

THE FUTURE OF WORK

TOM CHI // FACTORY x

A little about me...

(Make + Learn) to Serve -- aka Rapid Prototyping

Yahoo!

- Web Software
- Management
- Physical Space

Google

- Hardware
- Google Glass
- Self-Driving Cars

The World

- Entrepreneurship
- Developing World
- Global Business



THE FUTURE OF WORK

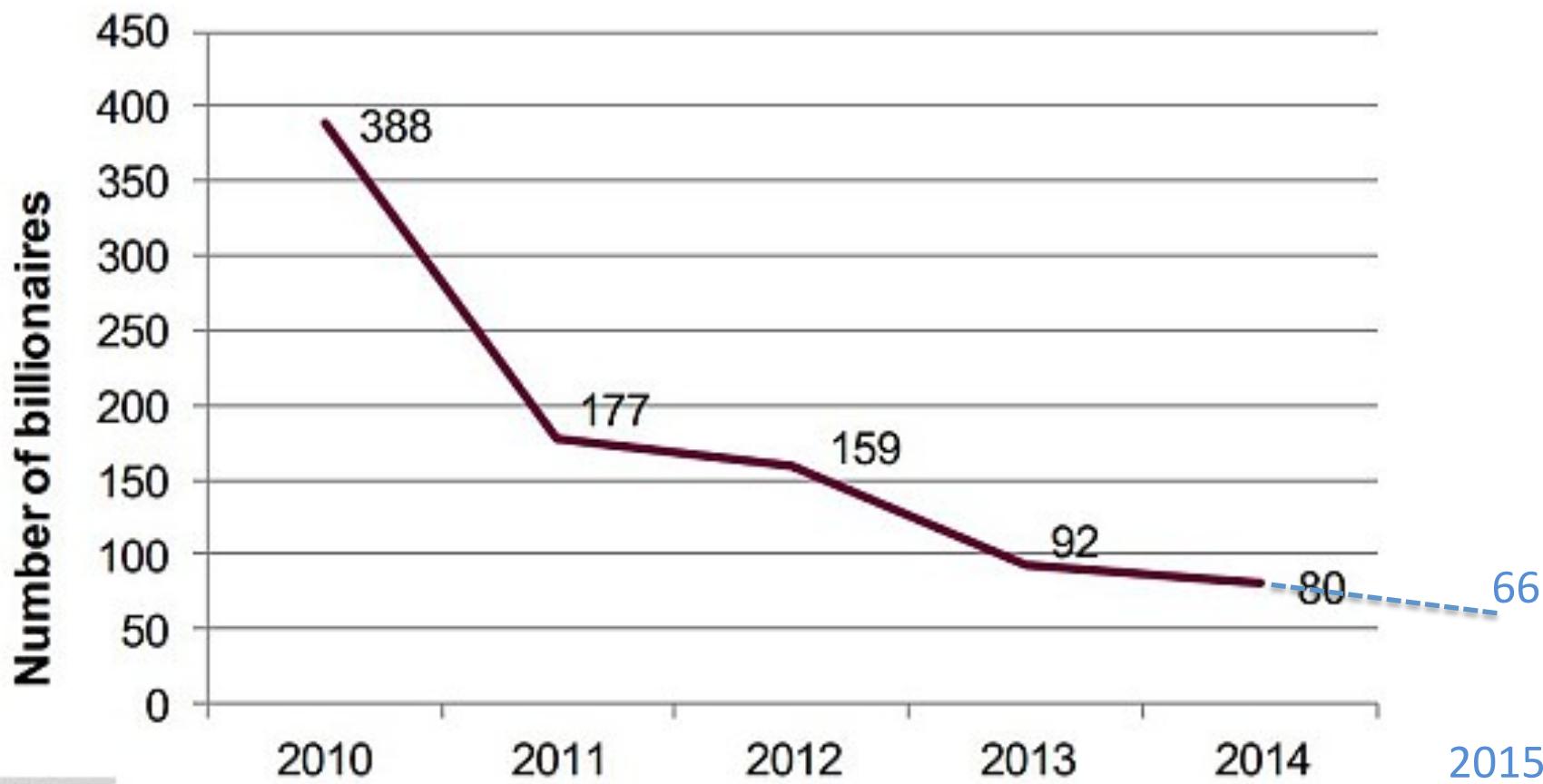
// WHY

The largest 737 organizations directly influence 80% of the global economy.



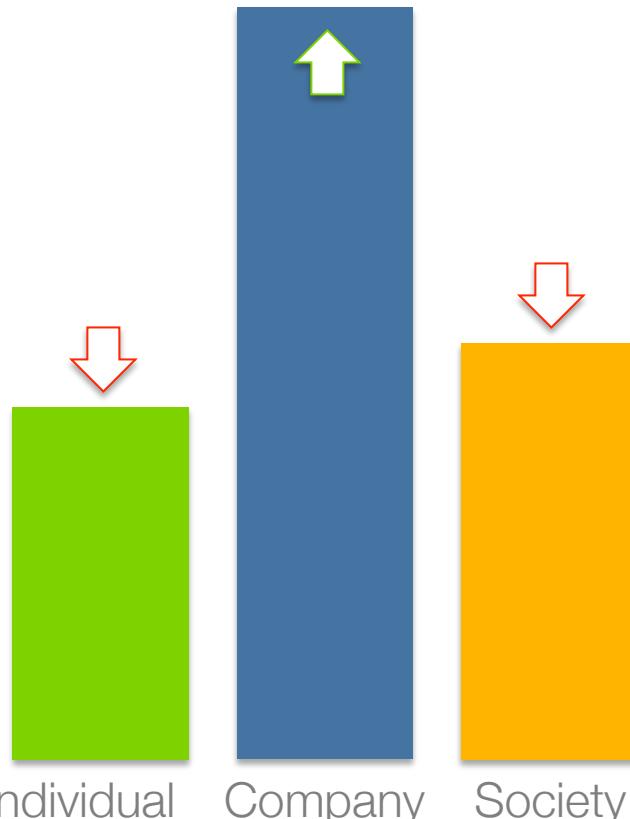
Vitali, S,
Glattfelder, JB,
Battiston, S (2011)
The Network of
Global Corporate
Control

Figure 4: Number of billionaires it takes to have accumulated the same amount of wealth as the bottom 50% of the global population



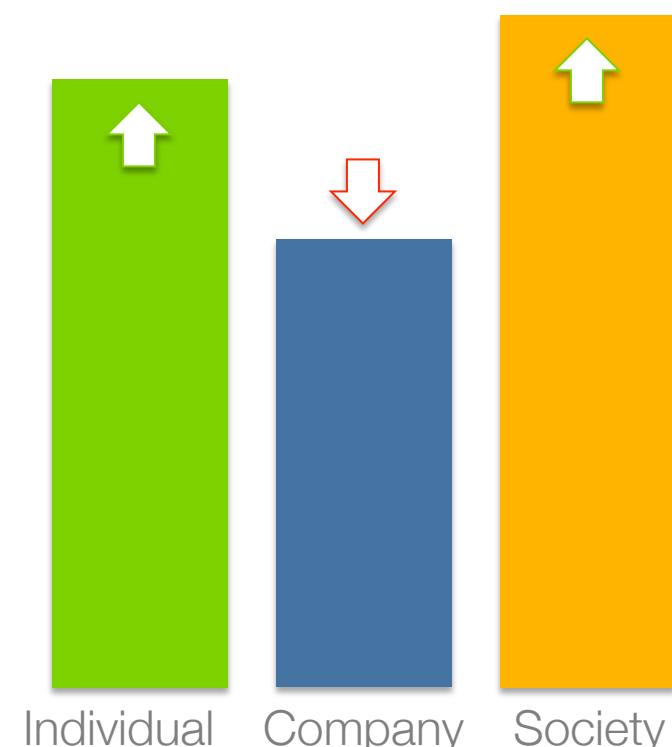
What is a company? (2 answers)

“Legally, a person.”



