

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

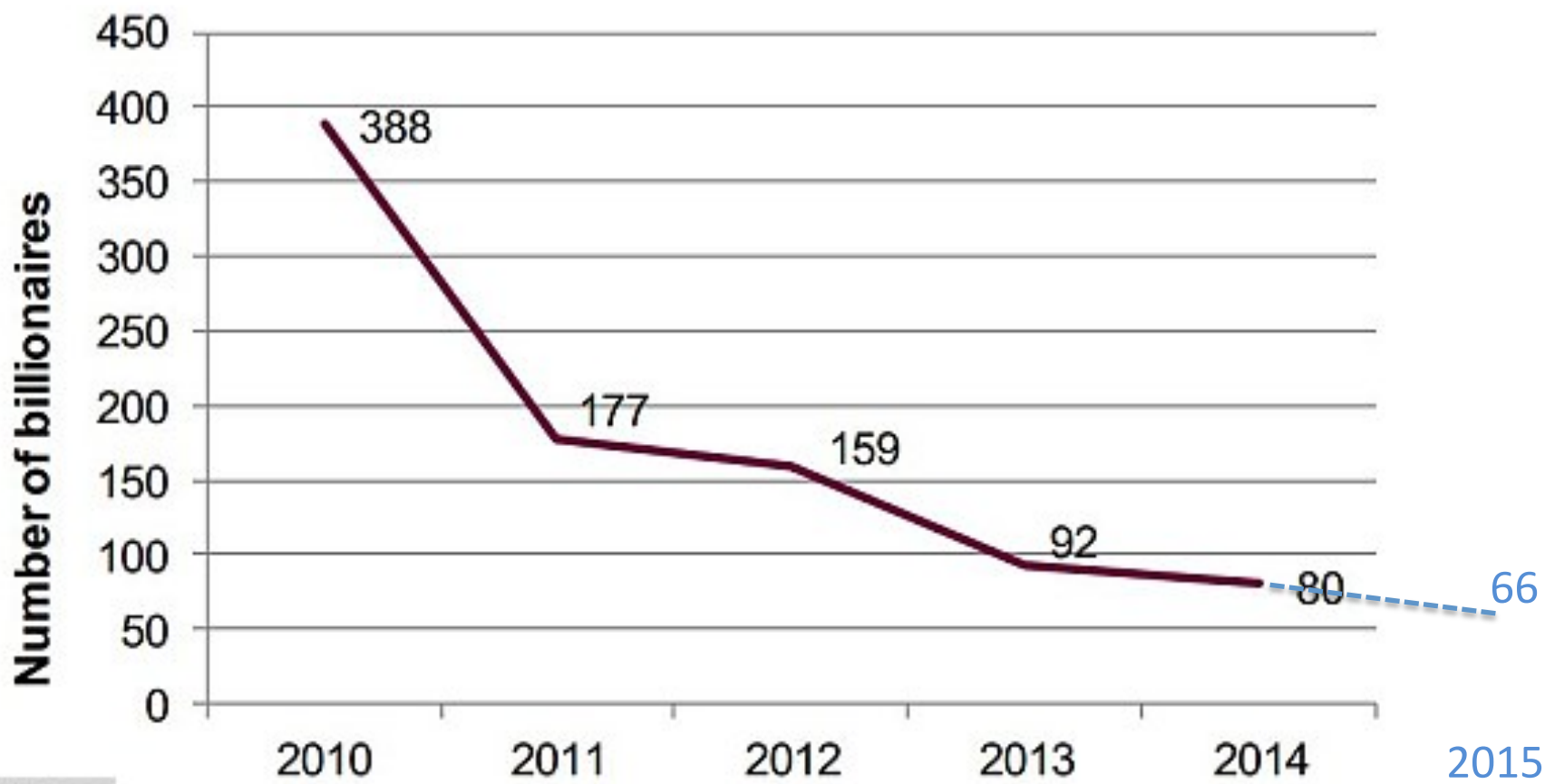
// WHY

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

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

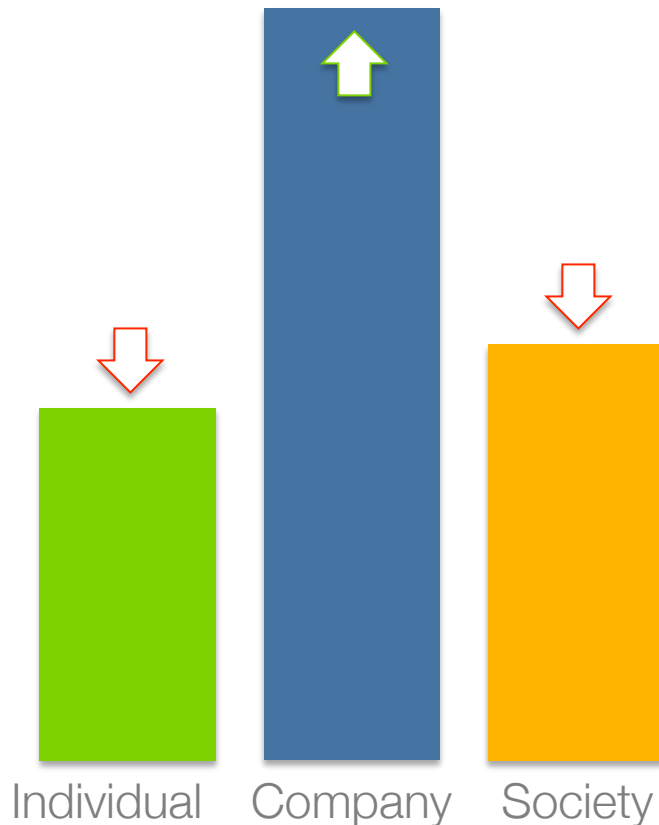


Figure 4: Number of billionaires it takes to have accumulated the same amount of wealth as the bottom 50% of the global population



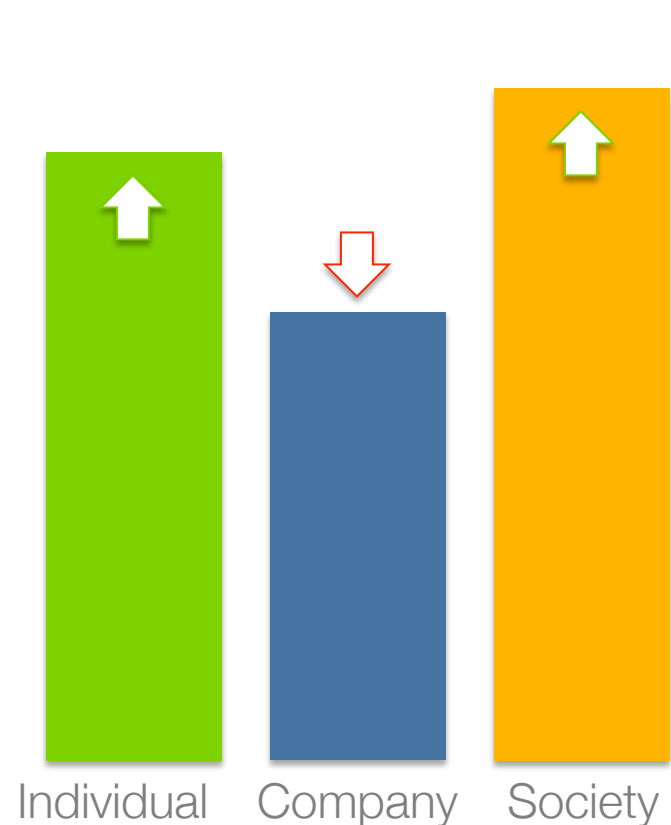
What is a company? (2 answers)

“Legally, a person.”



