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

OpenDesk

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 ☐

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 ☐