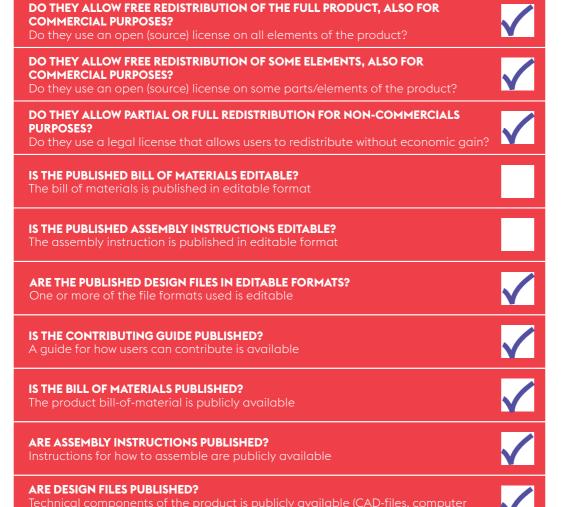
## **VALUE DIMENSIONS**: OpenDesk

#### OpenDesk's business model

- Online web shop that sells wooden design furniture
- If you download you get free 3D-files and can manufacture it yourself
- You can customize design, remix it and make it unique
- Has a global network of over 600 maker spaces
- If you buy, a local maker makes your furniture and gets 80% of price
- Re-upload your remix and
  OpenDesk will sell it for you, with
  royalty to original designer
- When you want a product you can buy or download
- OpenDesk keeps 10% and designer gets 10%



#### Open-O-Meter: Their open sources



#### **POINTS TOTAL:**

10

Fully open source

**Fully closed** 

# Insight about customers & co-creation

Customer

You will level with

them a sense of

co-ownership

your users and give

**Branding value** 

Building global

communities of

co-creators is

digital hyper

innovation

goodwill

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

## **Exercise:** Discuss their Value Dimensions

#### Outsource your innovation

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

### Reduce development costs

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

### Test ideas with the community

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

### Quality & validation

Get thousands of eyes to test early before release

#### Peer to peer support

Users get deep technical insight and can help each other

# Make co-creation δ participation easy

New users can jump right in  $\delta$  revise the product to serve their needs

#### Build on knowledge of global innovators

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