PAST 200 YEARS

“Just a way of organizing work.”



FACTORY X

FACTORY X OPERATING PLAN – Q1 2015

KEY

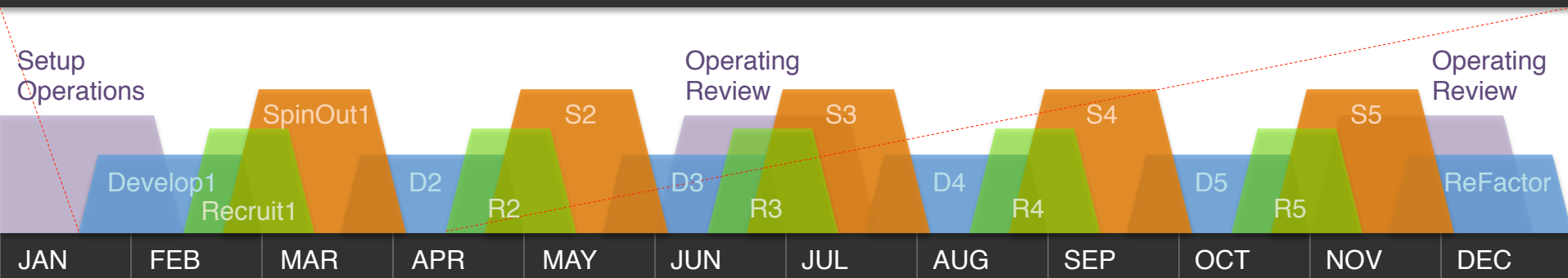
- x = Completed
- / = In Progress
- = To Be Started

- 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



2015

WEEKLY OPERATING SNAPSHOT

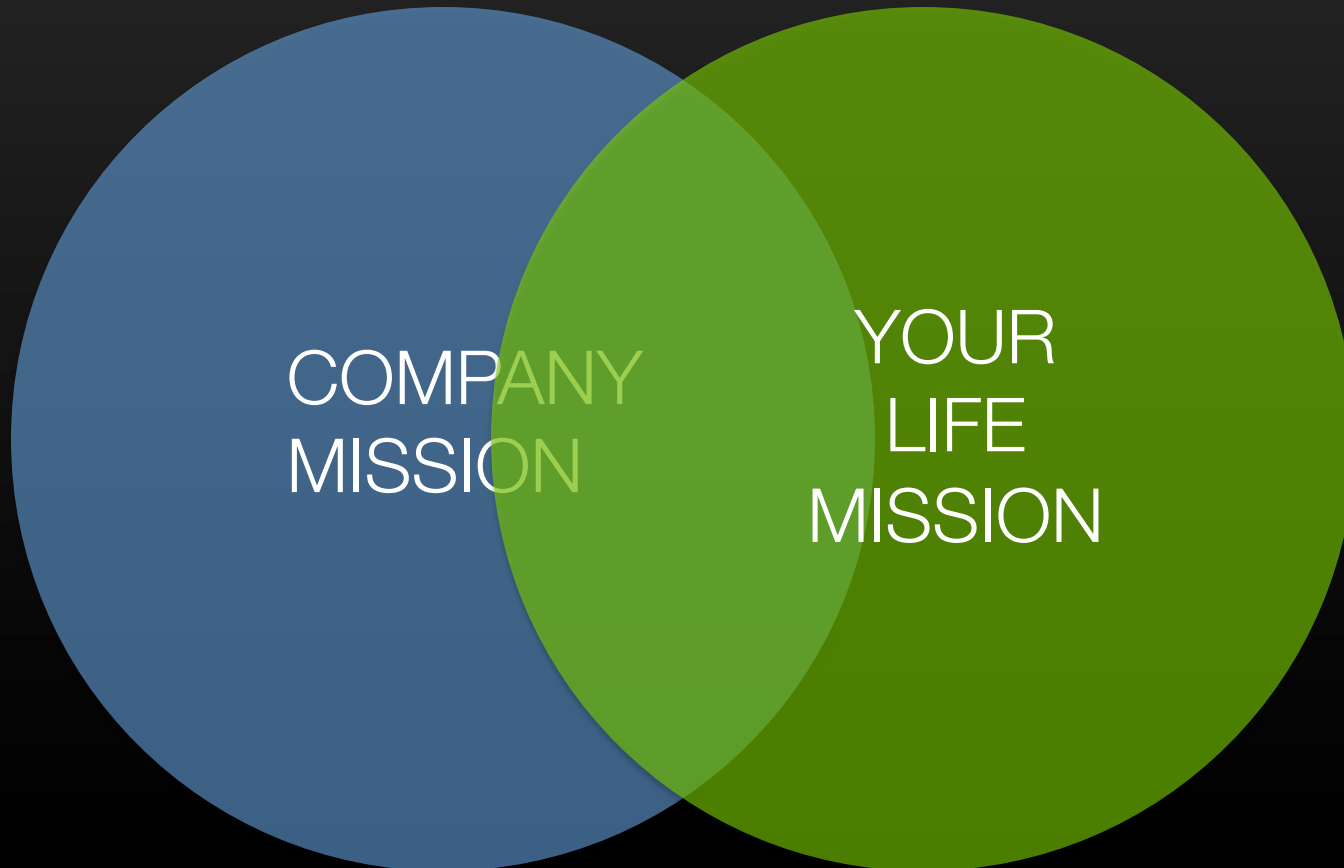
Toolchain & Planning	Prototyping	Design Revision	Prototype Prep Integrate Deep Dev	Reflection / Gratitude
		Key Learning Deep Development		Key Learning Deep Development
LUNCH				
Team Sync	Customer Cycle	Key Learning Deep Development	Customer Cycle	Key Learning Deep Development
Design / Prototyping				
Prototyping	Key Learning Adjustments	Key Learning Deep Development	Key Learning Adjustments	Key Learning Deep Development
DINNER				
Prototyping		Integrate Deep Dev		
MON	TUE	WED	THU	FRI

