



Aalto University

# DesigningOpenInnovation.01

## Open Source and Open Innovation

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<http://www.slideshare.net/openp2pdesign>



11.03.2013



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01.

# Free Software and Open Source



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# What is Open Source (Software)? A generic definition

A (software) project published with a **license** that facilitates its **access + modifying + sharing** in a collaborative way.

A (software) project developed **collaboratively** by a **community**, based not on hierarchy but on **reputation**.

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A new model of mass collaboration, based on user-generated content and commenting.

Source: <http://www.time.com/time/magazine/article/0,9171,1570810,00.html>

# Why Open Source in Software?



Source Code (human readable) --> Binary Code (machine readable)

Source: <http://www.flickr.com/photos/nyoin/3342043239/>

# Why Open Source in Software?



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Source Code (human readable) --> Binary Code (machine readable)

Source: <http://www.flickr.com/photos/exlibris/2997090116/>

# Why Open Source in Software?



mozilla  
**Firefox**®

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Source Code (human readable) --> Binary Code (machine readable)

Source: <http://www.flickr.com/photos/ladymixy-uk/3650120464/>

# History of Open Source: the beginning



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Few big computers: Software given as free, time and collaboration are the great resource people share.

Source: [http://en.wikipedia.org/wiki/Mainframe\\_computer](http://en.wikipedia.org/wiki/Mainframe_computer)

# History of Open Source: closed software



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'80s: Software becomes closed for making (more) business.

# History of Open Source: Free software

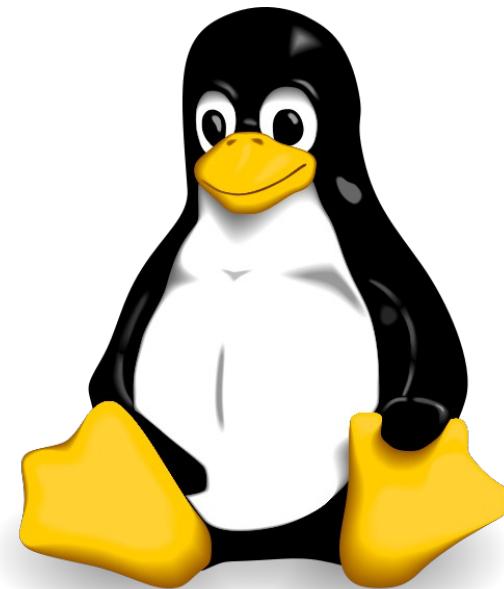


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'80s: An hacker tries to make it Open (or, Free) again.

Source: [http://en.wikipedia.org/wiki/Richard\\_Stallman](http://en.wikipedia.org/wiki/Richard_Stallman)  
[http://en.wikipedia.org/wiki/GNU\\_Project](http://en.wikipedia.org/wiki/GNU_Project)

# History of Open Source: Linux



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'90s-...: Linux is created thanks to Internet.

# History of Open Source: Open Source software



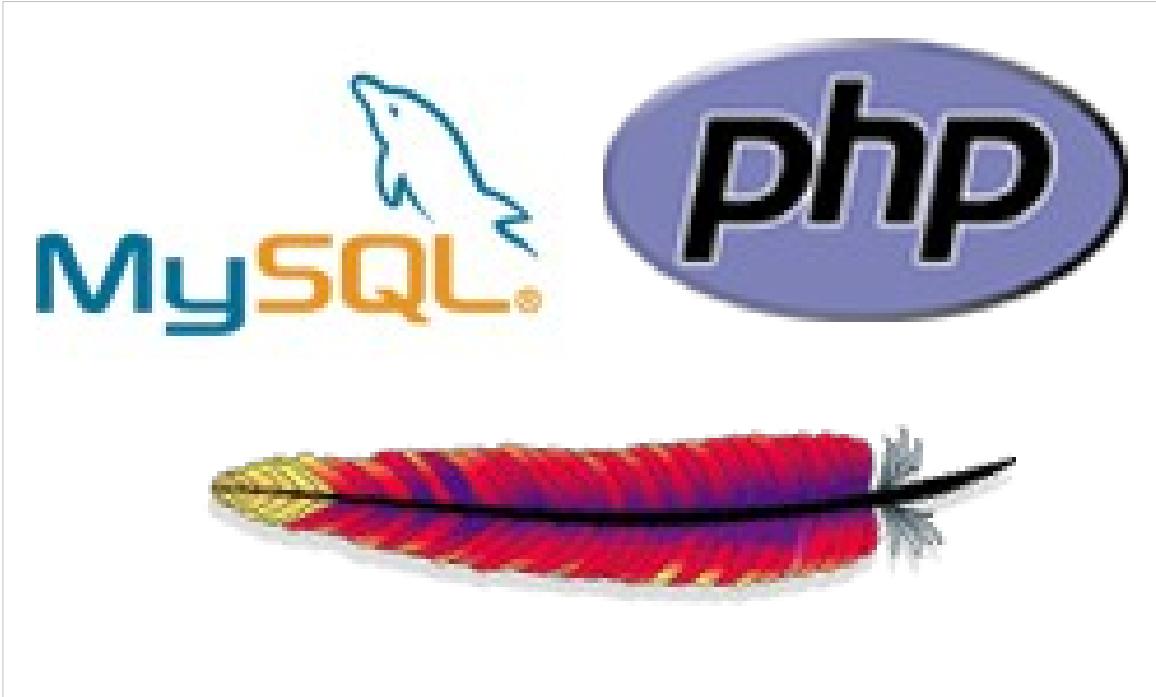
**open source**

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With the Free/Open term war Open Source becomes successful.

Source: [http://en.wikipedia.org/wiki/Open\\_Source\\_Initiative](http://en.wikipedia.org/wiki/Open_Source_Initiative)

# Open Source Softwares: PHP+MySQL+Apache



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On the majority of web servers: LAMP stack  
(L)inux (A)pache (M)ySQL (P)hp

# Open Source Softwares: Mozilla



mozilla  
**Firefox®**

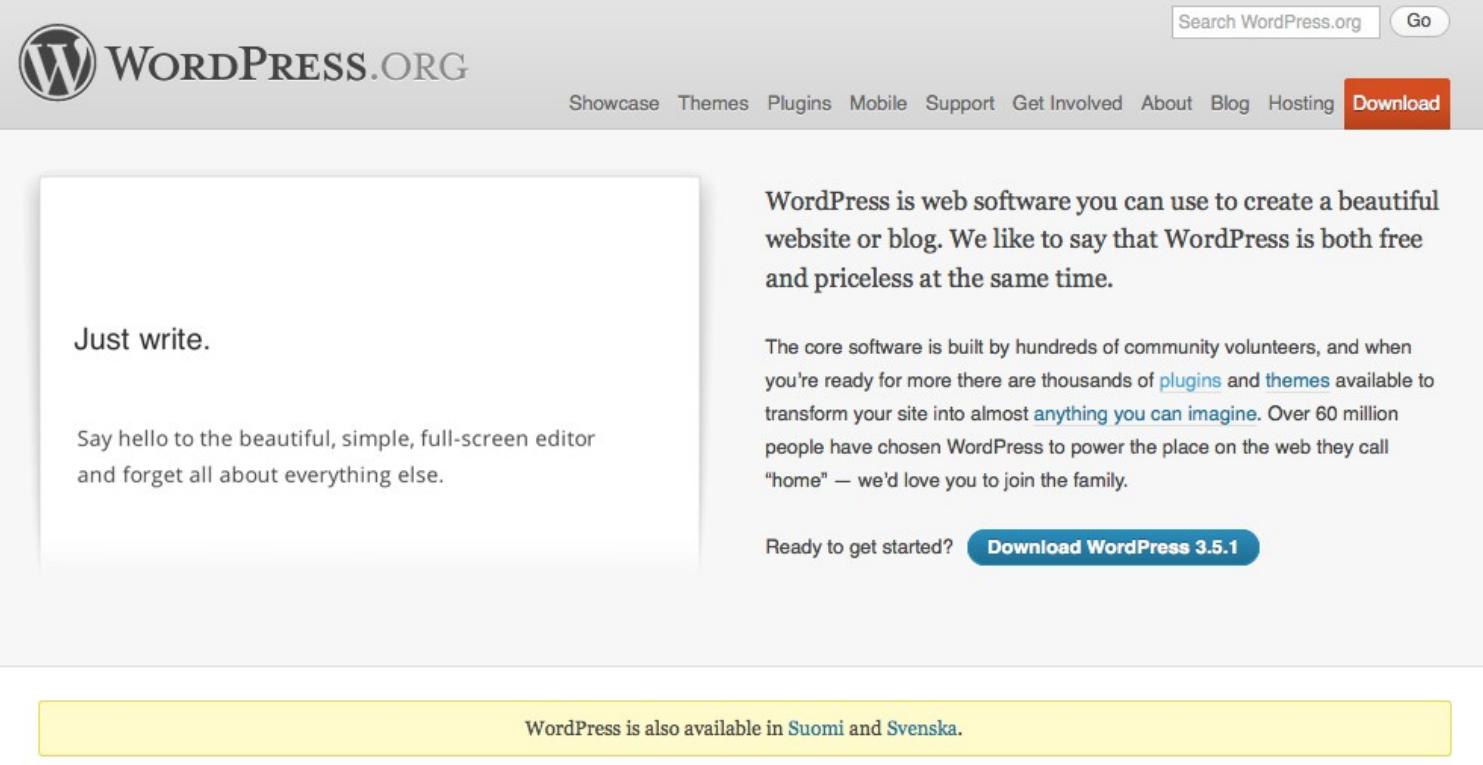


mozilla  
**Thunderbird™**

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Browsing the web and reading e-mails...

