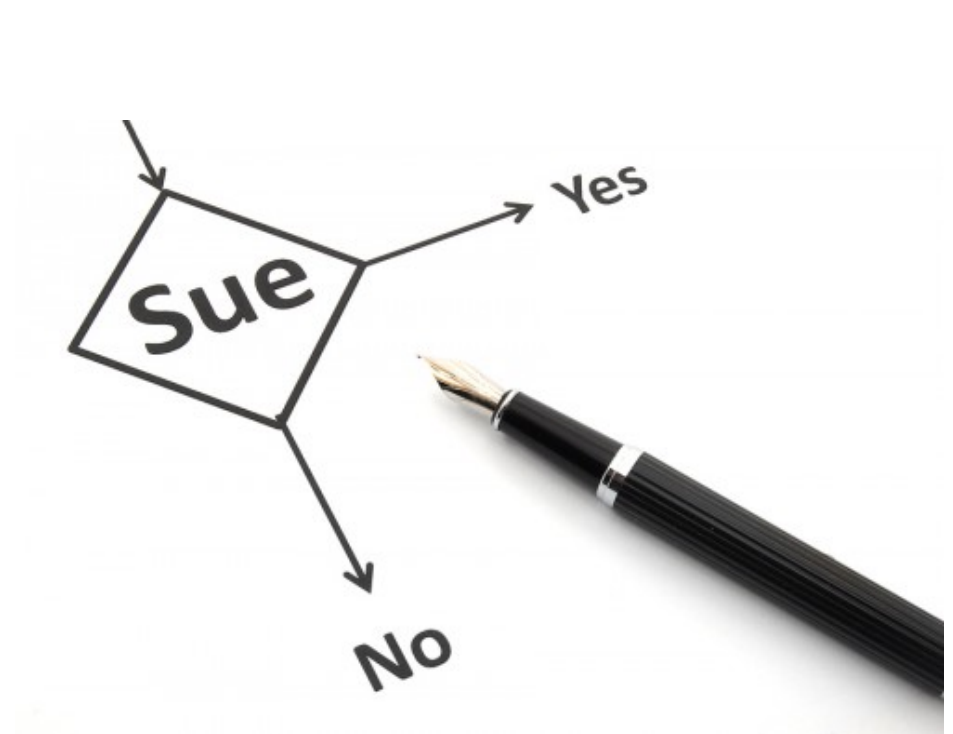


\$2.30

and patents are just a form of *defense*.

A patent is not “law”
it’s *a place in line*
saying “I invented this first”

Patents are only as strong as
their *financial backing*
to sue the competition



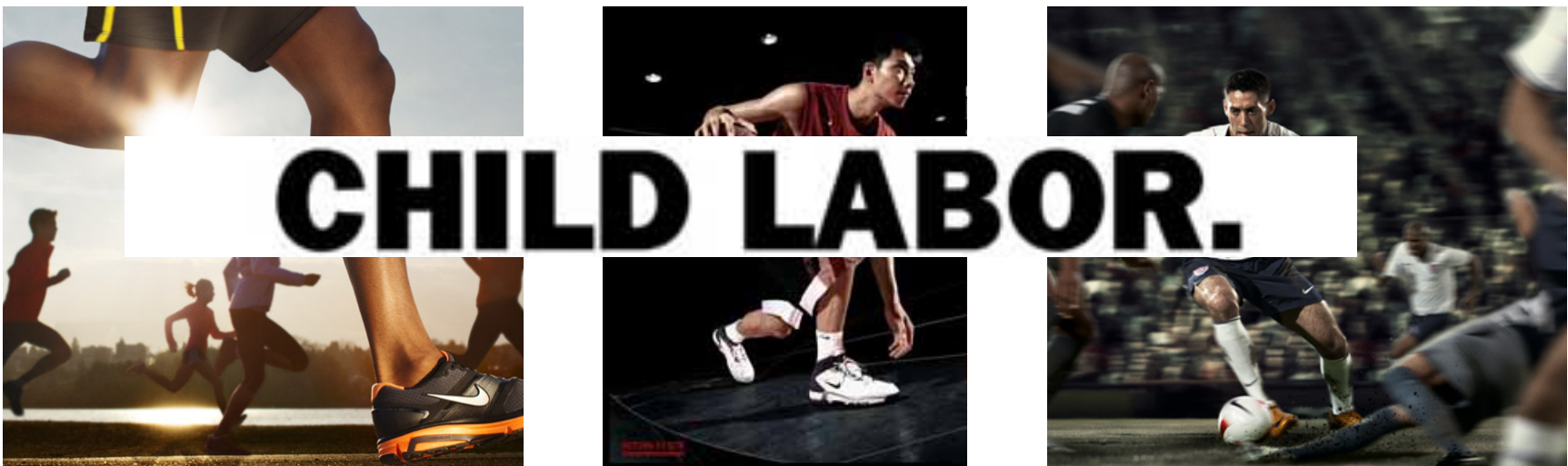
Defense doesn't win in marketplace – a great *brand* does