EXPERIMENTAL FRAME



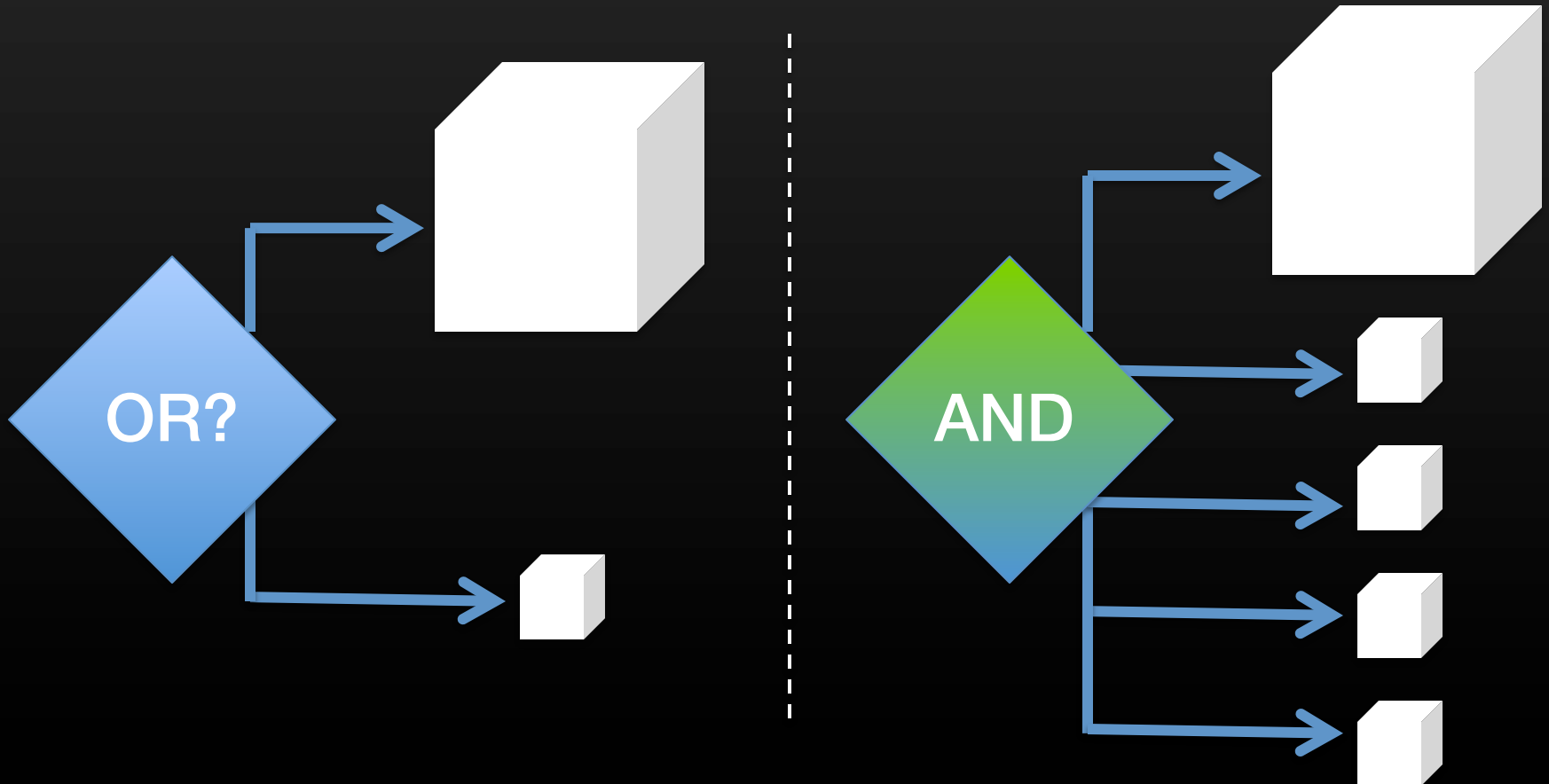
TALENT/COMPENSATION

Purpose + Passion



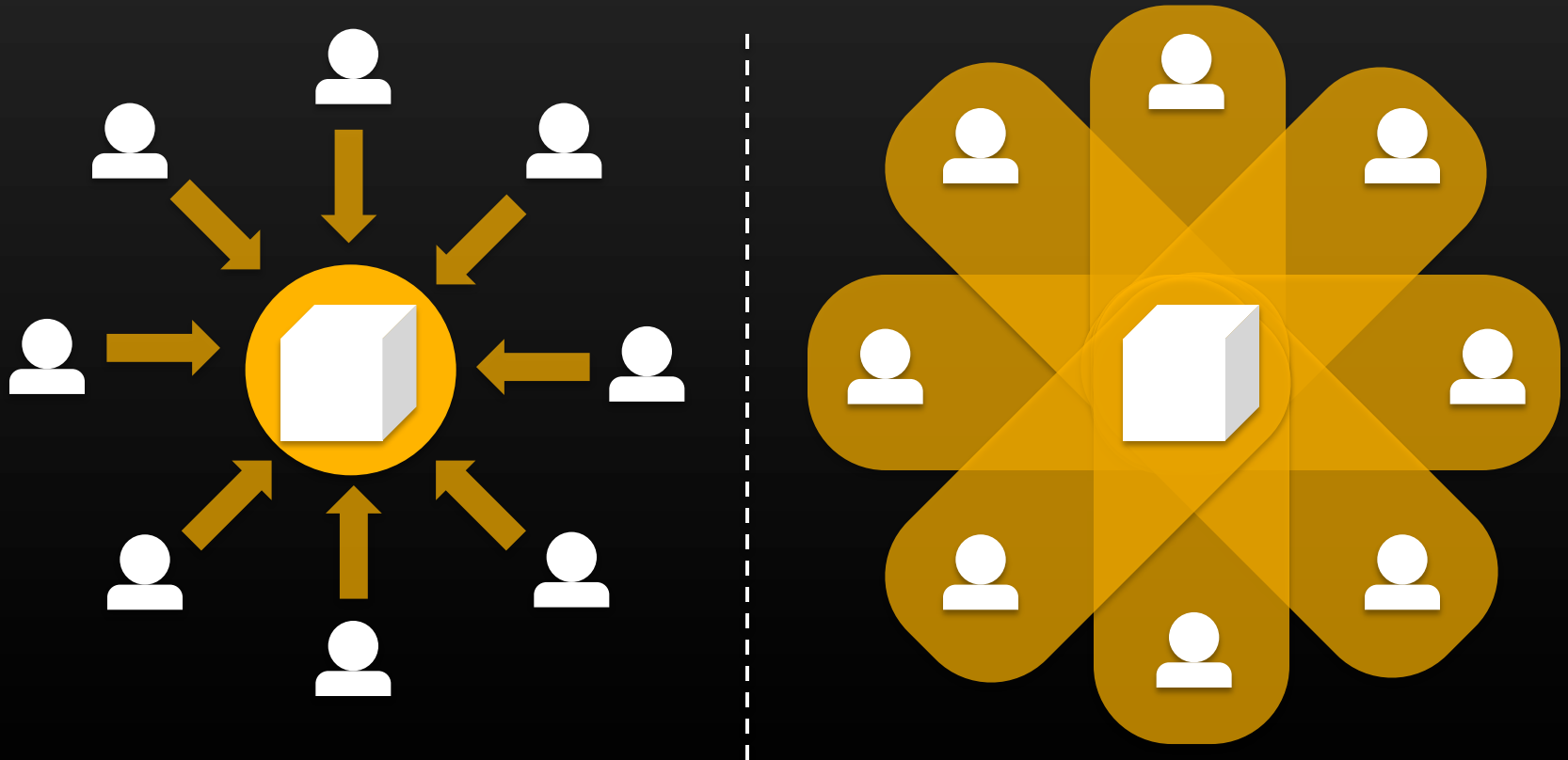
TALENT/COMPENSATION

Portfolio Balancing Your Talent



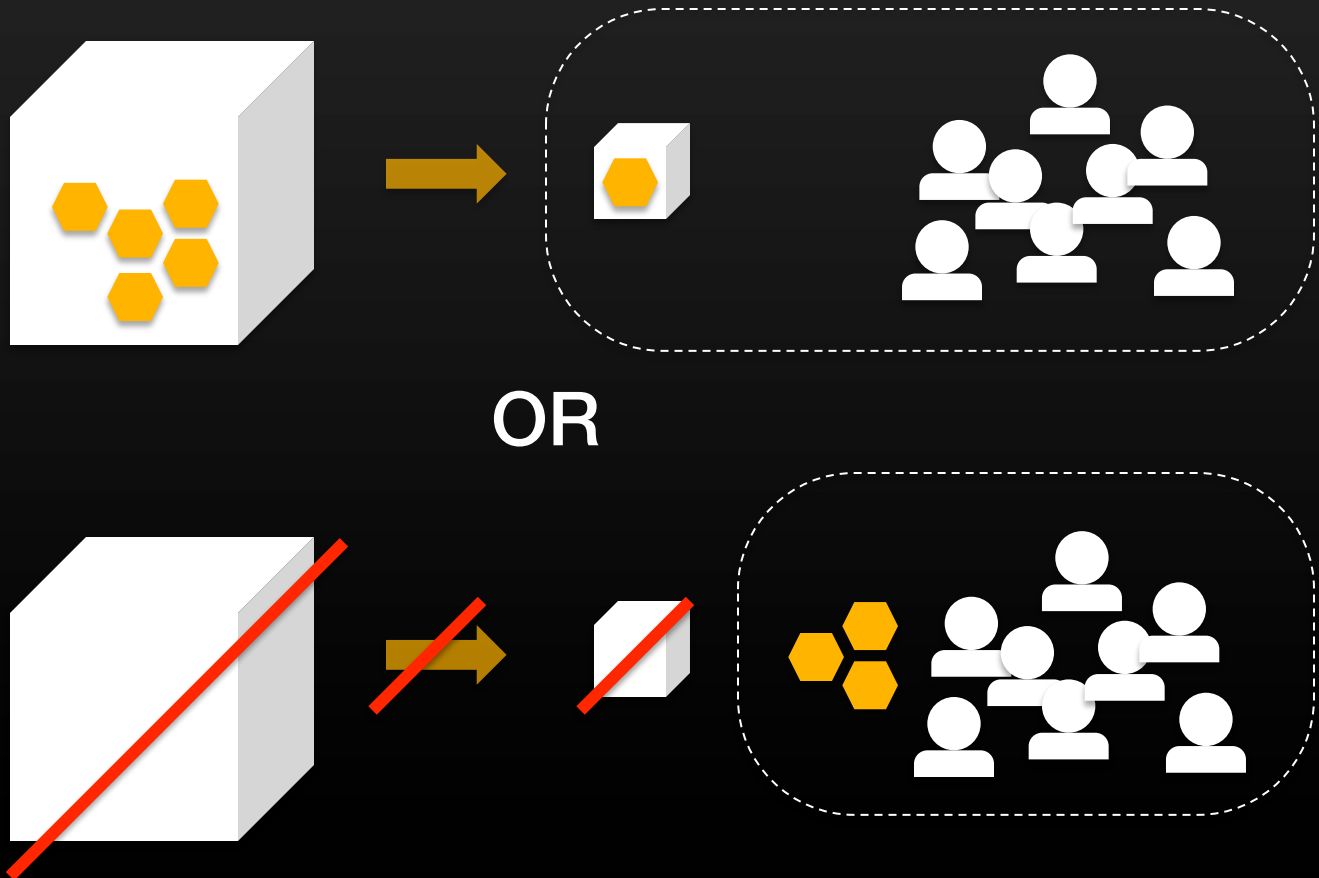
IP/LEGAL

Own vs Share



IP/LEGAL

Patents: Serve or Share