PAST 200 YEARS

“Just a way of organizing work.”



FACTORY X

FACTORY X OPERATING PLAN – Q1 2015

KEY

- x = Completed
- / = In Progress
- = To Be Started

x Incorporation Docs
x PBE Docs
x Investment Docs
x Fellowship Docs
x Contract Templates

x Investor Callout
x Investor Follow-Ups
x Funds in Bank
x Move House P+L to X
/ Spin-Out Legal Frame

/ Shape Investor/Advisor Roles
- Brand & Investor Forums
x Build Talent Pipeline
/ Build Operator Pool

- Spin-Out Selection
/ Team Definition
- Hire Key Operators
- Hire Key Builders
/ Operations Ramp
- Founding Moment
/ Legal Ramp

Operations

/ Initiate & Refine Dev/UX Process
/ Toolchain roadmap to 1 week turn
x Update House Operating Plan

19

26

02

09

16

23

02

09

16

23

30

06

February

Development

Talent

Spin-Out

y

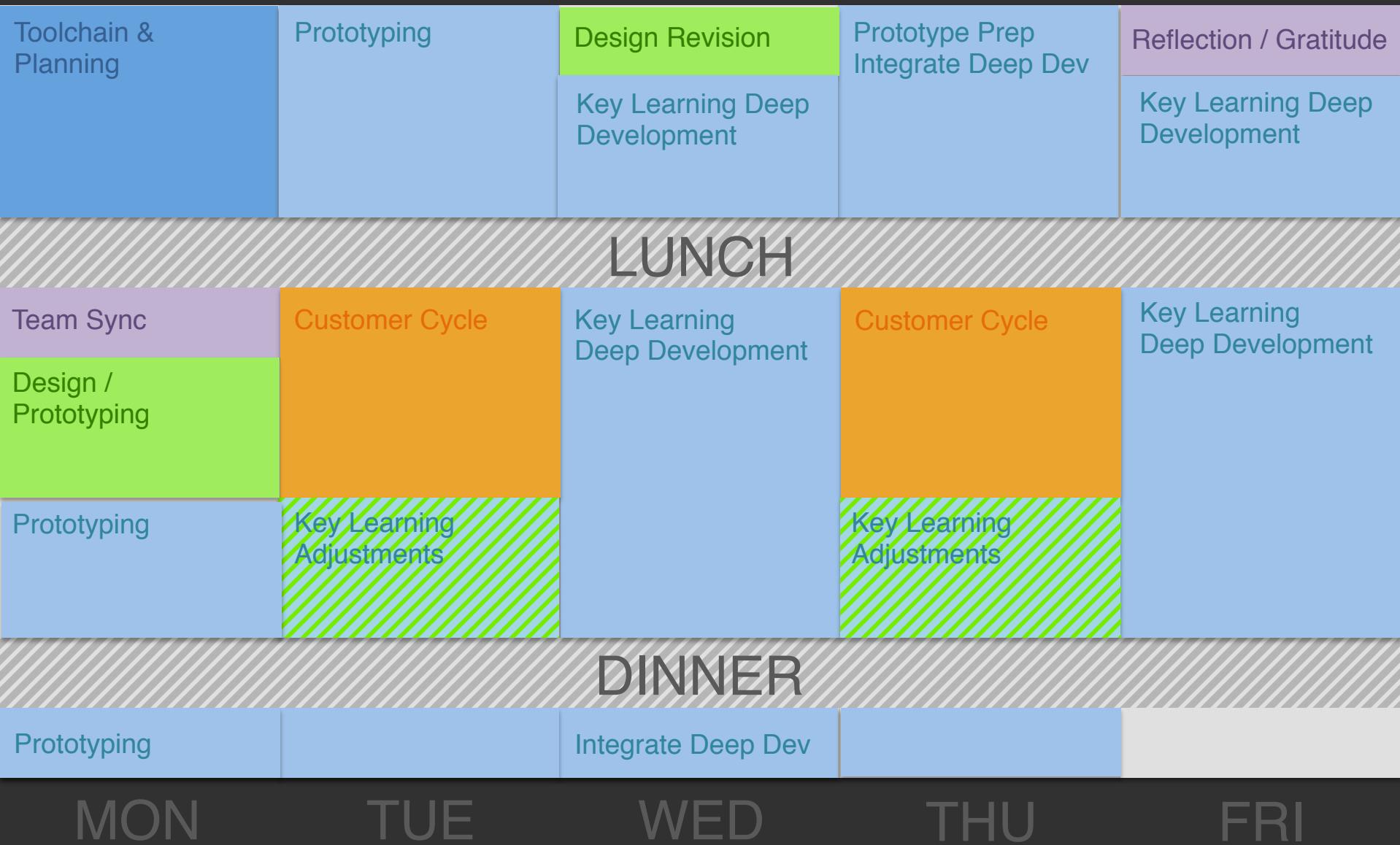
March

April



2015

WEEKLY OPERATING SNAPSHOT



EXPERIMENTAL FRAME

Product
Development

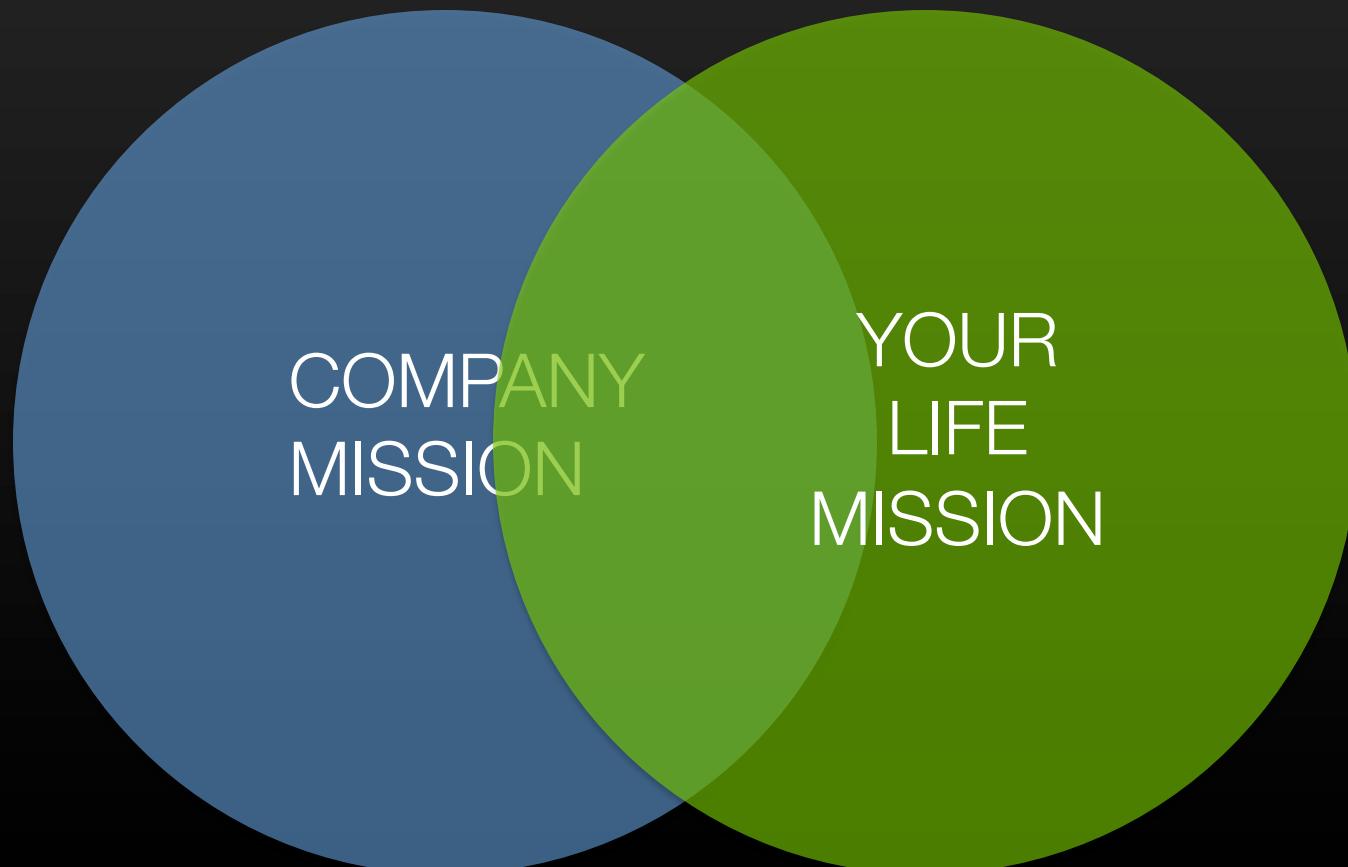
Talent &
Compensation

Marketing &
Distribution

Legal / IP /