# Open Source Softwares (just few examples)



The screenshot shows the homepage of WordPress.org. At the top, there's a navigation bar with links for Showcase, Themes, Plugins, Mobile, Support, Get Involved, About, Blog, Hosting, and a prominent red "Download" button. To the left, there's a large white box containing the text "Just write." and "Say hello to the beautiful, simple, full-screen editor and forget all about everything else." To the right, there's a descriptive text block about WordPress, followed by a "Ready to get started?" link and a "Download WordPress 3.5.1" button. A yellow banner at the bottom states "WordPress is also available in Suomi and Svenska."

WORDPRESS.ORG

Showcase Themes Plugins Mobile Support Get Involved About Blog Hosting **Download**

Just write.

Say hello to the beautiful, simple, full-screen editor and forget all about everything else.

WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of [plugins](#) and [themes](#) available to transform your site into almost [anything you can imagine](#). Over 60 million people have chosen WordPress to power the place on the web they call "home" — we'd love you to join the family.

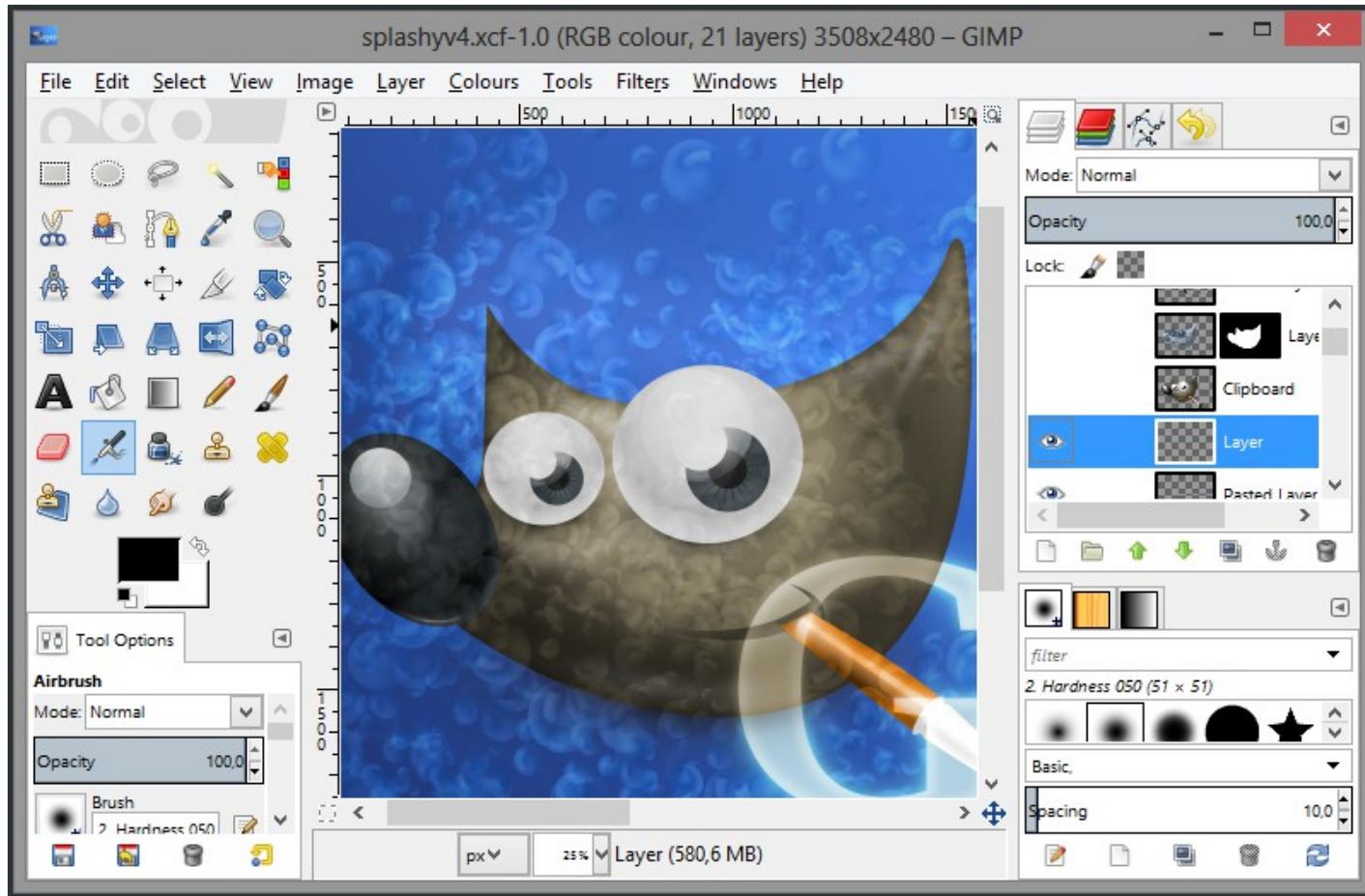
Ready to get started? [Download WordPress 3.5.1](#)

WordPress is also available in [Suomi](#) and [Svenska](#).

Now it is even easier to run a website...

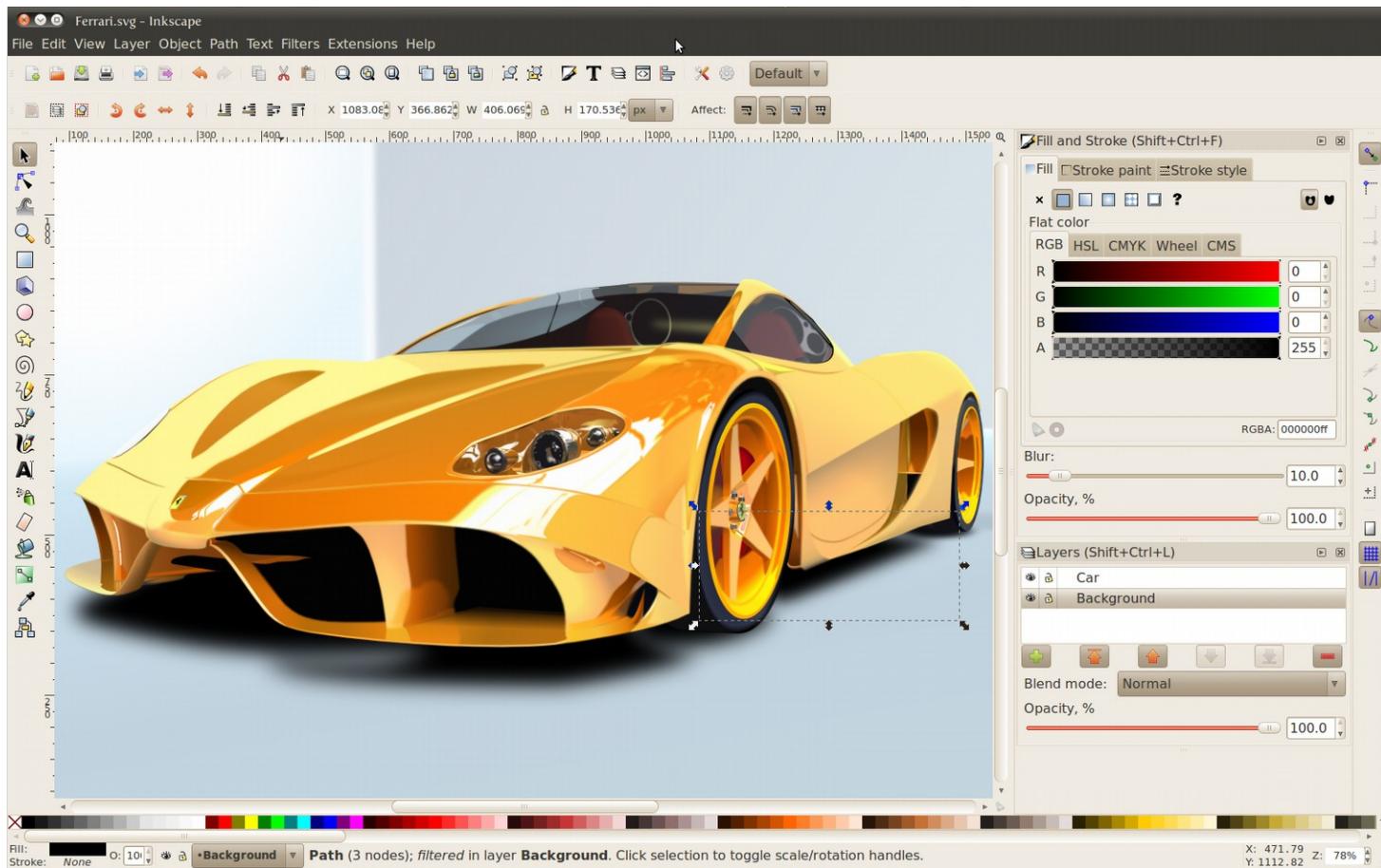
Source: <http://wordpress.org/>

# Open Source Softwares: GIMP



Now it is even easier to edit pictures...