THE FUTURE OF WORK

// HOW

// version 0.9



dinnr

Meet new people

Eat great food every Friday

LOGIN WITH FACEBOOK





Hey, we didn't get your number!

Where should we send your dinner info?

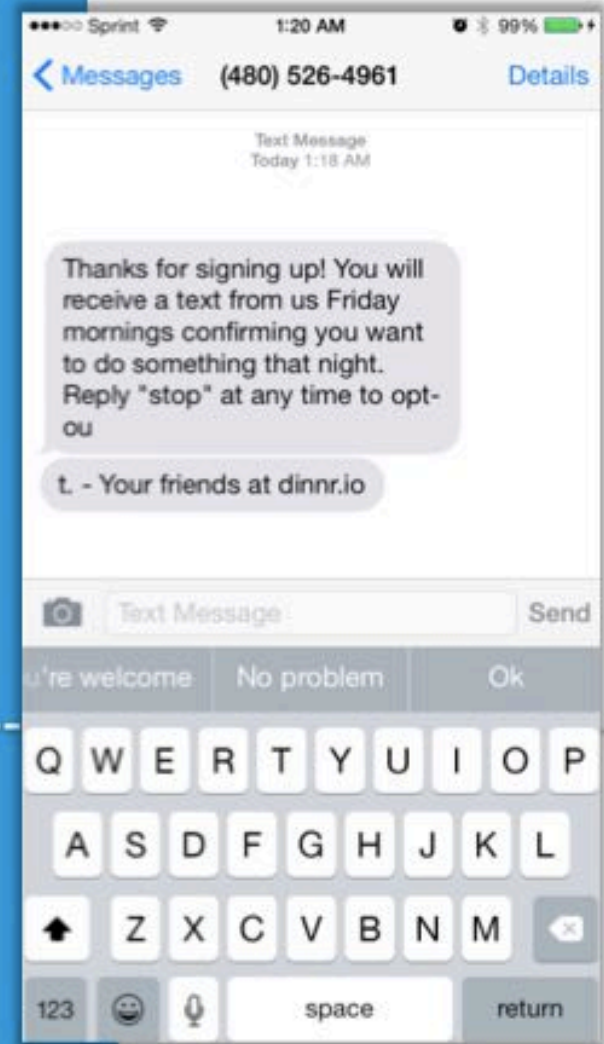
415-201-6730

Continue

You're ready to go!