Financing

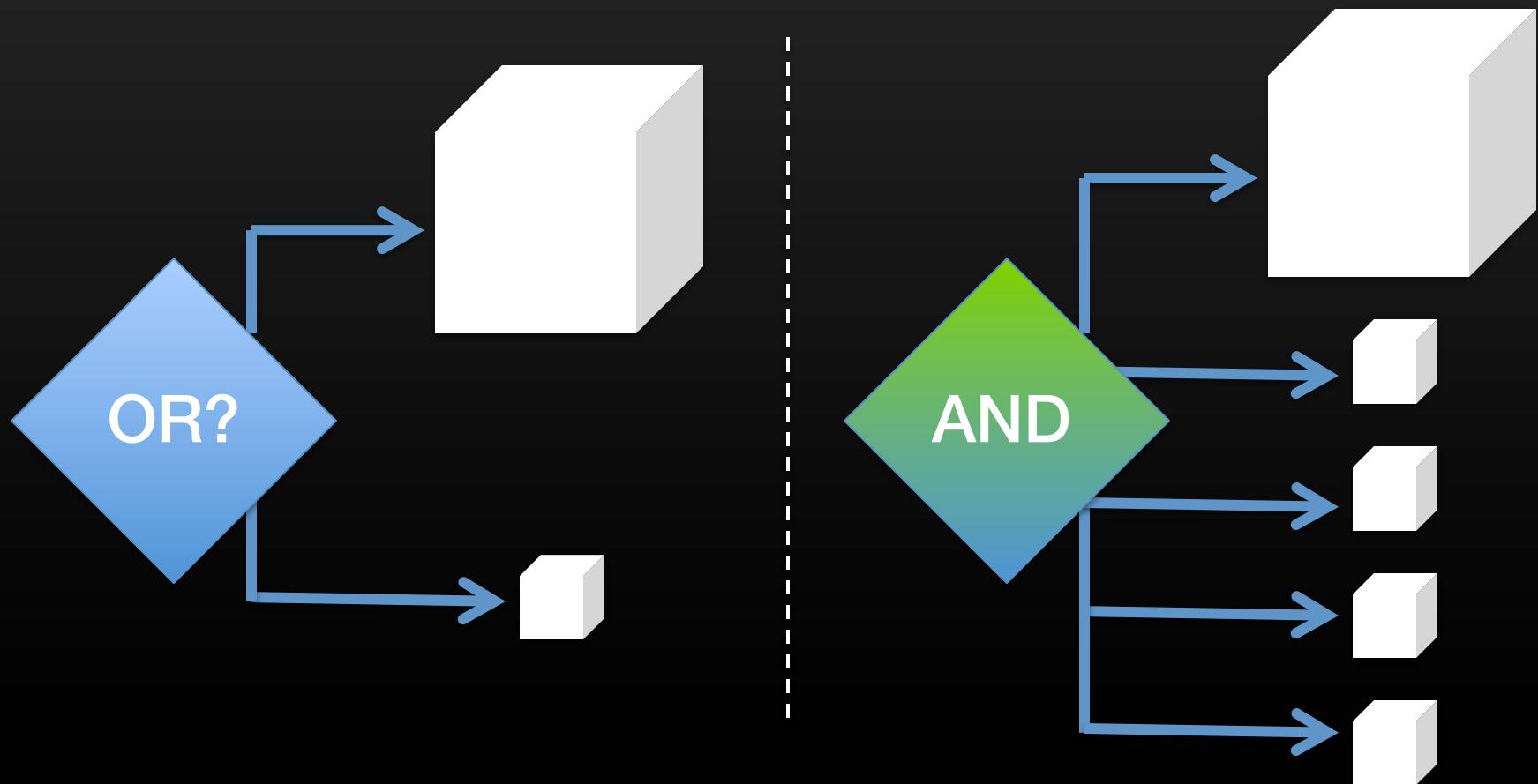
TALENT/COMPENSATION

Purpose + Passion



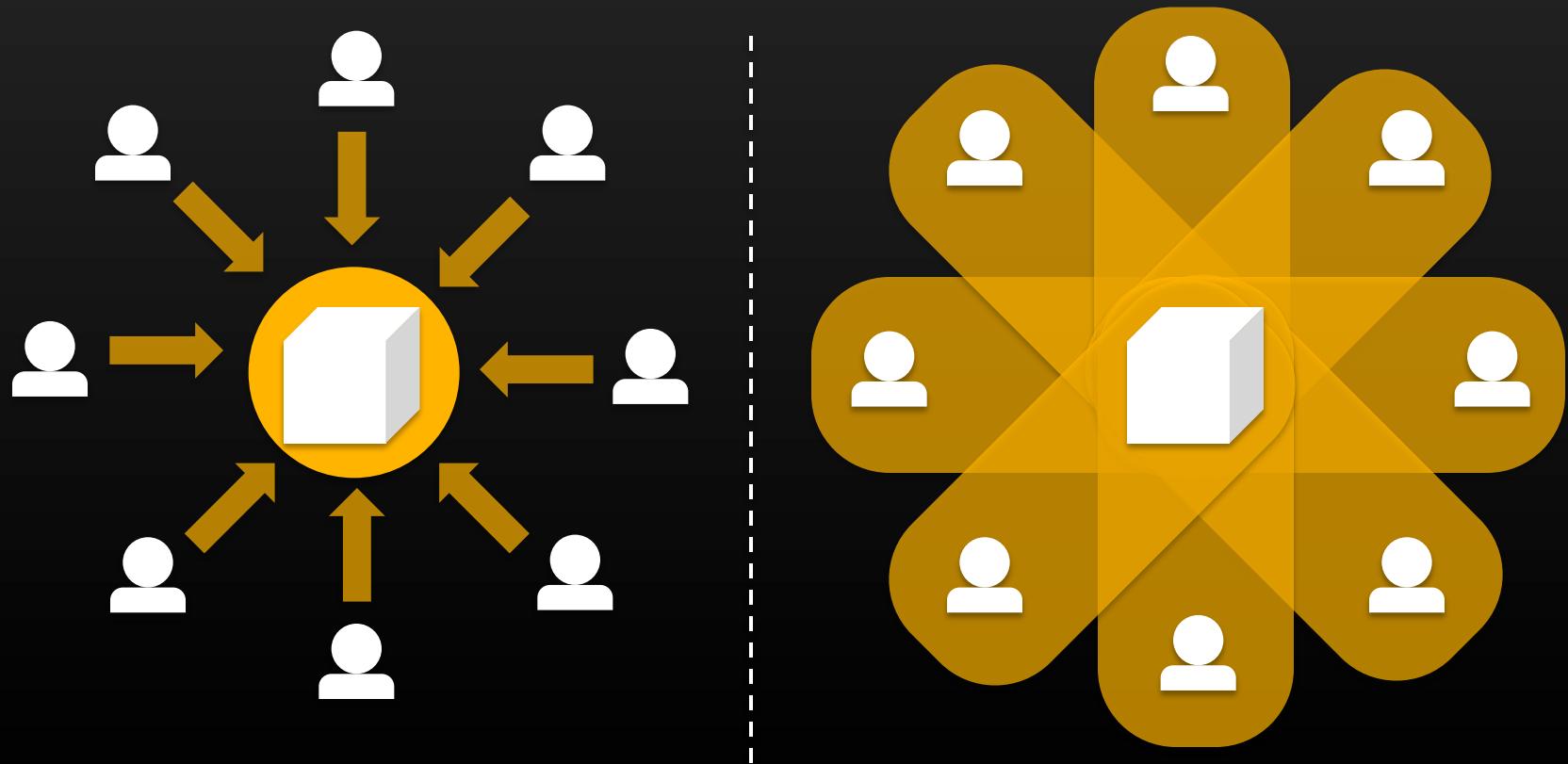
TALENT/COMPENSATION

Portfolio Balancing Your Talent



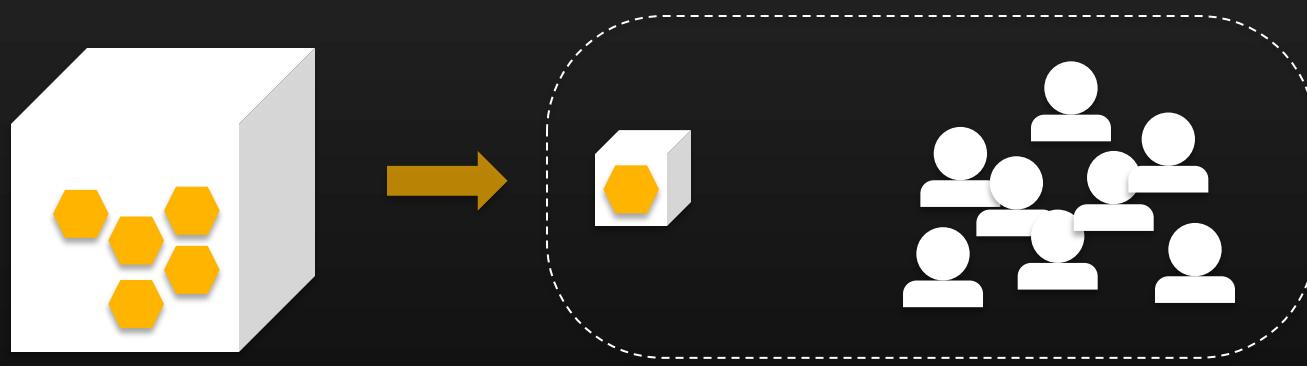
IP/LEGAL

Own vs Share

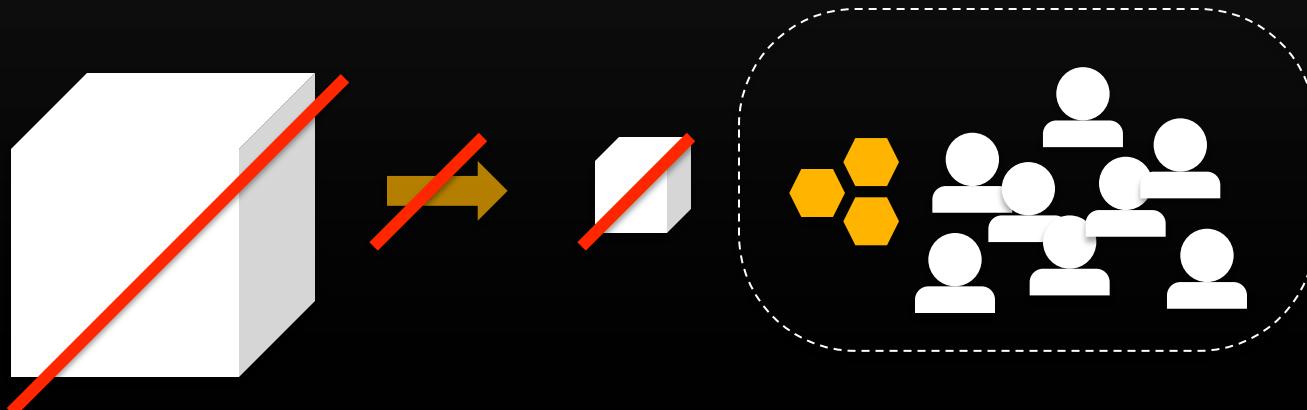


IP/LEGAL

Patents: Serve or Share



OR



LEARNINGS

- Ability to Learn & Adapt Quickly
- Ability to Self-Direct
- Comfort with Customers
- Add structure around life mission
→ What / Why / Why Framework