# Open Source Softwares: Inkscape



Now it is even easier to edit vector drawings...

Source: <http://inkscape.org/>

# Open Source Softwares: Ubuntu

The screenshot shows the official Ubuntu website. At the top is a navigation bar with links: Home, Ubuntu, Business, Devices, Cloud, Download, Support, Project, Community, Partners, and Shop. To the right of the navigation is the "ubuntu" logo. Below the navigation is a horizontal menu with links: Take the tour, Features, What's new?, Why use Ubuntu?, and Why is it free?. To the right of this menu is a search bar with the placeholder "Type to search". The main content area features a large image of an open laptop displaying a red abstract background. A speech bubble originates from the laptop screen, containing the quote: "My Ubuntu setup is faster than a PC and prettier than a Mac..." attributed to "The Times". To the left of the laptop, the heading "Meet Ubuntu" is displayed above a paragraph of text. Below the paragraph is a link "Take the tour >". At the bottom of the main content area are social sharing icons: Facebook Like (30k), Google+ (3.2k), and Twitter (2,212). The bottom of the page is divided into three columns with questions and answers:

<b>What is an operating system?</b> An operating system is what makes your computer work, running all your programs and managing your hardware. Other examples include	<b>How does it compare to my system?</b> With Ubuntu, you can do all the things you can do with other operating systems. But with Ubuntu you can do them faster, more	<b>How can it be free?</b> Ubuntu is free and it always will be. That's because it's the work of open-source software experts from all over the world — people who believe software should be free.
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The most usable Linux distribution

Source: <http://www.ubuntu.com/ubuntu>

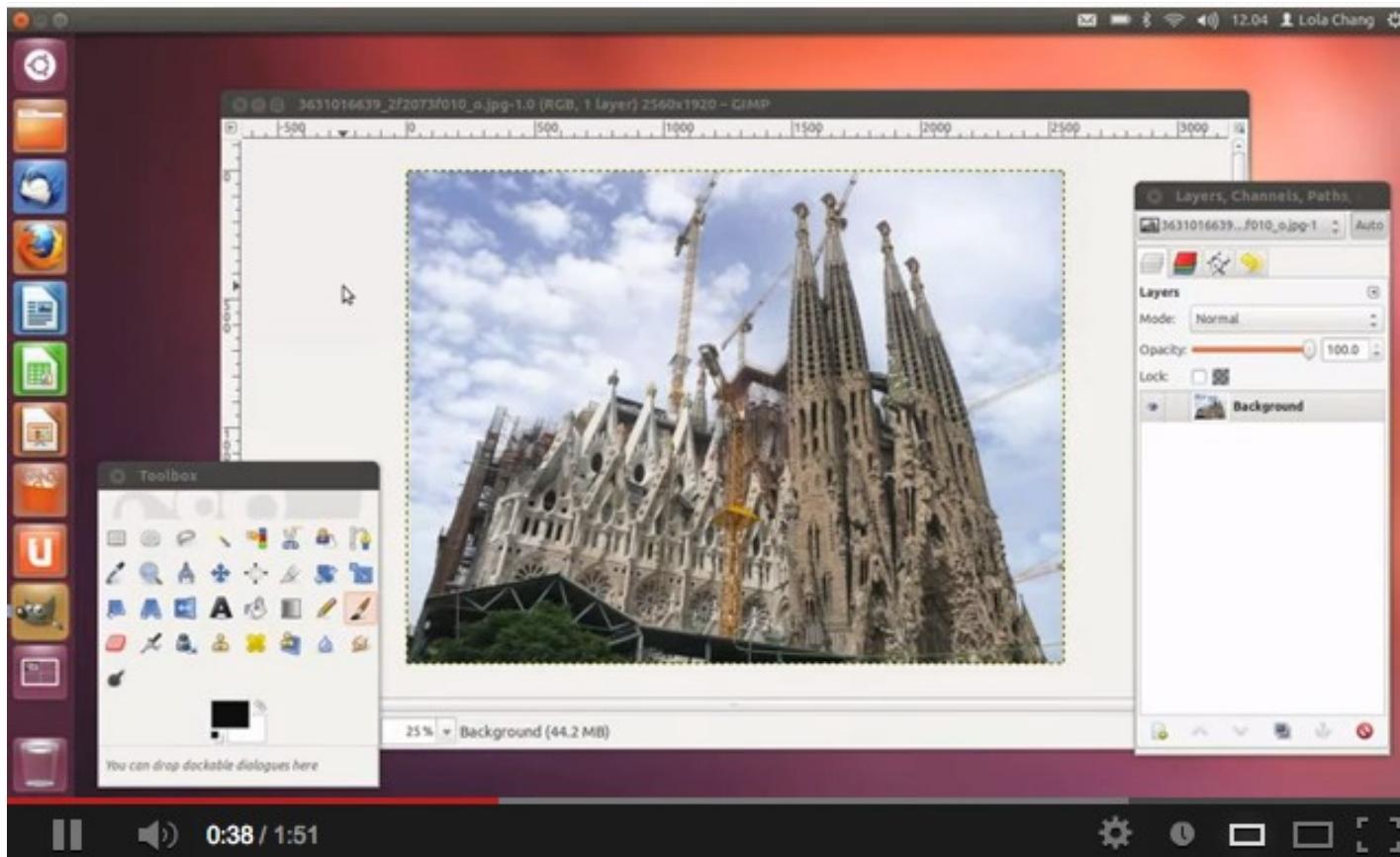
# Open Source Softwares: Ubuntu



The most usable Linux distribution

Source: <https://www.youtube.com/watch?v=t8rvCf7y604>

# Open Source Softwares: Ubuntu



The most usable Linux distribution

Source: <https://www.youtube.com/watch?v=Rk62hRBDSLGc>

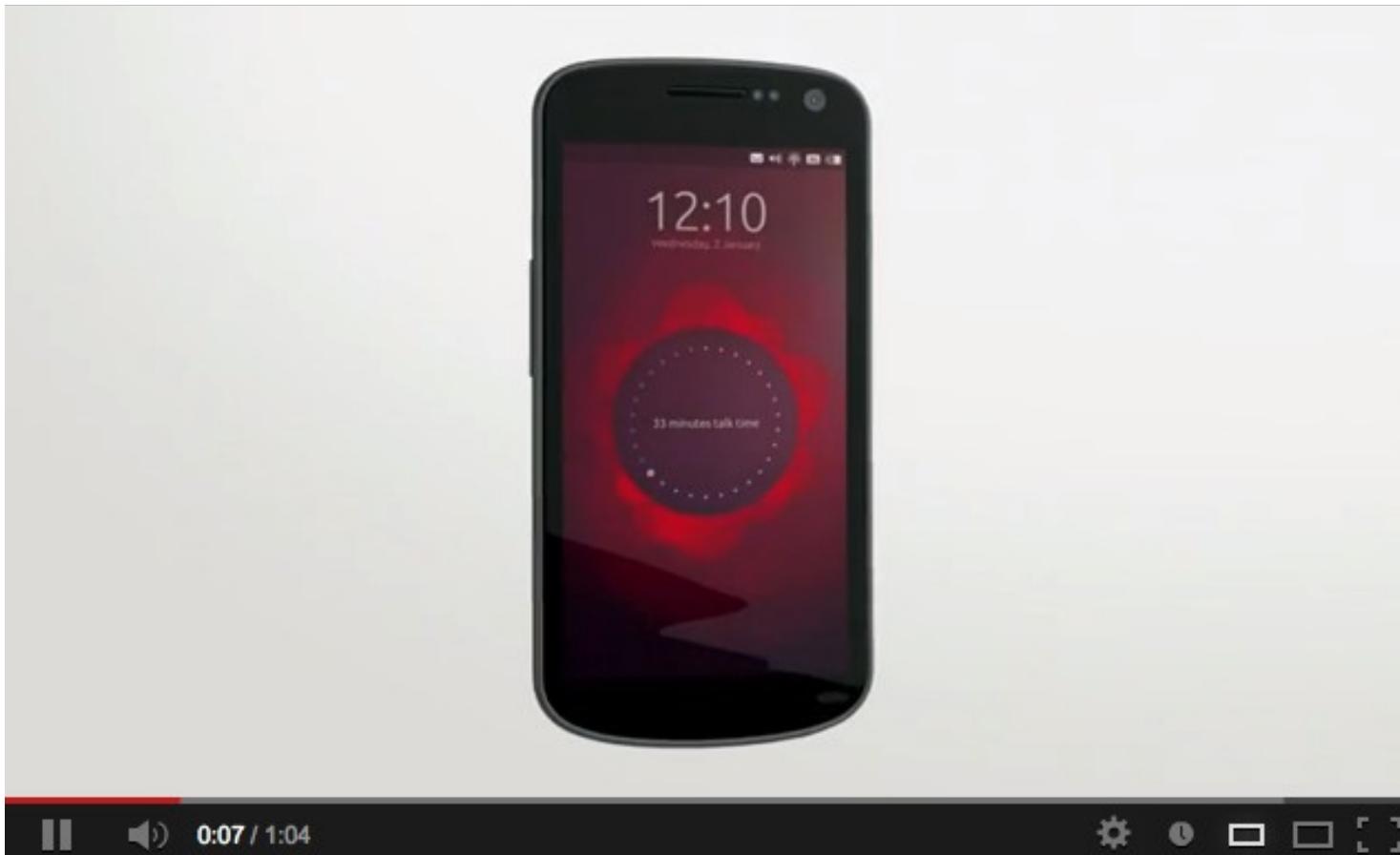
# Open Source Softwares: Ubuntu on Android