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

Sounds good





FANFO

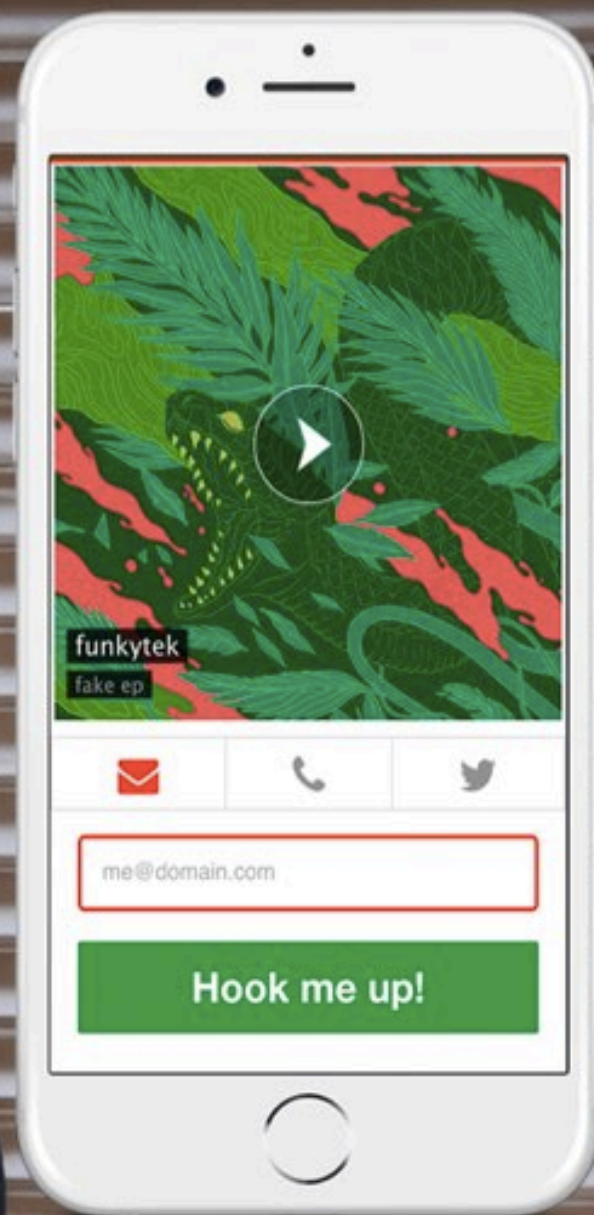
 SIGN UP

HOW IT WORKS


Create Your Fanfo

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









CREATE

CONTACTS

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

SAVE

MESSAGE PREVIEW

Yo! Thanks for supporting our music!

<https://soundcloud.com/funktek/sets/take-ep>





Spruce.

real-time style

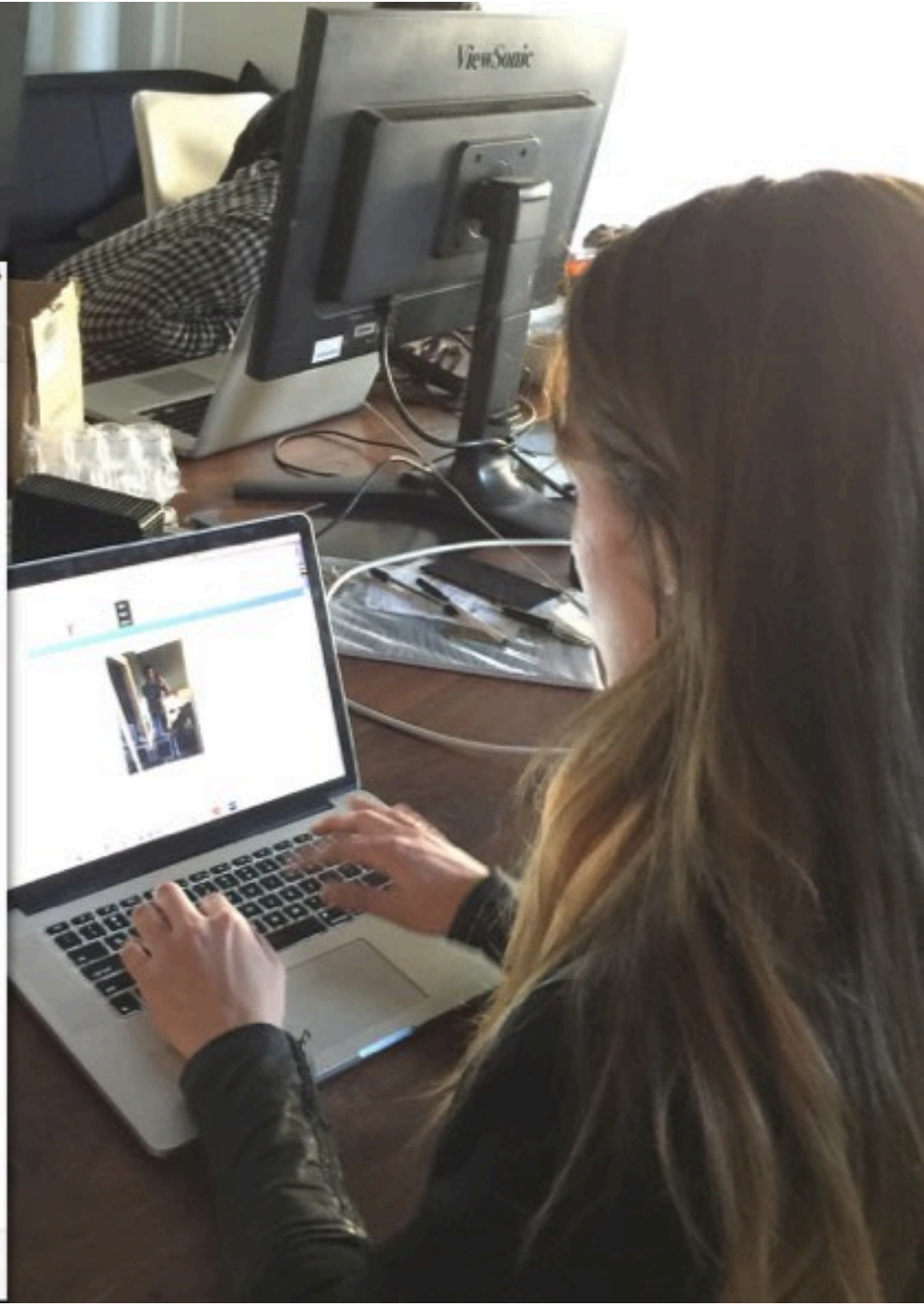
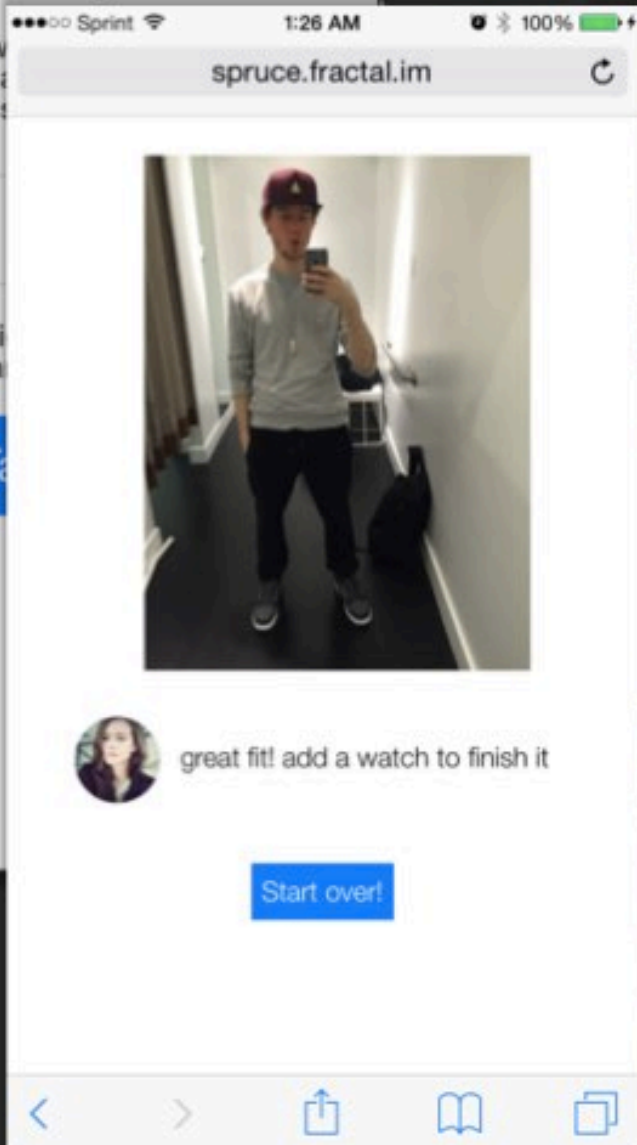