THE FUTURE OF WORK

// HOW

// version 0.9

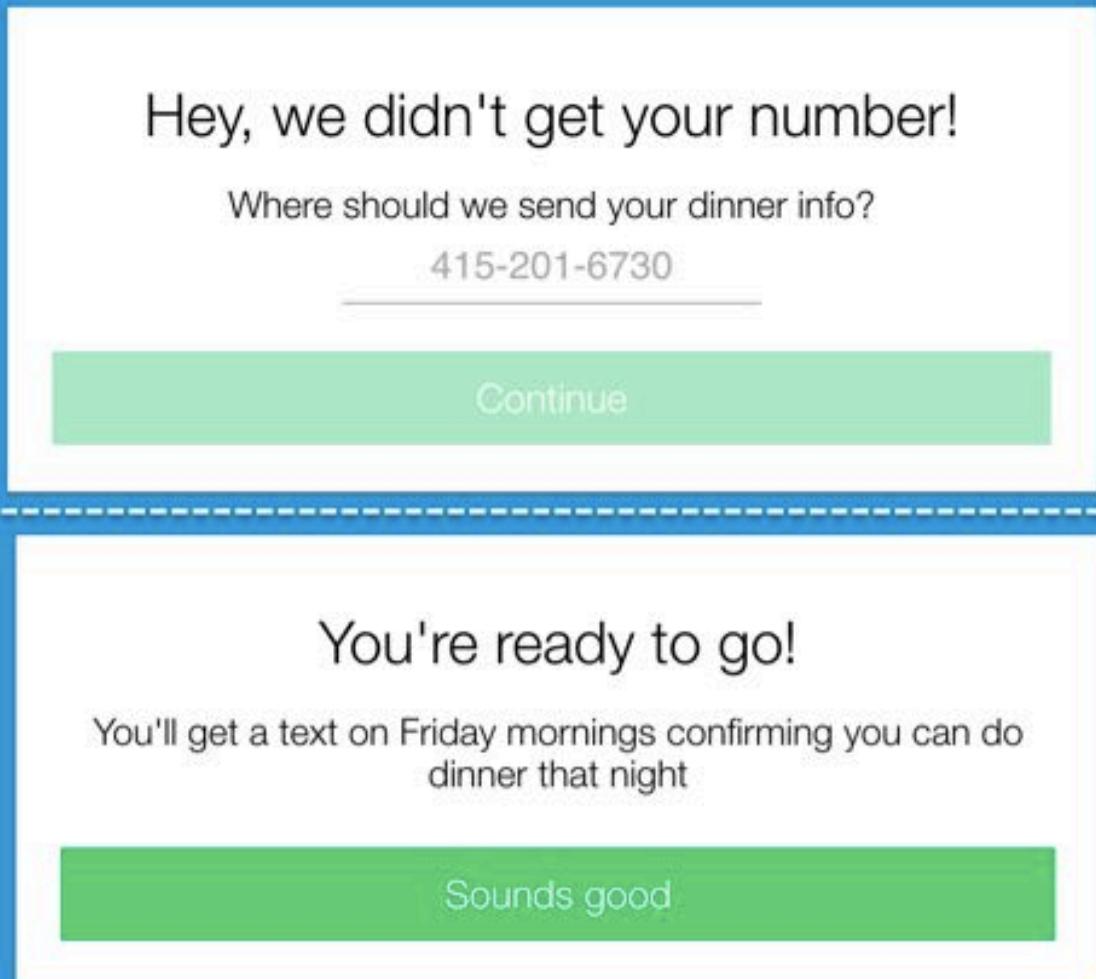


dinnr

Meet new people
Eat great food every Friday

[LOGIN WITH FACEBOOK](#)





The dinnr app interface shows a sign-up process. It starts with a logo featuring a fork and knife on a plate, followed by the word "dinnr". A large green button at the bottom says "Continue".

Hey, we didn't get your number!

Where should we send your dinner info?

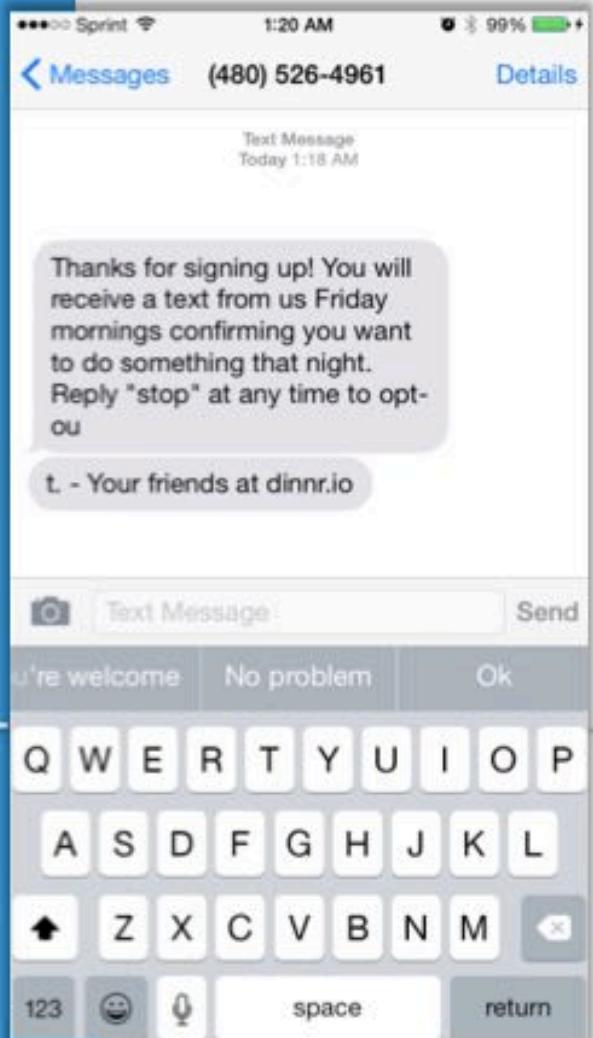
415-201-6730

Continue

You're ready to go!