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The most usable Linux distribution

# Open Source Softwares: Ubuntu Mobile

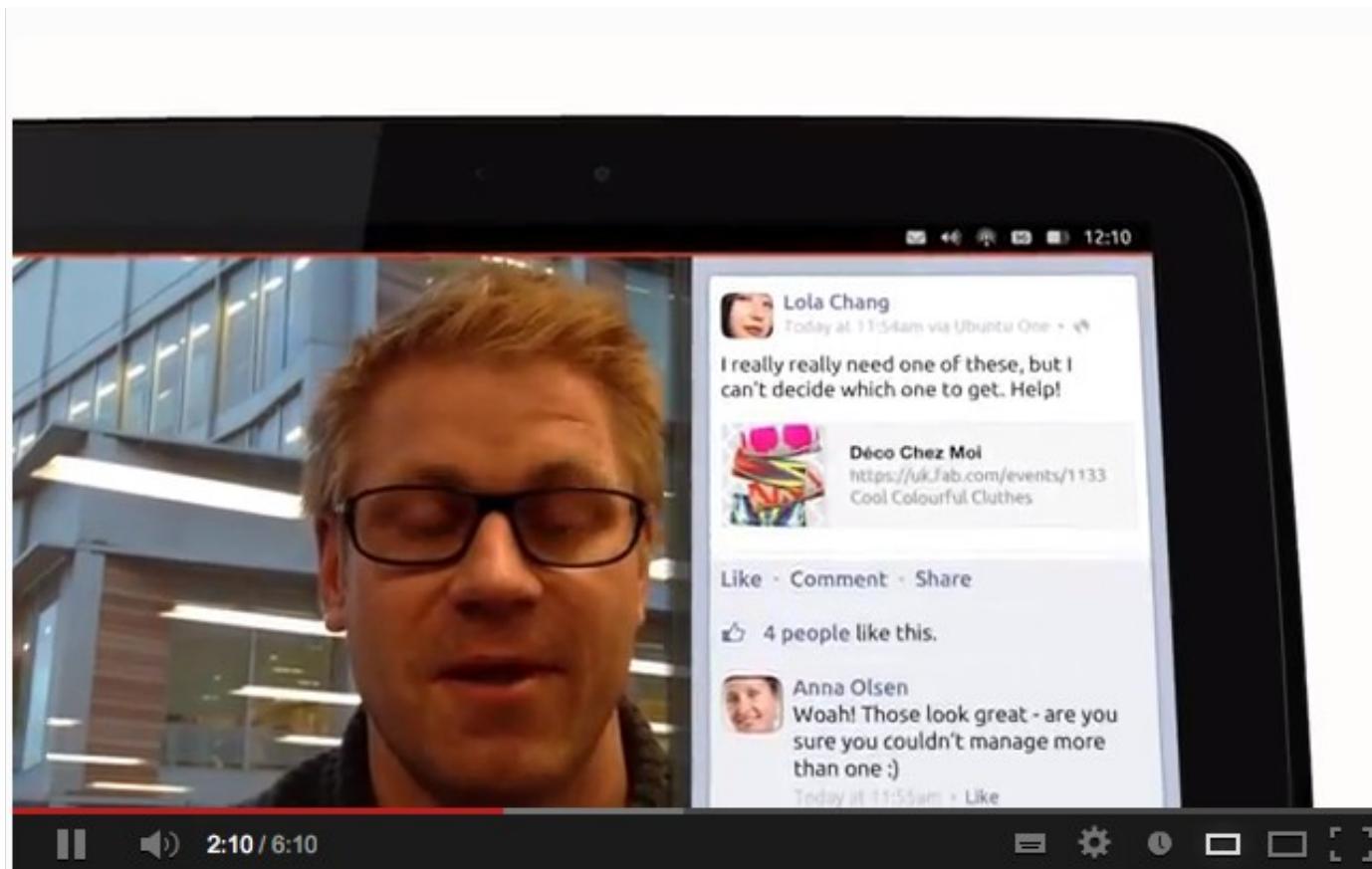


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The most usable Linux distribution