Log in with Facebook

Get Feedback from your Stylist

1) Let us know
looking for, what
dress

2) Snap a selfi
insta



A man and a woman are shown from the chest up, facing each other and drinking from white mugs. The woman is on the left, wearing a red top and a silver watch. The man is on the right, wearing a blue shirt. The background is a soft, warm-toned bokeh. The word "glance" is written in a red script font in the center.

glance

Login with Facebook





ESPRESSO BAR NORDSTROM

	Small	Medium	Large
Hot Brewed Coffee	1.85	2.15	2.35
Cold Brewed Coffee	2.05	2.35	2.55
Espresso / Latte / Cappuccino	1.75	2.05	2.25
Macchiato	1.85	2.15	2.35
Frappuccino	2.05	2.35	2.55
Smoothie	2.05	2.35	2.55
Yogurt	1.85	2.15	2.35
Hot Chocolate	1.85	2.15	2.35
Ice Cream	1.85	2.15	2.35
Pastry	1.85	2.15	2.35
Donut	1.85	2.15	2.35
Bagel	1.85	2.15	2.35
Muffin	1.85	2.15	2.35
Cake	1.85	2.15	2.35
Pie	1.85	2.15	2.35
Quiche	1.85	2.15	2.35
Sandwich	1.85	2.15	2.35
Salad	1.85	2.15	2.35
Smoothie	1.85	2.15	2.35
Yogurt	1.85	2.15	2.35
Hot Chocolate	1.85	2.15	2.35
Ice Cream	1.85	2.15	2.35
Pastry	1.85	2.15	2.35
Donut	1.85	2.15	2.35
Bagel	1.85	2.15	2.35
Muffin	1.85	2.15	2.35
Cake	1.85	2.15	2.35
Pie	1.85	2.15	2.35
Quiche	1.85	2.15	2.35
Sandwich	1.85	2.15	2.35
Salad	1.85	2.15	2.35

FACTORY X OPERATING PLAN – Q2 2015

KEY

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

- Open Combine Experiment
- Better Learning Capture
- Formalize Scoring

Combine 2

- Toolchain Improvements
- Maintain Tuesday / Thursday Cycle
- Coordination Improvements

Development Cycle 2

- Marketing/Distribution Toolchain
- Monetization Toolchain
- Advertising Ramp-up

Marketing / Distribution Cycle 1

- Set up funding metabolism v1.0
- Standardize Documents
- Create Founding Moment

