

Discussion Outline

Fab Businesses: Approaches, Platforms, Organizations

1. Approaches

Who designed it?

Who makes it?

How is it made?

What is it made of?

When is it made?

Who sells it?

Are the answers to any of these questions part of the value proposition?

- a. Mass produced consumer products
- b. On demand production and fulfillment
- c. Personalization and Customization
- d. Product Designs with production/fulfillment partners
- e. Products embedded in services

2. Platforms

What does self-publishing look like with bits and atoms?

- a. Personalization/Customization (Design)
- b. Production
- c. Fulfillment
- d. Promotion
- e. Sales

3. Organizations

- a. Funders
- b. Platform providers
- c. Service providers