Source: <https://www.youtube.com/watch?v=LoXpLUr5WB4>

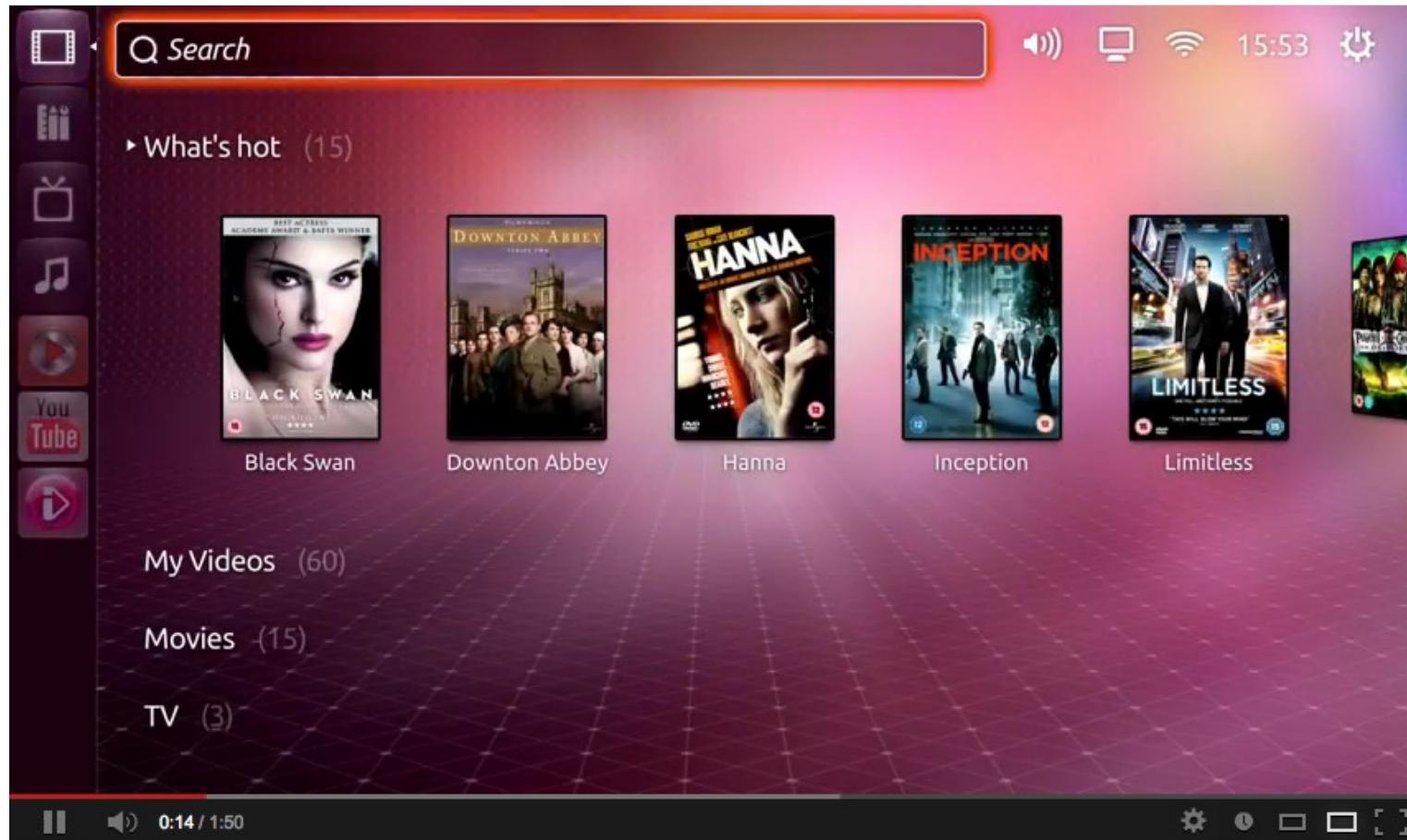
# Open Source Softwares: Ubuntu Tablet



The most usable Linux distribution

Source: <https://www.youtube.com/watch?v=h384z7Ph0gU>

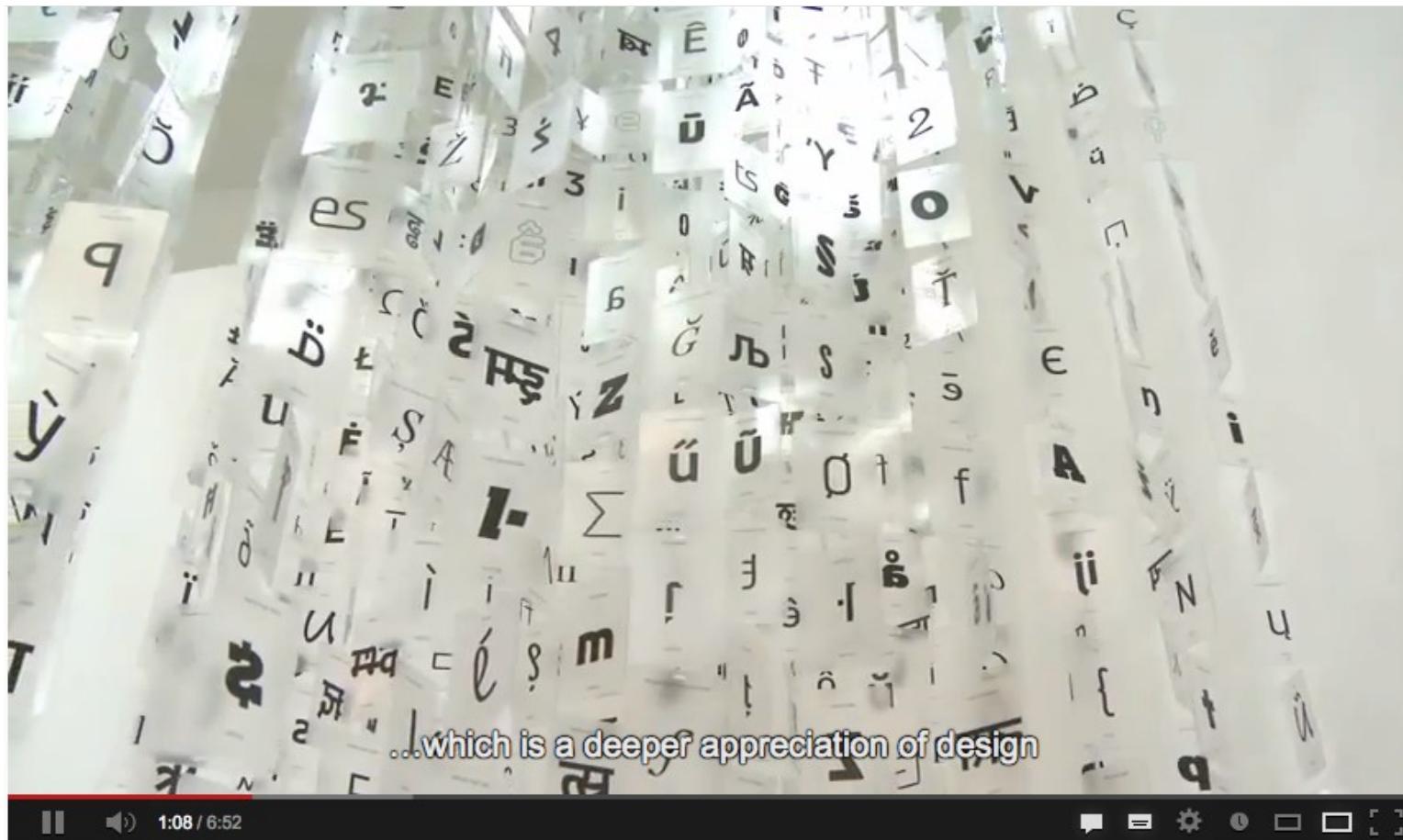
# Open Source Softwares: Ubuntu TV



The most usable Linux distribution

Source: [https://www.youtube.com/watch?v=jq\\_Wa0LjdyQ](https://www.youtube.com/watch?v=jq_Wa0LjdyQ)

# Open Source Softwares: Ubuntu Fonts

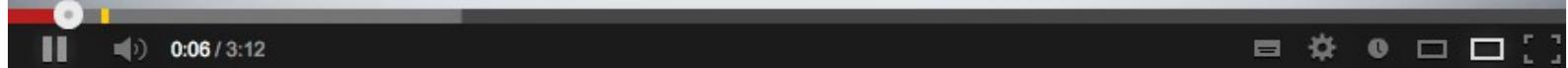


The most usable Linux distribution

Source: <https://www.youtube.com/watch?v=BG-Q7hTKCws>

# How Linux is made...

## HOW LINUX IS BUILT



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Stats and numbers about the development of  
Linux.

Source: <https://www.youtube.com/watch?v=yVpbFMh0AwE>

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For example, if you distribute copies of such a program, whether gratis or for a fee, you must pass on to the recipients the same freedoms that you received. You must make sure that they, too, receive or can get the source code. And you must show them these terms so they know their rights.

Developers that use the GNU GPL protect your rights with two steps: (1) assert copyright on the software, and (2) offer you this License giving you legal permission to copy, distribute and/or modify it.

[...]

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The GPL is a copyleft license, which means that derived works can only be distributed under the same license terms.

Source: [http://en.wikipedia.org/wiki/GPL\\_license](http://en.wikipedia.org/wiki/GPL_license) <http://www.gnu.org/licenses/gpl.html>

# Definitions: Free Software

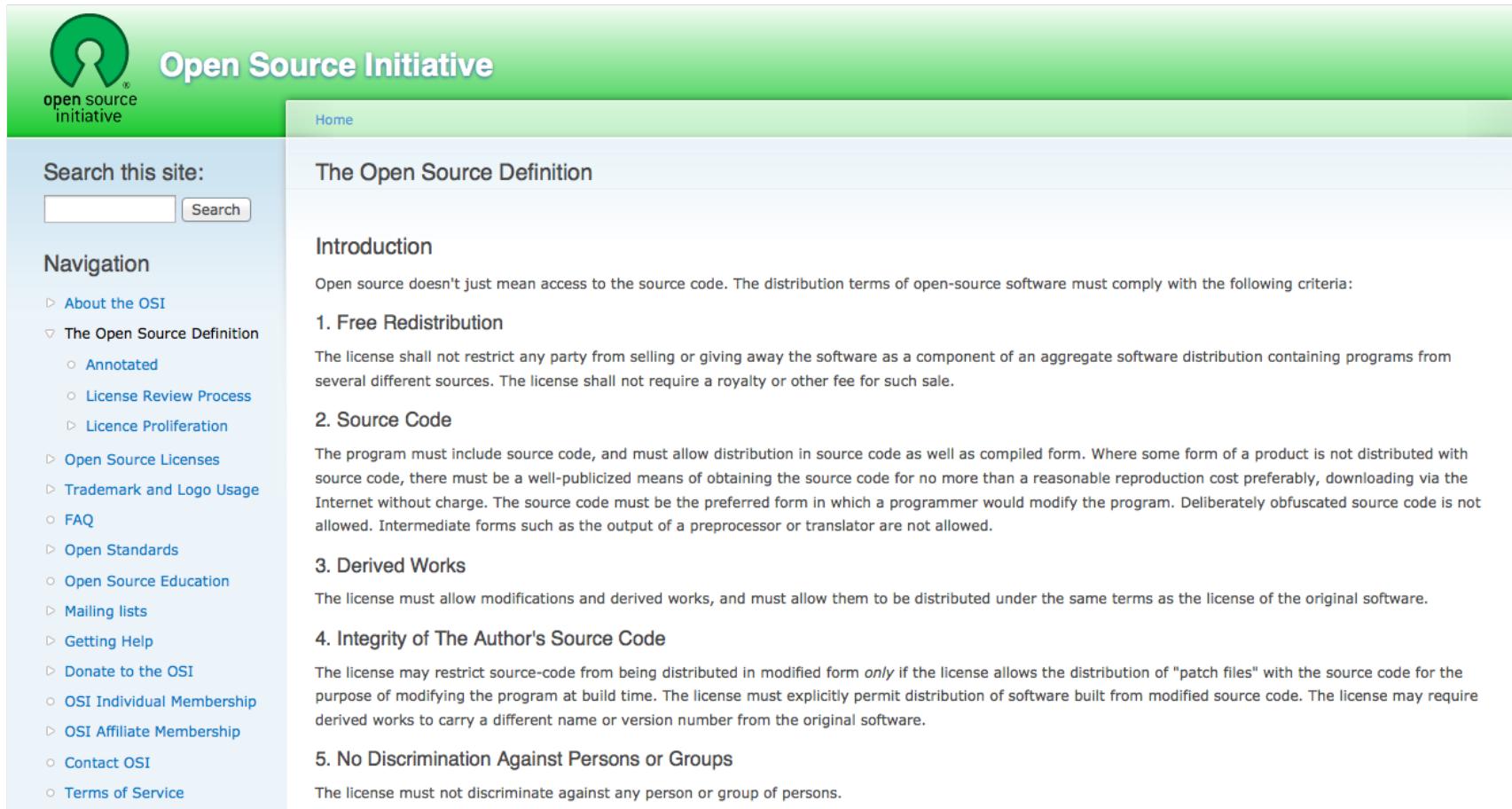
1. Freedom 0: The freedom to run the program for any purpose.
2. Freedom 1: The freedom to study how the program works, and change it to make it do what you wish.
3. Freedom 2: The freedom to redistribute copies so you can help your neighbor.
4. Freedom 3: The freedom to improve the program, and release your improvements (and modified versions in general) to the public, so that the whole community benefits.

---

The Free Software Definition, written by Richard Stallman and published by Free Software Foundation (FSF), defines free software.