Found / Fund Cycle 1

20 27 04 11 18 25 01 08 15 22 29 06

May

June

July

Setup
Operations

Product
Development 2

Mkgt / Dist/
Monetization

Found +
Fund 2

Product
Development 4

Mkgt / Dis
Monetization

Product
Development 1

Mkgt / Dist/
Monetization

Found +
Fund 1

Product
Development 3

Mkgt / Dist/
Monetization

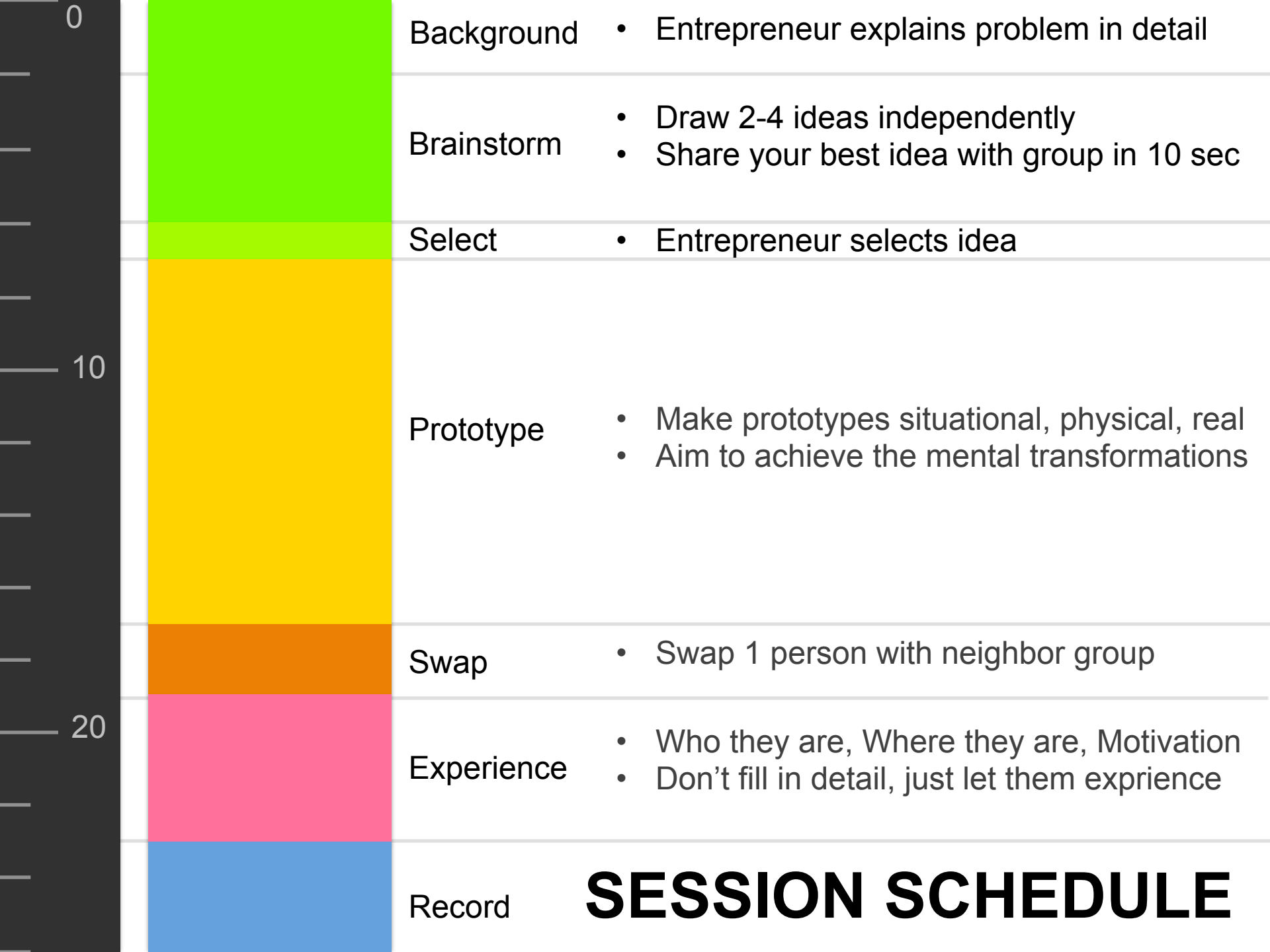
Found +
Fund 3

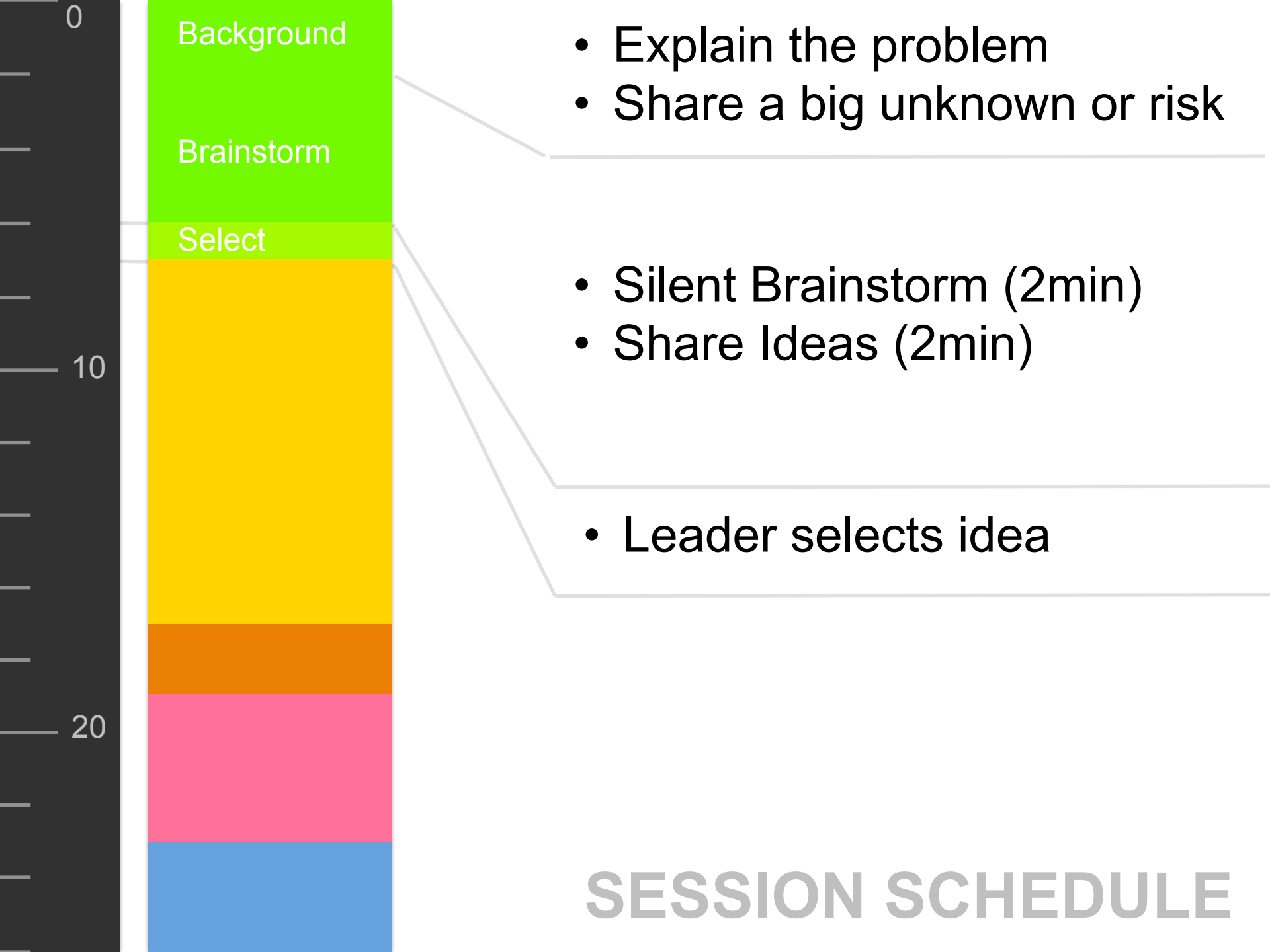
Product
Development

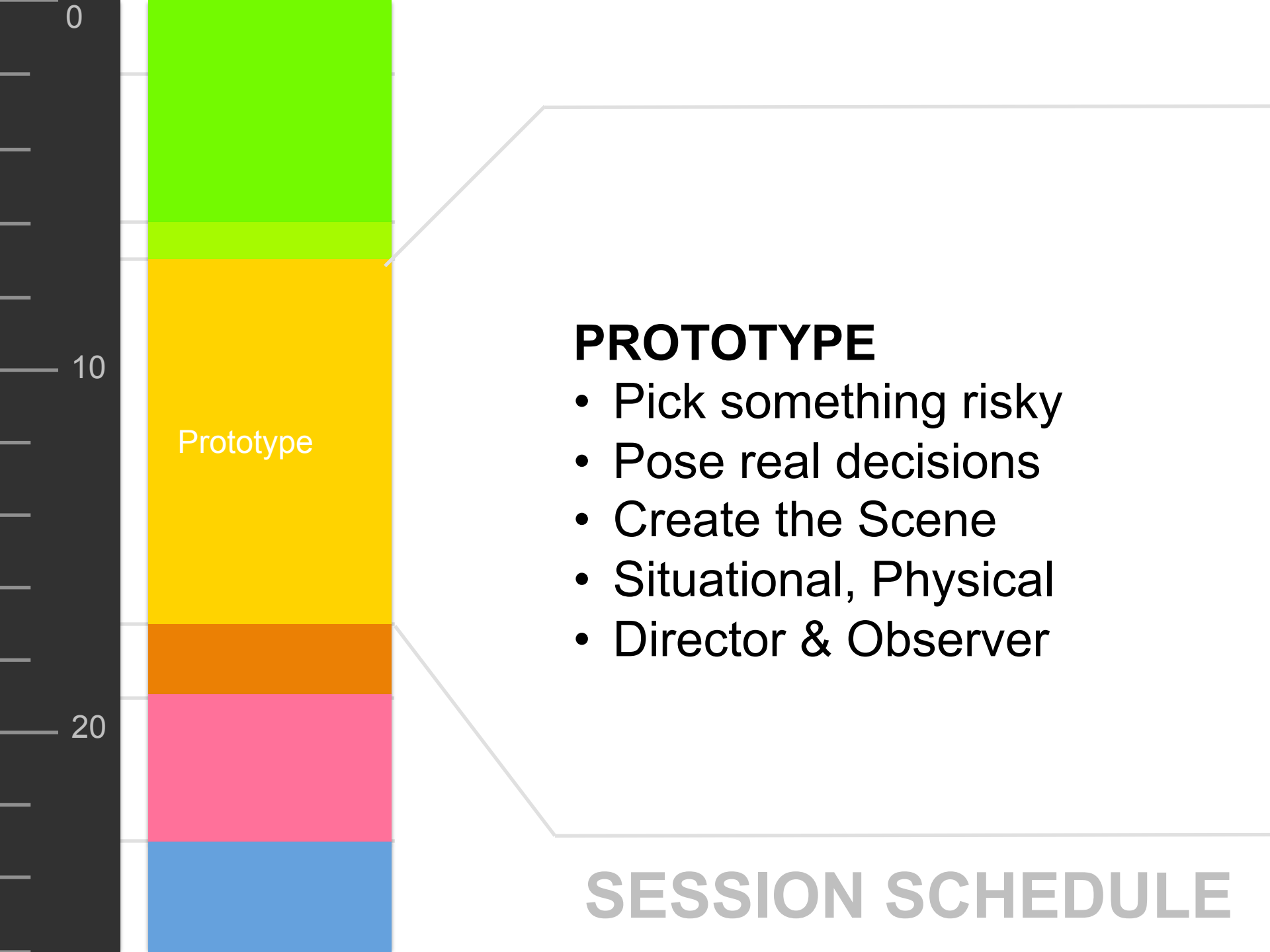