Great brands have *loyal fans* that *share the same values*



But if they see the *values compromised*, they flee



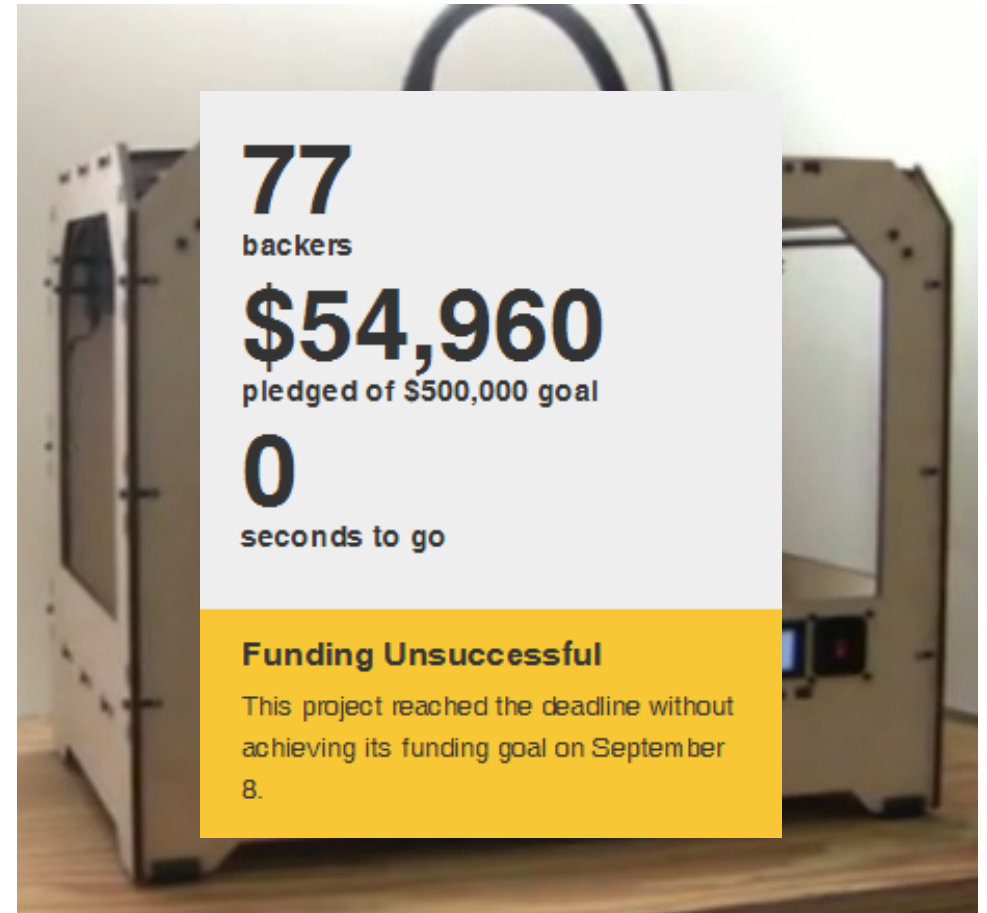
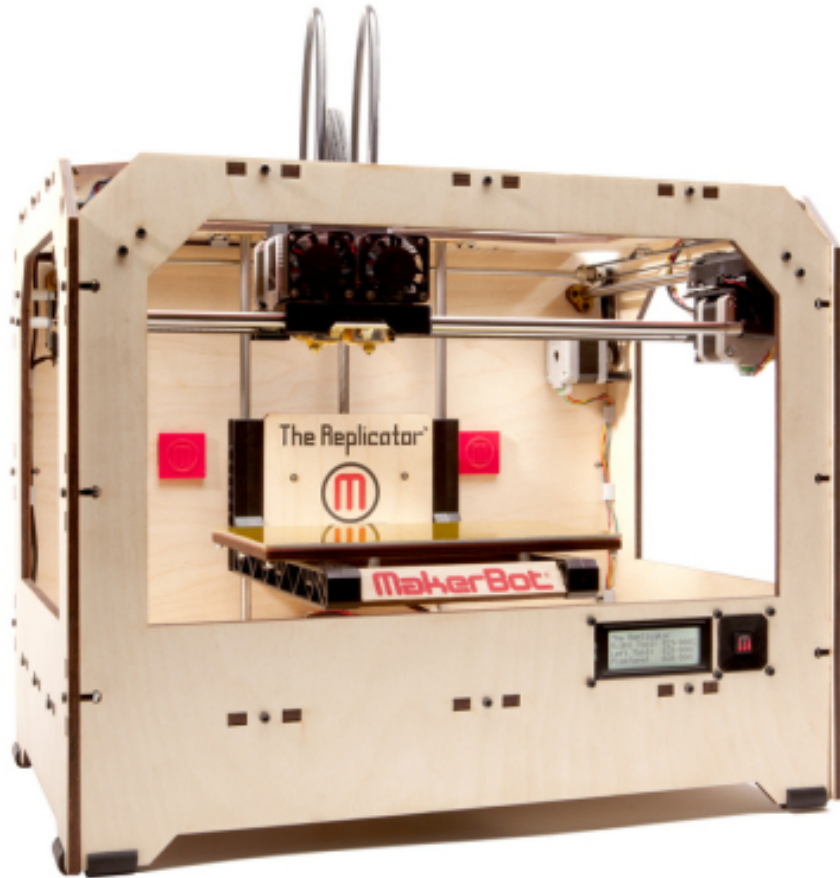
Open Source *loyal fans value openness, sharing and co-creation*