You'll get a text on Friday mornings confirming you can do dinner that night

Sounds good





FANFO

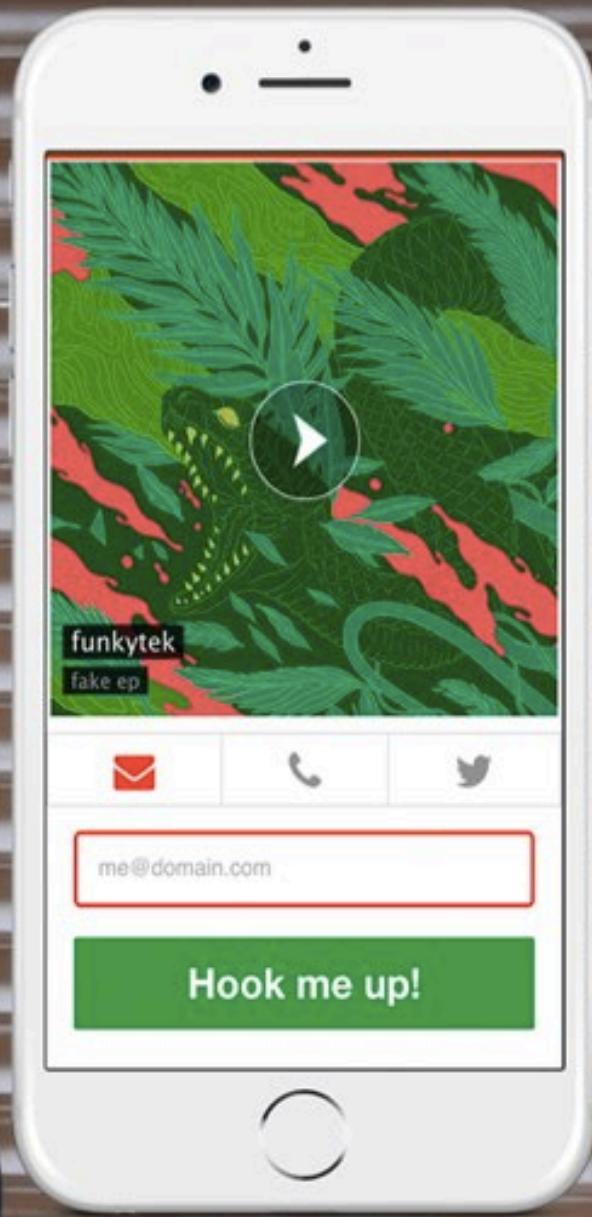
SIGN UP

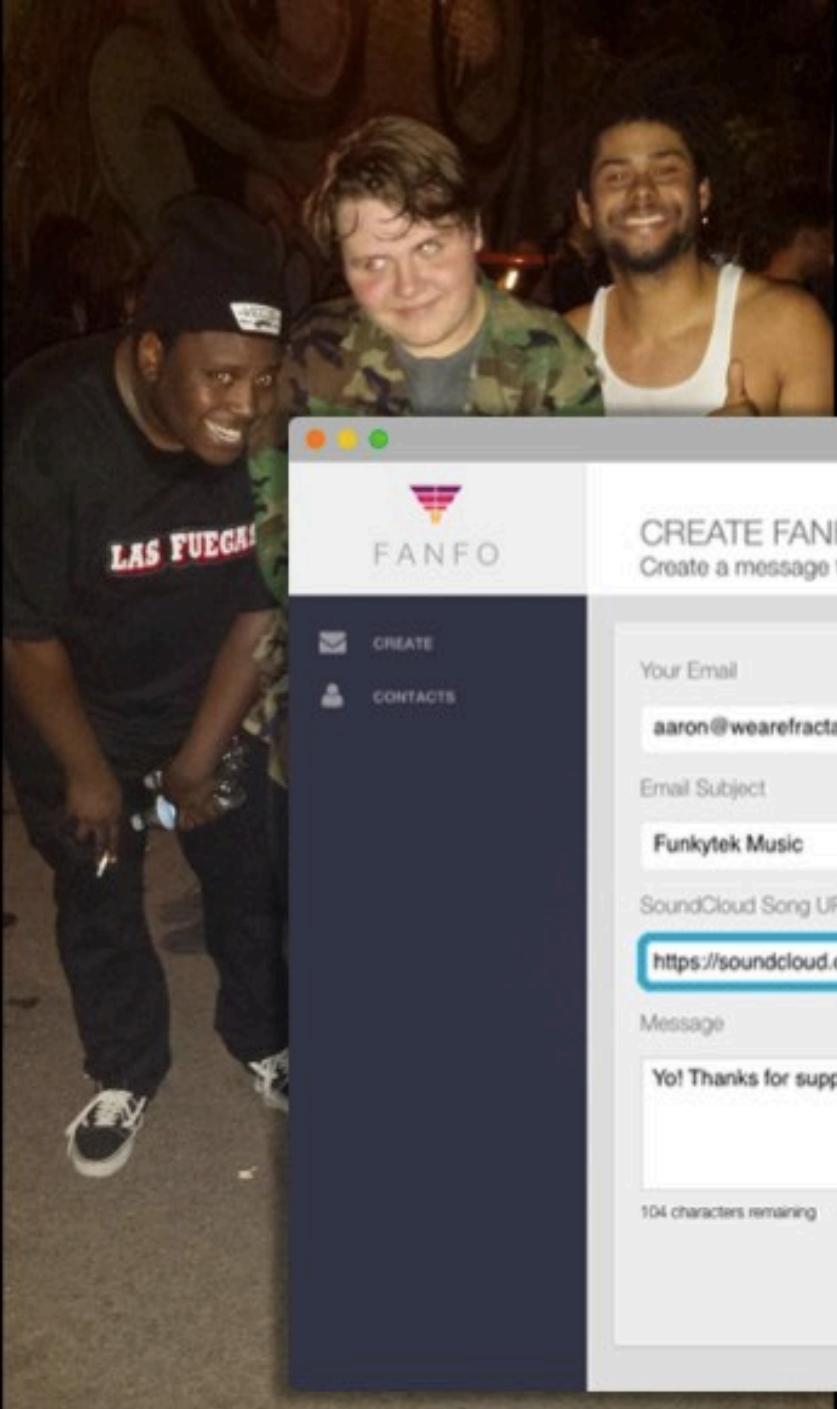
HOW IT WORKS

Create Your Fanfo

Enter your info and drop a SoundCloud link - We do the rest







FANFO

CREATE FANFO
Create a message to send out to fans

Your Email

Email Subject

SoundCloud Song URL (individual song, not account)

Message

104 characters remaining

MESSAGE PREVIEW

Yo! Thanks for supporting our music!
<https://soundcloud.com/funktek/sets/fake-ep>



Spruce.
real-time style



Log in with Facebook

Get Feedback from your Stylist

1) Let us know what you're looking for, what kind of dress?