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

2015

// WORKSHOP

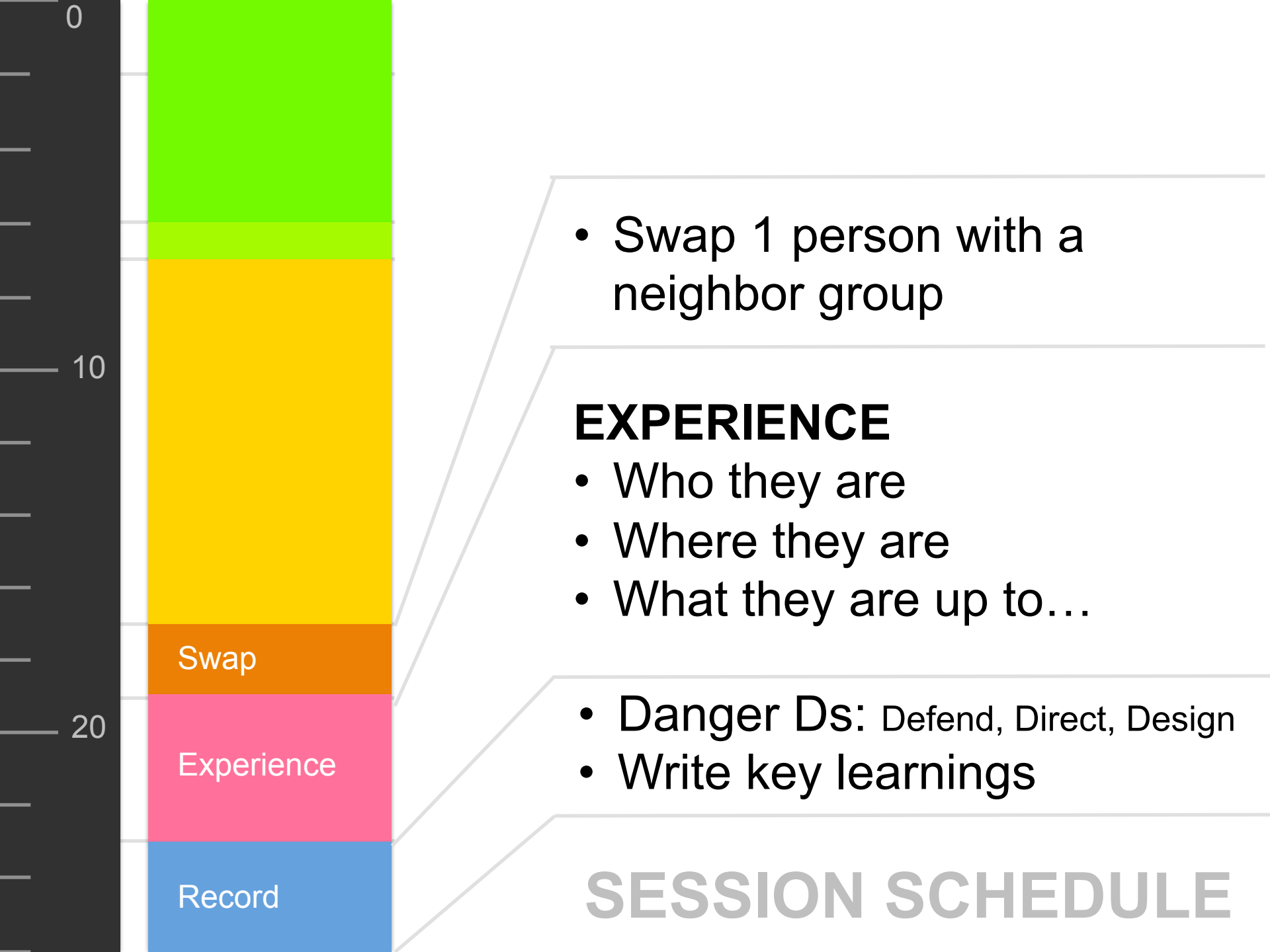






PROTOTYPE

- Pick something risky
- Pose real decisions
- Create the Scene
- Situational, Physical
- Director & Observer



THE FUTURE OF WORK

// CONNECT

LINKING UP

- Apply ideas & code
- User Testing
- Participate in Workshops
- Fellowship
- Executive Talent Pool

contact@fact0ry.com → Working with us

j@fact0ry.com → Academy

chi@fact0ry.com // @thegoodtomchi