Make:
makezine.com



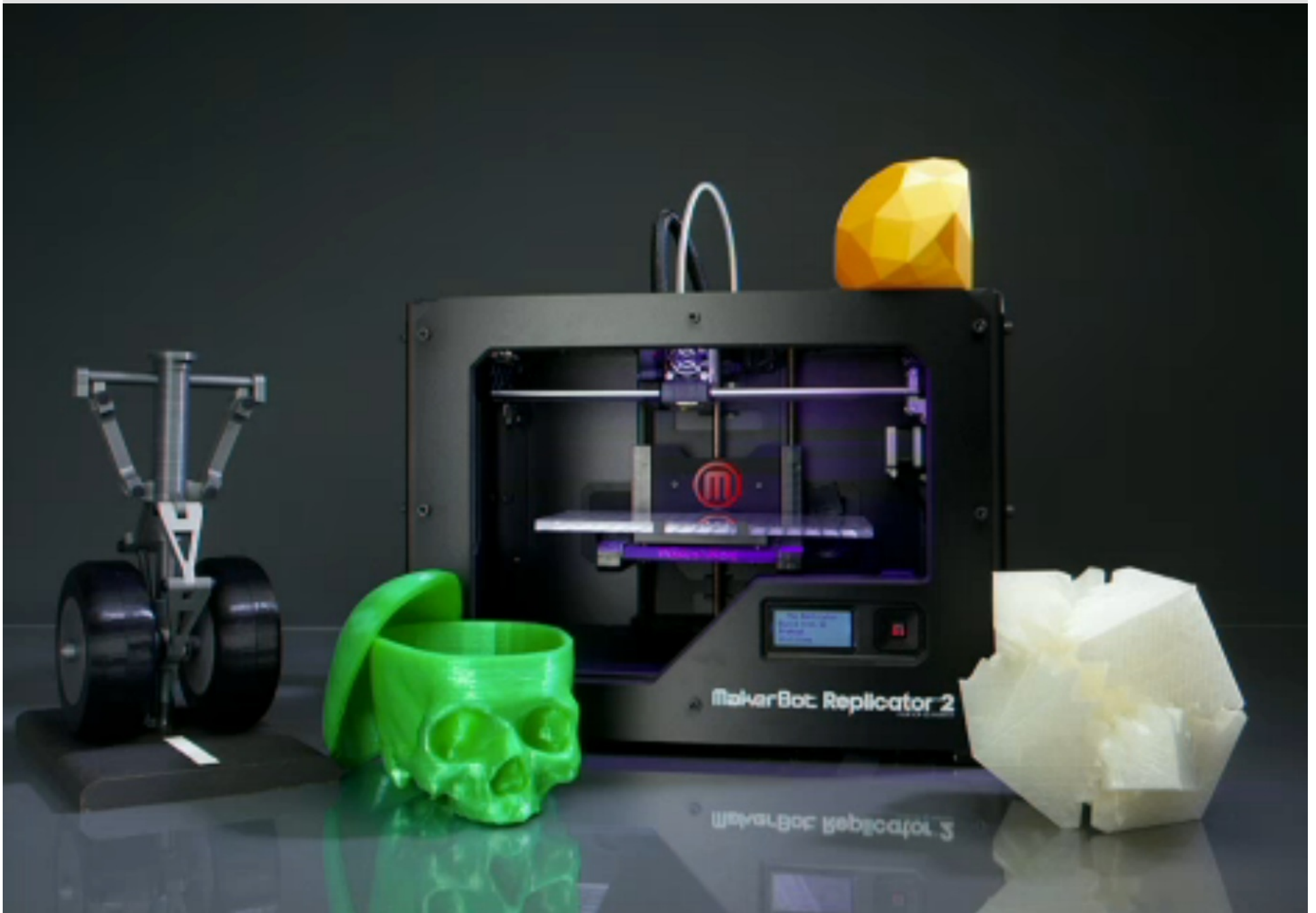
O'REILLY®

And the ones that *don't share those values, perish.*



TangiBot cloned The Replicator by MakerBot for roughly a 33% discount. But they didn't *evoke the same values...so they lost.*

Concerns aren't about *Source Code* they are about *brand values*.



So we will continue to open source, but always with an eye on ...



*the brand
the broader community it serves
and the business model*

Thank You 