Source: [http://en.wikipedia.org/wiki/The\\_Free\\_Software\\_Definition](http://en.wikipedia.org/wiki/The_Free_Software_Definition)

# Definitions: Open Source Software



The screenshot shows the Open Source Initiative website. The header features the OSI logo (a green circle with a white keyhole) and the text "Open Source Initiative". Below the header, there's a search bar with the placeholder "Search this site:" and a "Search" button. A navigation menu on the left includes links like "About the OSI", "The Open Source Definition" (which is expanded to show "Annotated", "License Review Process", and "Licence Proliferation"), "Open Source Licenses", "Trademark and Logo Usage", "FAQ", "Open Standards", "Open Source Education", "Mailing lists", "Getting Help", "Donate to the OSI", "OSI Individual Membership", "OSI Affiliate Membership", "Contact OSI", and "Terms of Service". The main content area is titled "The Open Source Definition" and contains five sections: "Introduction", "1. Free Redistribution", "2. Source Code", "3. Derived Works", and "5. No Discrimination Against Persons or Groups". Each section has a brief description.

**Open Source Initiative**

Home

Search this site:

Search

**Navigation**

- ▷ About the OSI
- ▽ The Open Source Definition
  - Annotated
  - License Review Process
  - ▷ Licence Proliferation
- ▷ Open Source Licenses
- ▷ Trademark and Logo Usage
- FAQ
- ▷ Open Standards
- Open Source Education
- ▷ Mailing lists
- ▷ Getting Help
- ▷ Donate to the OSI
- OSI Individual Membership
- ▷ OSI Affiliate Membership
- Contact OSI
- Terms of Service

**The Open Source Definition**

## Introduction

Open source doesn't just mean access to the source code. The distribution terms of open-source software must comply with the following criteria:

### 1. Free Redistribution

The license shall not restrict any party from selling or giving away the software as a component of an aggregate software distribution containing programs from several different sources. The license shall not require a royalty or other fee for such sale.

### 2. Source Code

The program must include source code, and must allow distribution in source code as well as compiled form. Where some form of a product is not distributed with source code, there must be a well-publicized means of obtaining the source code for no more than a reasonable reproduction cost preferably, downloading via the Internet without charge. The source code must be the preferred form in which a programmer would modify the program. Deliberately obfuscated source code is not allowed. Intermediate forms such as the output of a preprocessor or translator are not allowed.

### 3. Derived Works

The license must allow modifications and derived works, and must allow them to be distributed under the same terms as the license of the original software.

### 4. Integrity of The Author's Source Code

The license may restrict source-code from being distributed in modified form *only* if the license allows the distribution of "patch files" with the source code for the purpose of modifying the program at build time. The license must explicitly permit distribution of software built from modified source code. The license may require derived works to carry a different name or version number from the original software.

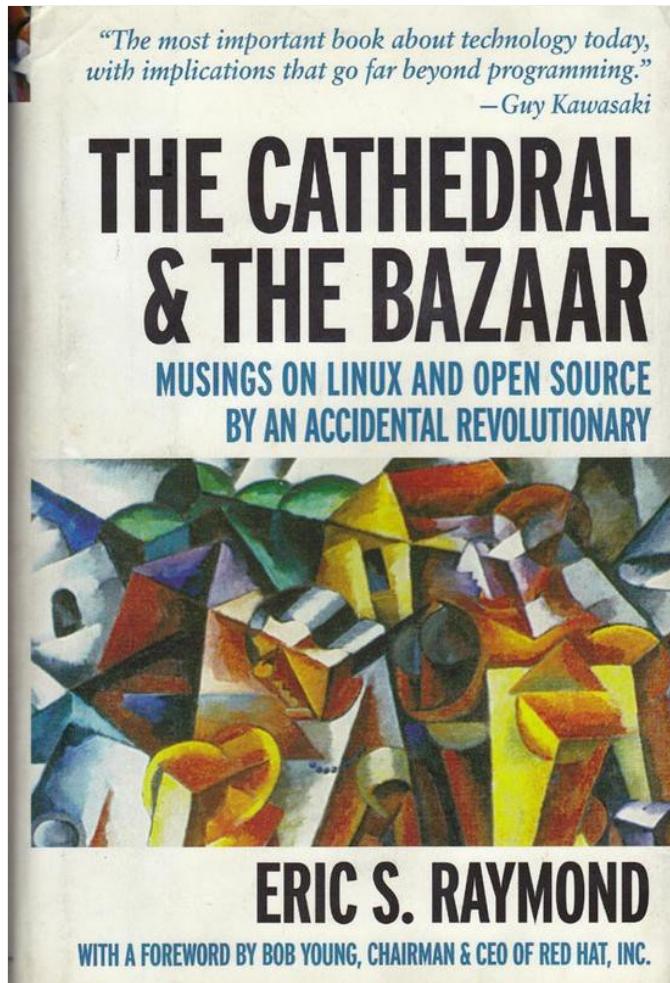
### 5. No Discrimination Against Persons or Groups

The license must not discriminate against any person or group of persons.

In July 1997, Bruce Perens published the Debian Free Software Guidelines, also used under the name "The Open Source Definition"

Source: <http://opensource.org/osd>

# *The Cathedral and the Bazaar* (1997)



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An essay by Eric S. Raymond on software engineering methods, based on his observations of the Linux kernel development process.

Source: <http://slideshow.techworld.com/3211893/the-10-best-technology-books/>  
<http://www.catb.org/~esr/writings/cathedral-bazaar/cathedral-bazaar/index.html#catbmain>



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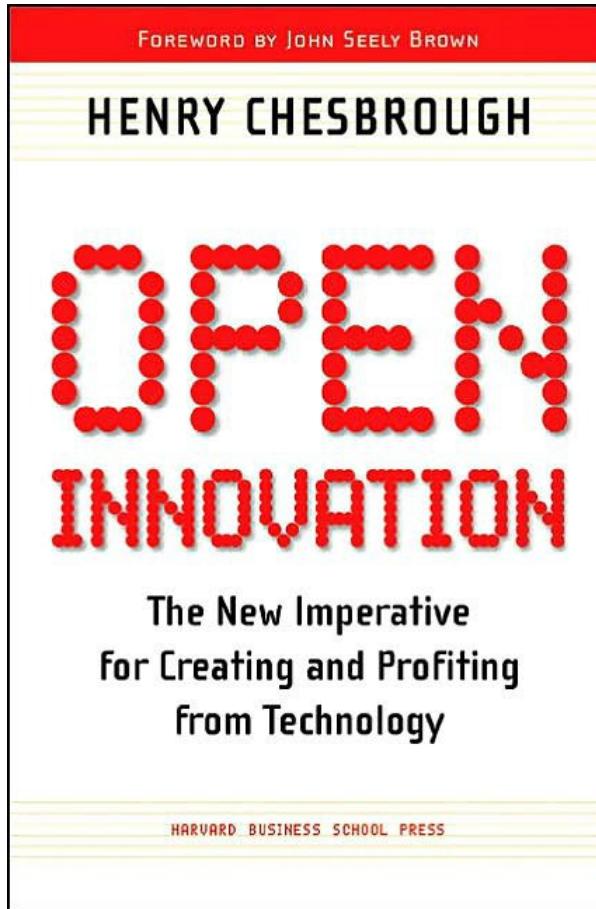
02.

## Open Innovation



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# *Open Innovation: The New Imperative for Creating and Profiting from Technology (2003)*



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Useful knowledge is no longer concentrated in a few large organizations, business leaders must adopt a new, “open” model of innovation.