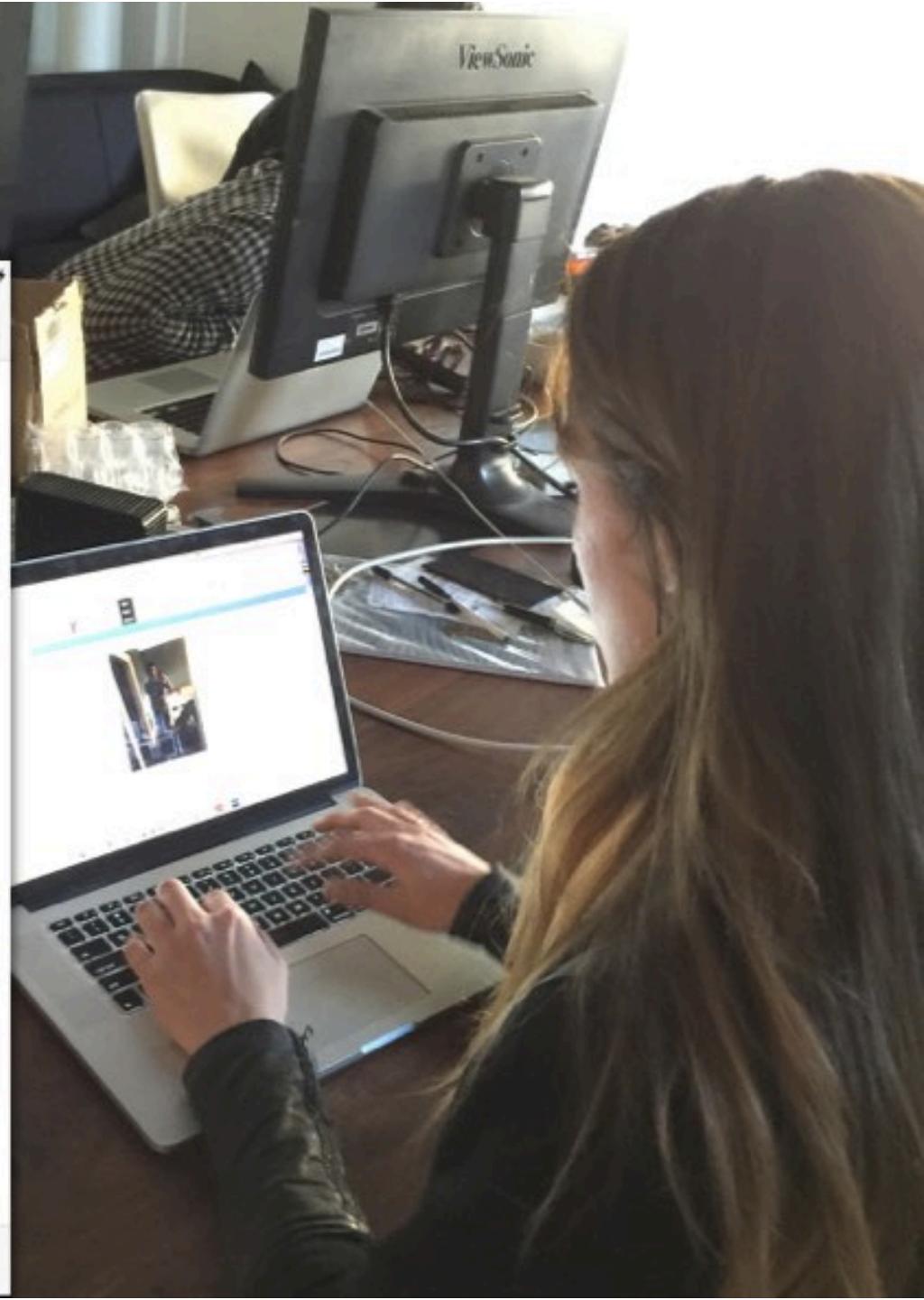


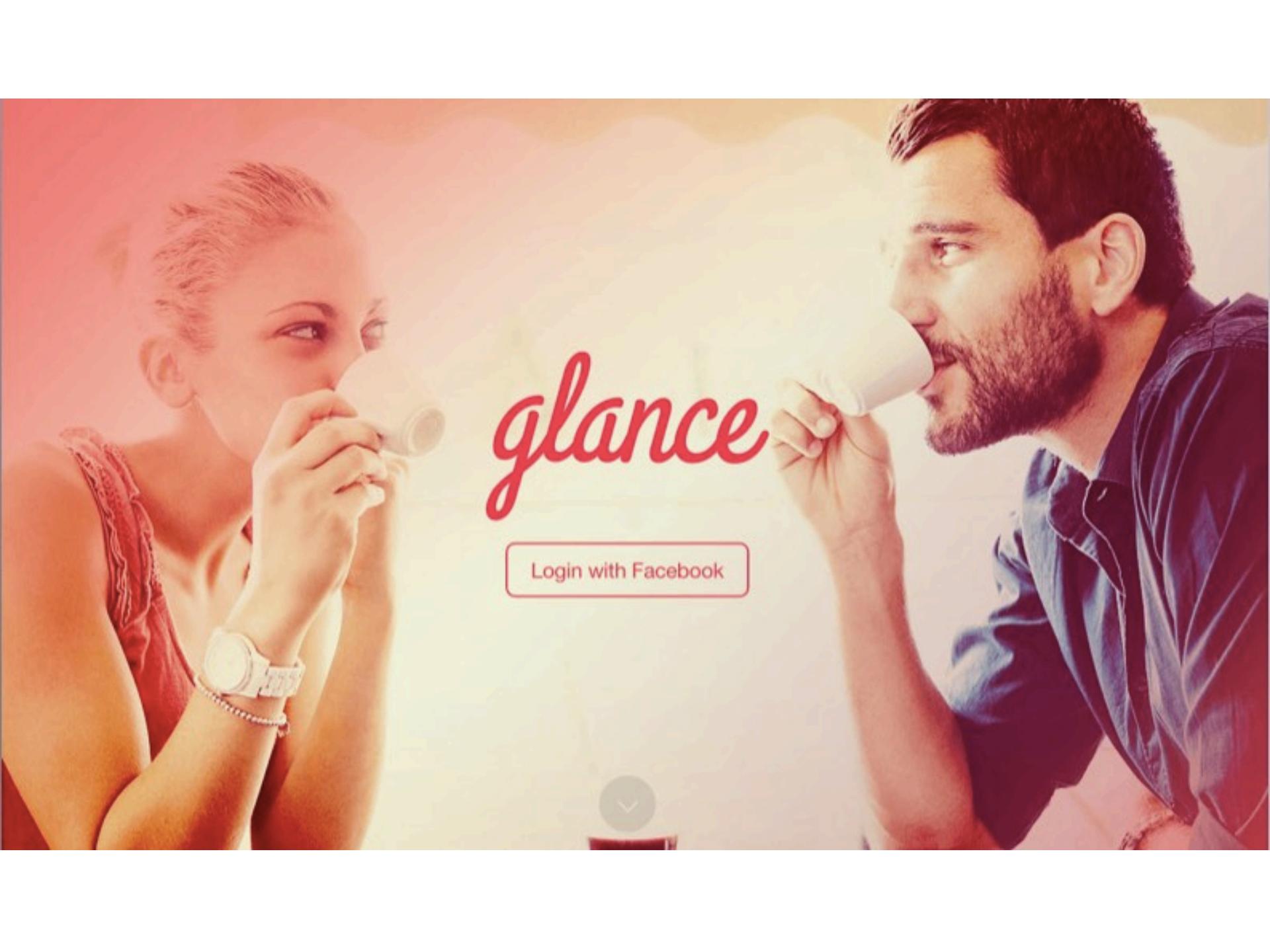
2) Snap a selfie or upload an image



great fit! add a watch to finish it

Start over!





