1.2
VALUE DIMENSIONS: Ultimaker

Ultimaker's business model

1 Online web shop that sells premium desktop 3D printers

2 You can buy fully assembled 3D Printer machines, self-collection kits and repair parts in their shop

4 Has a global community of 45.000 members

5 You can also download 3D printer design files (schematics, etc.) for free and build them on your own, but only for non-commercial use

6 Ultimaker has built a brand of being open and very inclusive towards their users

3 All their products are created and revised through open-source collaboration

Ultimaker

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?	☐
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?	☐
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?	☑
IS THE PUBLISHED BILL OF MATERIALS EDITABLE? The bill of materials is published in editable format	☐
IS THE PUBLISHED ASSEMBLY INSTRUCTIONS EDITABLE? The assembly instruction is published in editable format	☐
ARE THE PUBLISHED DESIGN FILES IN EDITABLE FORMATS? One or more of the file formats used is editable	☑
IS THE CONTRIBUTING GUIDE PUBLISHED? A guide for how users can contribute is available	☑
IS THE BILL OF MATERIALS PUBLISHED? The product bill-of-material is publicly available	☑
ARE ASSEMBLY INSTRUCTIONS PUBLISHED? Instructions for how to assemble are publicly available	☑
ARE DESIGN FILES PUBLISHED? Technical components of the product is publicly available (CAD-files, computer code, schematics etc.)	☑

POINTS TOTAL:

10 **Fully open source**

0 **Fully closed**

Exercise: Discuss their Value Dimensions

Outsource your innovation
You no longer have to hire all the brilliant minds you need to innovate and scale
☐

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

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
☐

Quality & validation
Get thousands of eyes to test early before release
☐

Build on knowledge of global innovators
Tap into open source knowledge and design bases to enhance your product
☐