Source: <http://www.openinnovation.net/books/>

# *Open Services Innovation* (2011)

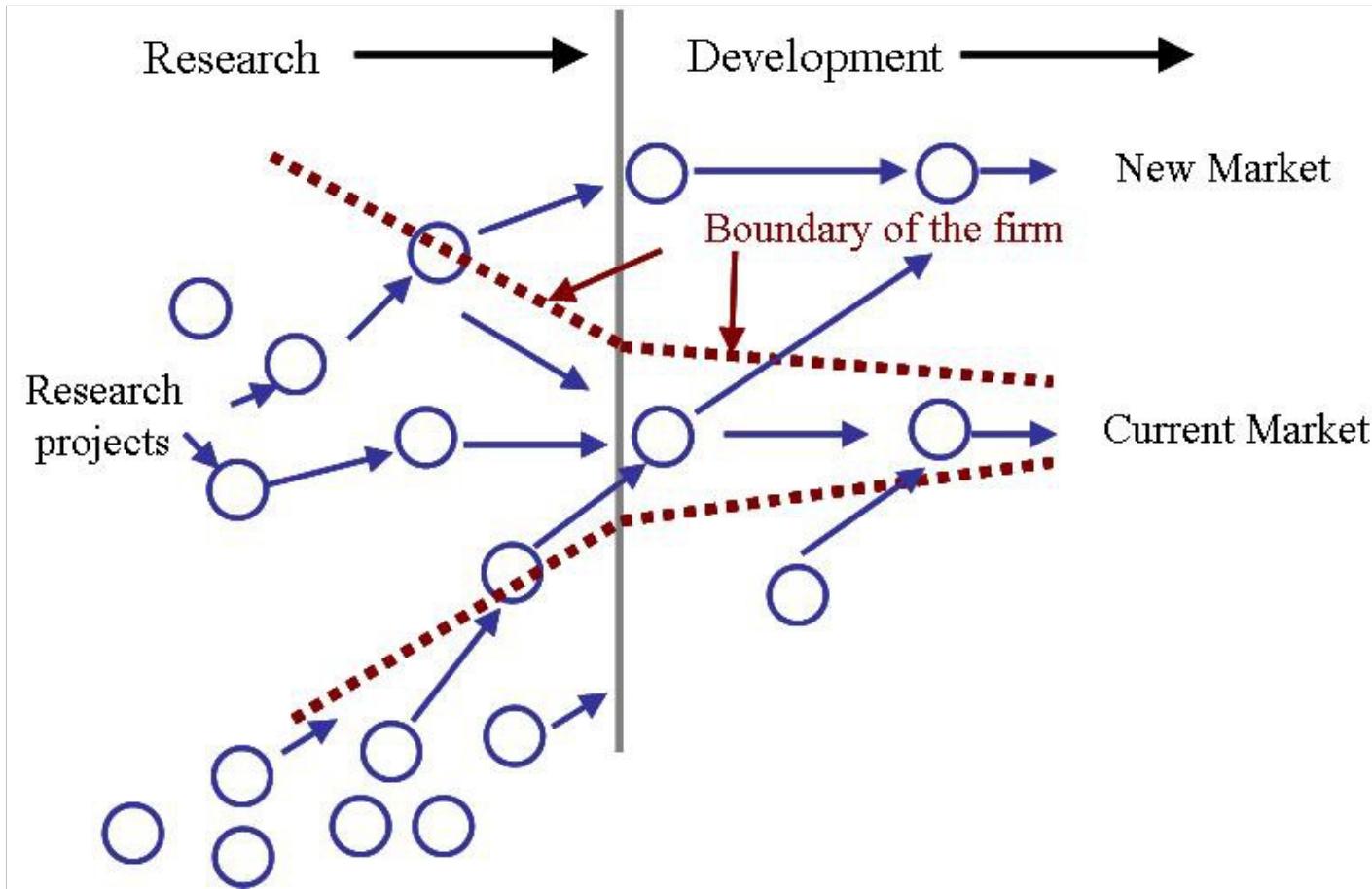


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A customer-centric view offers opportunities for innovation and services that are obscured by the traditional value chain model.

Source: <http://www.openinnovation.net/books/>

# Open Innovation



Useful knowledge is no longer concentrated in a few large organizations, business leaders must adopt a new, “open” model of innovation.

Source: <http://www.crowdsourcing.org/editorial/open-innovation-creating-through-community-creation/16499>

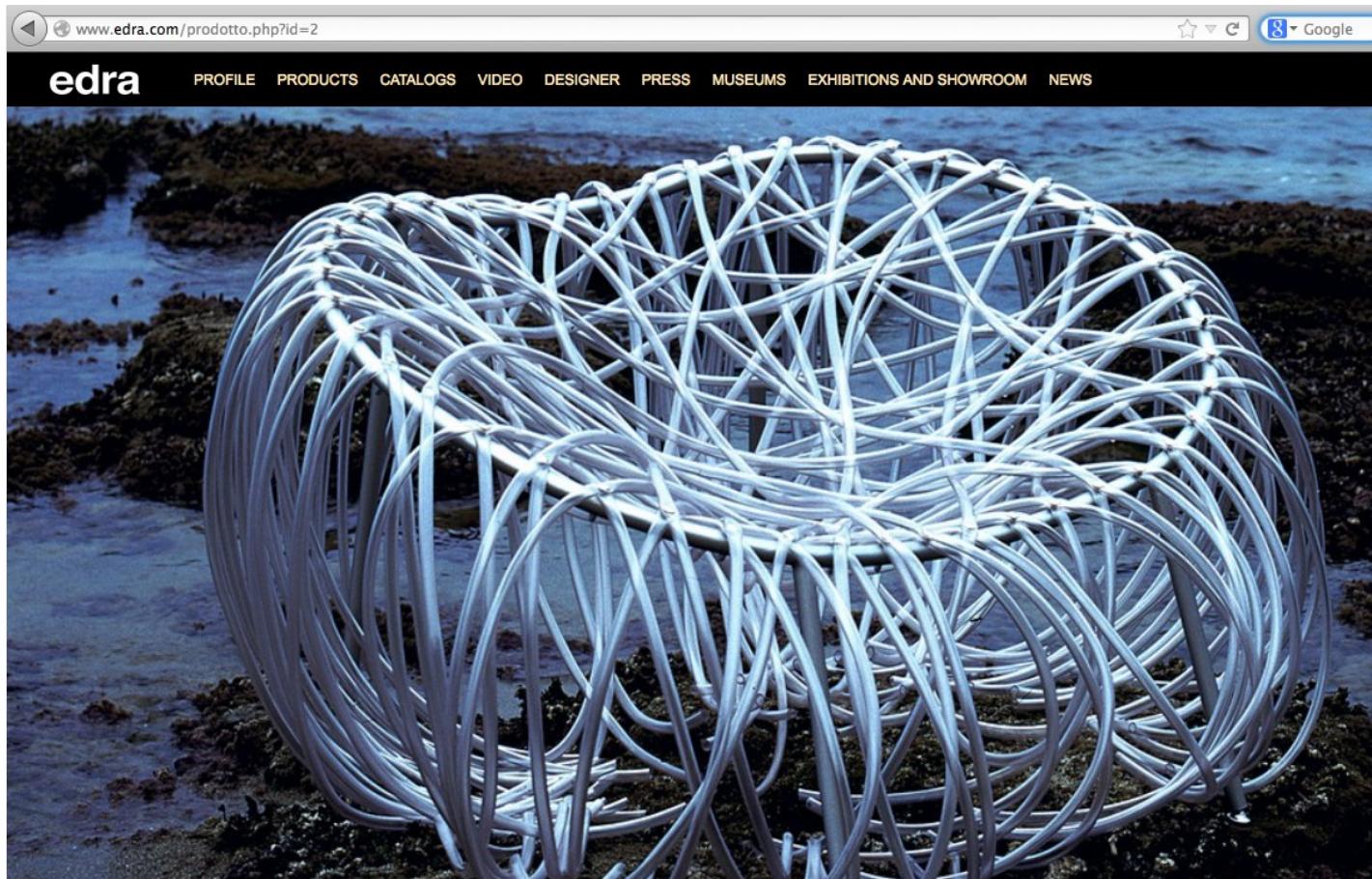
# Open Innovation: Innocentive

The screenshot shows the homepage of the Innocentive website. At the top, there's a navigation bar with links for "My IC", "Products/Services", "For Solvers", "Challenge Center", "Resources", "About Us", "Challenge Search", and "Login". Below the navigation is a large banner featuring a photograph of a field with hay bales and a needle stuck in one of them. A blue callout box contains the text "Need Innovative Solutions to Real Problems?". A red "Learn more »" button is located at the bottom right of the banner. The main content area is divided into several sections: "Crowdsource Your Innovation Challenge" with a list of bullet points; "Improve the Way You Innovate & Work" with a list of bullet points; "Become an InnoCentive Solver" with a list of bullet points; "What is InnoCentive? Watch!" which includes a video thumbnail; "Resources" which features the "Gartner" logo; and "The Latest" which lists news items like "Boston Gets Big Data" and "Industry Veteran Craig Jones Becomes Executive Chairman of InnoCentive".

Crowdsourcing innovation problems to the people who compete to provide ideas and solutions to important challenges.

Source: <http://www.innocentive.com/>

# Open Innovation: Edra



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Producing design products that weren't designed inside the company.

Source: <http://www.edra.com/prodotto.php?id=2>

# Open Innovation: Santa&Cole

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SANTA & COLE

INDOOR >  
OUTDOOR  
TREE NURSERY  
BOOKS

Lighting >  
Garden  
Furniture

Table lamps  
Floor lamps  
Wall lamps  
Hanging lamps

Lampshades

Catalogue Projects About us Blog Register

Americana Miguel Milá ASA Miguel Milá Básica Santiago Roqueta Santa & Cole Team Básica mínima Santiago Roqueta Santa & Cole Team BlancoWhite Antoni Arola Cesta Miguel Milá

Diana / Diana Menor Federico Correa Alfonso Milá Miguel Milá FAD Miguel Milá Moaré Antoni Arola Moragas Antoni de Moragas TMD Miguel Milá Tripode G6 / Trípode M3 Santa & Cole Team

Producing design products (and many more products) that weren't designed inside the company.

Source: <http://www.santacole.com/en/catalogo/lamparas-de-sobremesa>

# Open Innovation: Santa&Cole

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SANTA & COLE

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INDOOR  
OUTDOOR >  
TREE NURSERY  
BOOKS

Lighting >  
Urban Elements

Streetlamps  
Pergolas  
Beacons  
Wall mounted luminaires

108  
Enric Batlle  
Joan Roig

Balta  
Paxi Mangado

Candela  
Gonzalo Milá

Candela LED  
Gonzalo Milá

Diorama  
Ramón Benedito

Lamparaalta  
Beth Gall  
Màrius Quintana

Llampelunas  
José A. Martínez Lapeña  
Elias Torres

Latina  
Beth Gall

Lentes  
Alfredo Arribas

Rama  
Gonzalo Milá

Rama Garden  
Gonzalo Milá

Rama LED  
Gonzalo Milá

Producing design products (and many more products) that weren't designed inside the company.