glance

Login with Facebook





Build & teach full-stack lessons in the browser with zero setup

Create complex and engaging lessons, run events, track students and more

 Become a Pilot Partner

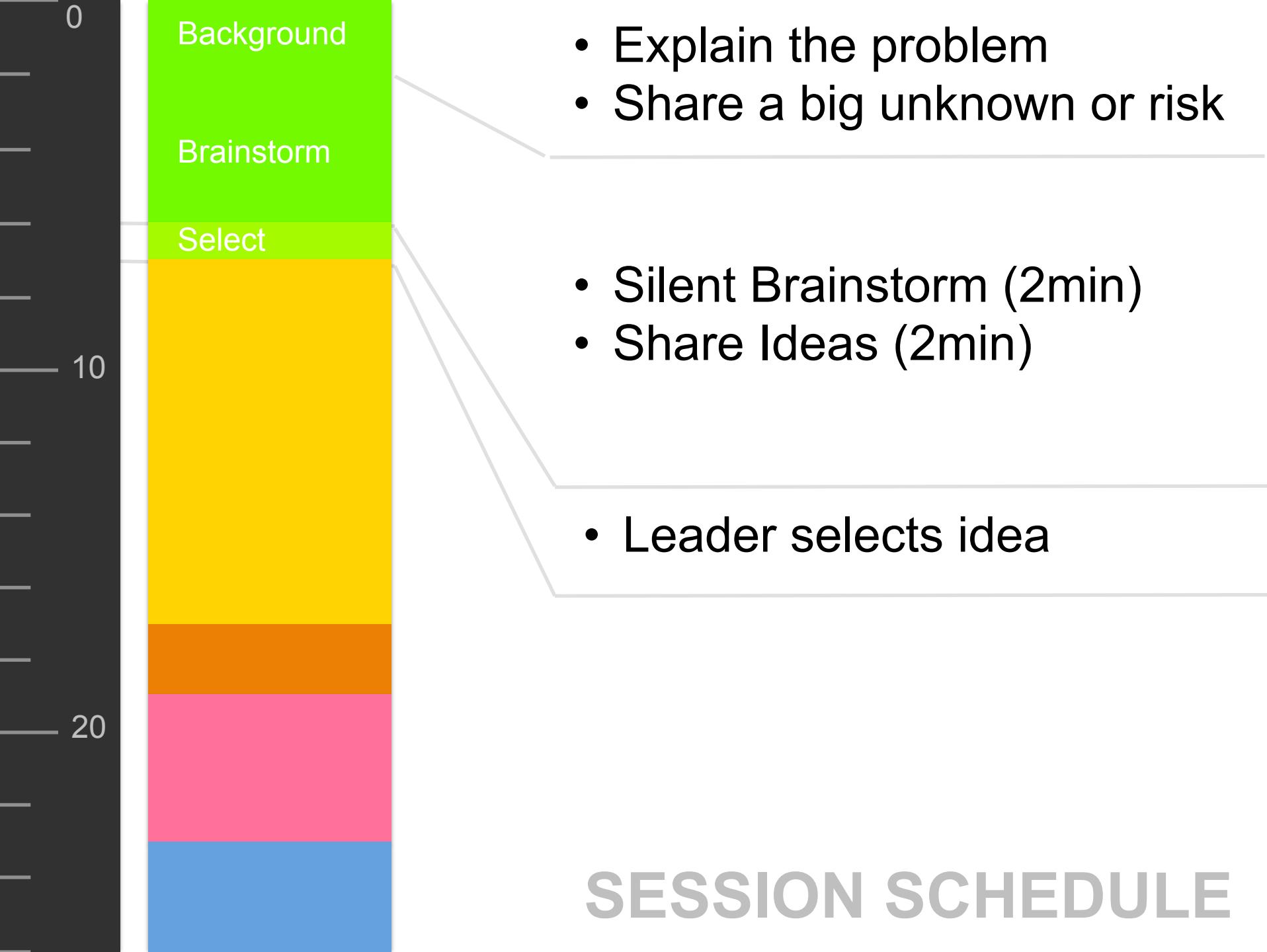
MacBook Pro

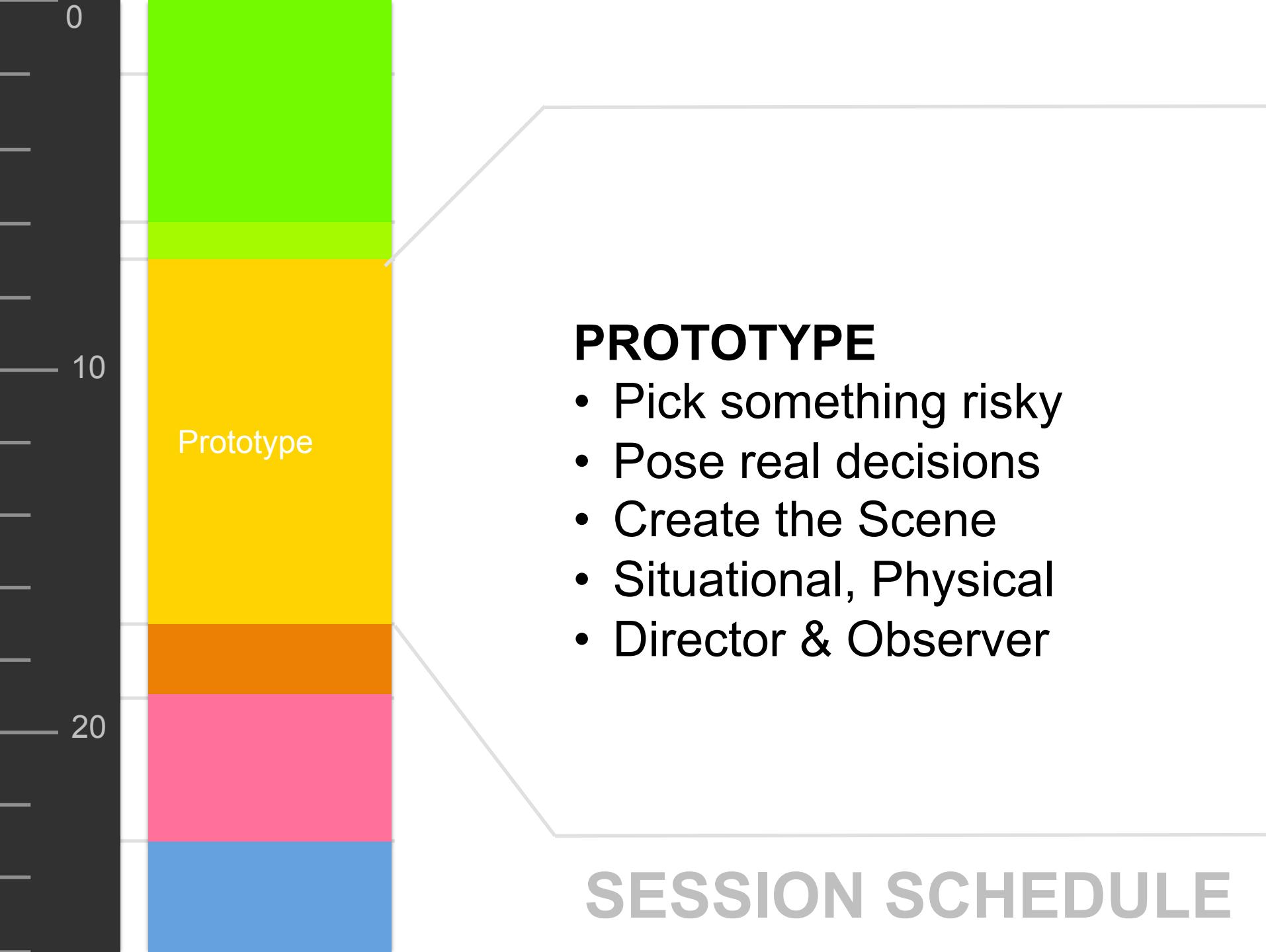
LEARNINGS

- Push on deep meaning Day 1
 - Kinetic (Cusping Science)
 - Flourish (Social Good)
- Sales/Marketing Reboot
- Erosion as Discipline

// WORKSHOP

0	Background	<ul style="list-style-type: none">• Entrepreneur explains problem in detail
6	Brainstorm	<ul style="list-style-type: none">• Draw 2-4 ideas independently• Share your best idea with group in 10 sec
14	Select	<ul style="list-style-type: none">• Entrepreneur selects idea
19	Prototype	<ul style="list-style-type: none">• Make prototypes situational, physical, real• Aim to achieve the mental transformations
26	Swap	<ul style="list-style-type: none">• Swap 1 person with neighbor group
29	Experience	<ul style="list-style-type: none">• Who they are, Where they are, Motivation• Don't fill in detail, just let them experience
30	Record	<h1>SESSION SCHEDULE</h1>







- Swap 1 person with a neighbor group

EXPERIENCE

- Who they are
- Where they are
- What they are up to...

- Danger Ds: Defend, Direct, Design
- Write key learnings

SESSION SCHEDULE

THE FUTURE OF WORK

// CONNECT

LINKING UP

- Apply ideas & code
- User Testing
- Academy Coaching
- Fellowship
- Executive Talent Pool

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