

# VALUE DIMENSIONS: OpenDesk

## OpenDesk’s business model

- 1

Online web shop that sells wooden design furniture
- 2

Has a global network of over 600 maker spaces
- 3

When you want a product you can buy or download
- 4

If you download you get free 3D-files and can manufacture it yourself
- 5

If you buy, a local maker makes your furniture and gets 80% of price
- 6

OpenDesk keeps 10% and designer gets 10%
- 7

You can customize design, remix it and make it unique
- 8

Re-upload your remix and OpenDesk will sell it for you, with royalty to original designer



## Exercise: Discuss their Value Dimensions

Customer goodwill

You will level with your users and give them a sense of co-ownership

Outsource your innovation

You no longer have to hire all the brilliant minds you need to innovate and scale

Peer to peer support

Users get deep technical insight and can help each other

Reduce development costs

You allow experts and engineers from all over the world to co-develop

Branding value

Building global communities of co-creators is digital hyper innovation

Make co-creation & participation easy

New users can jump right in & revise the product to serve their needs

Test ideas with the community

Your users will automatically test your ideas & features for you, and make them better

Insight about customers & co-creation

You can track first-hand what your users want as they are co-developing your product

Build on knowledge of global innovators

Tap into open source knowledge and design bases to enhance your product

Quality & validation

Get thousands of eyes to test early before release

## Open-O-Meter: Their open sources

DO THEY ALLOW FREE REDISTRIBUTION OF THE FULL PRODUCT, ALSO FOR COMMERCIAL PURPOSES? Do they use an open (source) license on all elements of the product?	<input checked="" type="checkbox"/>
DO THEY ALLOW FREE REDISTRIBUTION OF SOME ELEMENTS, ALSO FOR COMMERCIAL PURPOSES? Do they use an open (source) license on some parts/elements of the product?	<input checked="" type="checkbox"/>
DO THEY ALLOW PARTIAL OR FULL REDISTRIBUTION FOR NON-COMMERCIALS PURPOSES? Do they use a legal license that allows users to redistribute without economic gain?	<input checked="" type="checkbox"/>
IS THE PUBLISHED BILL OF MATERIALS EDITABLE? The bill of materials is published in editable format	<input type="checkbox"/>
IS THE PUBLISHED ASSEMBLY INSTRUCTIONS EDITABLE? The assembly instruction is published in editable format	<input type="checkbox"/>
ARE THE PUBLISHED DESIGN FILES IN EDITABLE FORMATS? One or more of the file formats used is editable	<input checked="" type="checkbox"/>
IS THE CONTRIBUTING GUIDE PUBLISHED? A guide for how users can contribute is available	<input checked="" type="checkbox"/>
IS THE BILL OF MATERIALS PUBLISHED? The product bill-of-material is publicly available	<input checked="" type="checkbox"/>
ARE ASSEMBLY INSTRUCTIONS PUBLISHED? Instructions for how to assemble are publicly available	<input checked="" type="checkbox"/>
ARE DESIGN FILES PUBLISHED? Technical components of the product is publicly available (CAD-files, computer code, schematics etc.)	<input checked="" type="checkbox"/>