Source:<http://www.santacole.com/en/catalogo/farolas>

# Open Innovation: Santa&Cole

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SANTA & COLE

INDOOR  
OUTDOOR  
TREE NURSERY >  
BOOKS

Tall trees  
Medium height trees  
Small trees

Catalogue Projects About us Blog Register

The grid displays 12 images of trees, grouped into two rows of six. The top row includes: Acer saccharinum 'Pyramidalis', Broussonetia papyrifera, Cedrus deodara, Celtis australis (highlighted with a green box), Celtis australis tonia siliqua, and Fraxinus excelsior. The bottom row includes: Fraxinus excelsior 'Westhol's Glorie', Ginkgo biloba, Gleditsia triacanthos f.inermis, Gleditsia triacanthos 'Skyline', Juglans regia, and Liquidambar styraciflua.

Acer saccharinum 'Pyramidalis'	Broussonetia papyrifera	Cedrus deodara	Celtis australis	Celtis australis tonia siliqua	Fraxinus excelsior
Fraxinus excelsior 'Westhol's Glorie'	Ginkgo biloba	Gleditsia triacanthos f.inermis	Gleditsia triacanthos 'Skyline'	Juglans regia	Liquidambar styraciflua

Producing design products (and many more products) that weren't designed inside the company.

Source:<http://www.santacole.com/en/catalogo/arboles-de-gran-desarrollo>

# Open Innovation: Santa&Cole

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SANTA & COLE 

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INDOOR  
OUTDOOR  
TREE NURSERY  
[BOOKS >](#)

Design classics  
Contemporary designers  
Los ojos fértiles  
Biblioteca de Gestión



Antoni de Moragas  
Santiago Roqueta

Antoni Gaudí  
David Ferrer

Antonio Bonet Castellana  
Fernando Álvarez  
Jordi Roig

Arne Jacobsen  
Félix Solaguren-Beascoa

Dino Gavina  
Virgilio Vercelloni

Iilmari Tapiiovaara  
Pekka Korvenmaa



José Antonio Coderc  
Antonio Armesto  
Rafael Diez

Josep Lluís Sert  
Jaume Freixa

Josep Torres Clavé  
Raimon Torres

Lluís Domènech i Montaner  
Lourdes Figueras

Producing design products (and many more products) that weren't designed inside the company.

Source:<http://www.santacole.com/en/catalogo/clasicos-del-diseno>

# Open Innovation: the physical Internet

The screenshot shows the homepage of the Physical Internet website. At the top, there's a navigation bar with links for "Home", "Team", "Active Projects", "Publications", "Media", and "Links". Below the navigation, there's a banner with the text "An Open Innovation Initiative" and a globe graphic. The main content area features a section titled "Physical internet manifest" which lists various companies contributing to the initiative, including Air Liquide, Boeing, CHEP, Johnson Controls, P&G, Walgreens, Walmart, RedPrairie, Volvo, ATRI, HP, and South Shore. To the right, there's a sidebar titled "News and events" showing recent tweets from users like BrunoAIVP, DematicNA, hubertguillaud, and BenMontreuil.

Physical Internet  
Efficient Sustainable Logistics

An Open Innovation Initiative

Physical Internet Conference - October 27th to 30 th 2013 - Quebec City (Quebec, Canada)

Physical internet manifest

Sample of companies contributing to the Physical Internet Initiative

AIR LIQUIDE BOEING CHEP  
MATERIAL HANDLING INDUSTRY OF AMERICA J.B. HUNT Johnson Controls  
Leggett & Platt MENASHA P&G  
RedPrairie VOLVO Walgreens Walmart  
ATRI hp IPL SOUTH SHORE  
Physical Internet Efficient Sustainable Logistics

Physical Internet Manifesto, version 1.11, 1  
Professor Benoit Montreuil, CIRRELT, Université Laval

French | Deutsch

BrunoAIVP How much bigger can container ships get? Remember few general ideas on shipping bbc.co.uk/news/magazine-... 4 days ago · reply · retweet · favorite

DematicNA Want to achieve rates of 200-400 items per operator per hour? Check out our latest blog: ow.ly/hxGDo. 11 days ago · reply · retweet · favorite

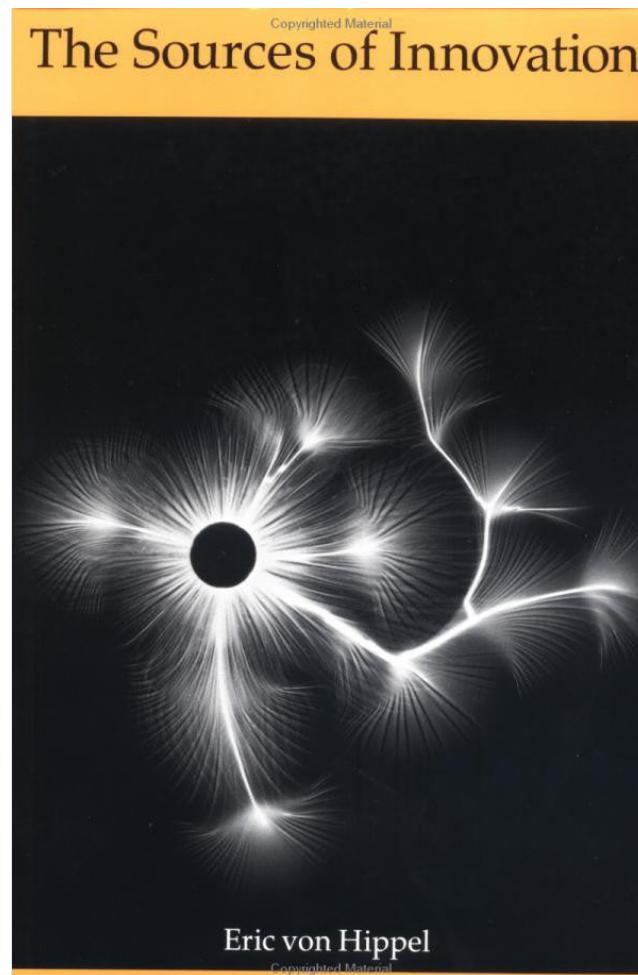
hubertguillaud L'avenir d'Amazon n'est pas de vendre des objets : bit.ly/VyGHeC - Amazon, l'API du monde physique ? 11 days ago · reply · retweet · favorite

BenMontreuil Nice port-focused initiative in line with Physical Internet

Rather than many standalone warehouses, "open hubs" as distribution centers. And universal protocols for how goods pass through, and a universal packet size.

Source: <http://physicalinternetinitiative.org/>

# *The Sources of Innovation*

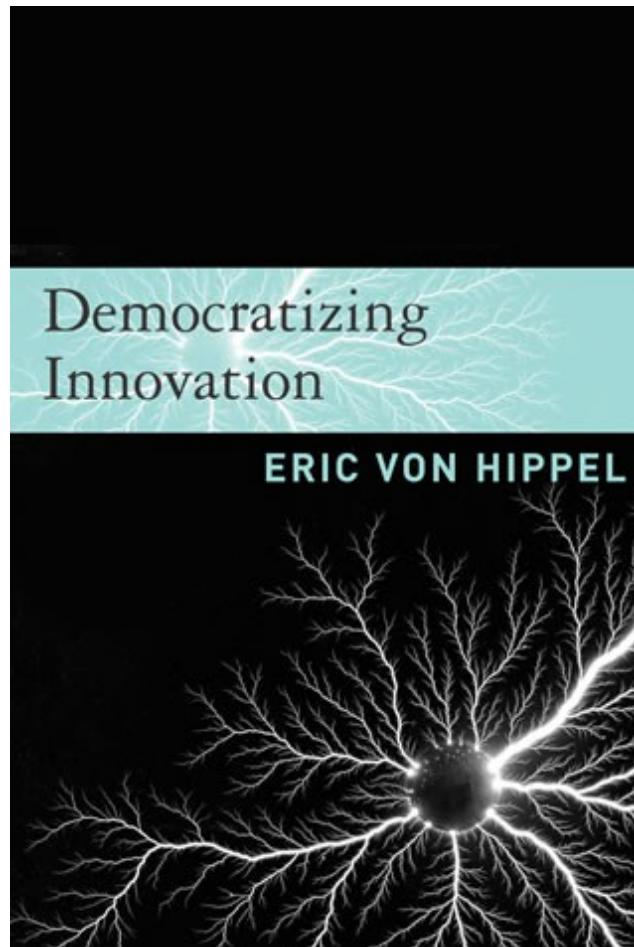


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Innovation developed by Lead Users, a research by Eric von Hippel

Source: <http://web.mit.edu/evhippel/www/sources.htm>

# *Democratizing Innovation* (2005)



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Innovation developed by Lead Users, a research by Eric von Hippel

# Open Innovation vs. Open Source

*“Open innovation is sometimes conflated with open source methodologies for software development. There are some concepts that are shared between the two, such as the idea of greater external sources of information to create value. However, open innovation explicitly incorporates the business model as the source of both value creation and value capture. This latter role of the business model enables the organization to sustain its position in the industry value chain over time. While open source shares the focus on value creation throughout an industry value chain, its proponents usually deny or downplay the importance of value capture.”*

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Source: Chesbrough, H., 2011. Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era 1st ed., Jossey-Bass.

Source: <http://www.amazon.com/Open-Services-Innovation-Rethinking-Business/dp/0470905743>



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# Thank you!!

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