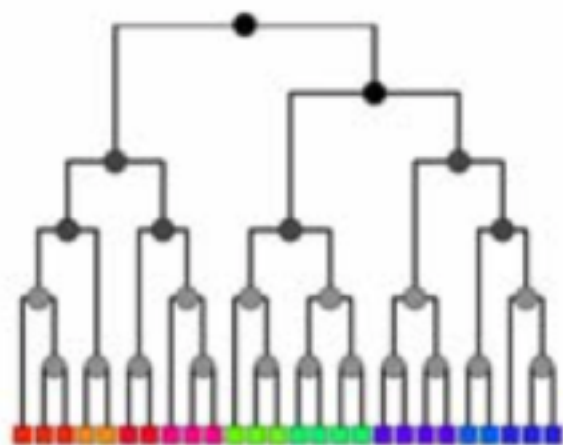




**“Open”**

- **Organizational behavior mode**
  - Networks > hierarchies
  - Social capital > \$\$\$
- **A way to codify what we can agree upon, for good of all**
  - Open standards
- **Intellectual property type**
  - e.g., open educational resource
- **Software license category**
  - e.g., BSD, MIT, GNU



# Benefits & Risks of Open

- Many Benefits
  - Efficiency
  - Speed development innovation
  - Lower development costs
  - Community, network effects
- Also Potential Risks to Manage
  - Messy IP (assurances, indemnification)
  - Uncontrolled quality
  - Lack of accountability
  - Displace investment



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