GUIDE TO PHASE 1: Discovering open source

WHAT DO YOU NEED?
- Your REMODEL tools (pens + smartphone mount)
- A smartphone for recording the exercise
- The following printed canvases:
  1.1 Reflection
  1.2 Value Dimension Exercise
  1.3 Choose Product
- 4 hours of designated time
- All of the work team attending for the full duration of the exercise.

TIPS AND TRICKS
Remember to fill out the canvases in English, so that you can get feedback from the international REMODEL expert panel. When you fill the templates, make sure to write clearly and in big letters, so it is easy to read for others.

QUESTIONS?
The REMODEL program is meant to be self-directed, but if you are stuck in an emegency situation, you can contact REMODEL on (+45) 20877153 or (+45) 41604344.

WHAT IS THE PURPOSE OF THIS EXERCISE?
You will learn the basics of open source principles by getting insights into some succesful manufacturing companies who apply open principles already. These examples show how going open can make up the foundation of a financially sustainable business strategy. More over, you will pick one of your products to work on for rest of the REMODEL program.

SETUP
1. Clear a large table.
2. Set up a smartphone using the mount, and during the work make a 20 minute recording in "timelapse" mode or record a couple of 2-3 minute clips of traditional video.
3. Choose one person in your group to be the "time-boss". This person makes sure to keep pace and the designed time frame.

PREPARE
4. **[20 mins]** Watch the video: "Introducing REMODEL" http://bit.do/remodel_10 (pw: remodel2018)
5. **[10 mins]** Take the *1.1 Reflection* canvas and please reflect: What are the 3 most important points you learned? And what are your expectations of the REMODEL program? Fill the canvas and feel free to discuss, if needed.

START THE WORK
You are now ready to dive into the core work of this phase.

6. **[60 mins]** Please take the three *1.2 Value Dimension* canvases. For this first exercise, we will learn the basics about three prolific companies who are applying open principles in their business strategy. We'll start with OpenDesk.
   a. Take the *1.2 Value Dimension: OpenDesk* canvas and watch this video, which outlines OpenDesk's business model and explains how to use the *canvas*: http://bit.do/remodel_11 (pw: remodel2018).
   b. Exercise: Estimate which value dimensions OpenDesk create for themselves using right side of the canvas. Cross out the ones you think are right based on your discussion and your knowledge from the video.
   Hint: On the left side of the canvas you can find a recap of main points from the video, for reference.
   c. Discuss: Why have they opened the sources they have? And why have they not opened the rest?

7. **[15 mins]** Take a break, get coffee!

8. **[30 mins]** Next, watch the Ultimaker case video: http://bit.do/remodel_12 (pw: remodel2018). Take the *1.2 Value Dimension: Ultimaker* canvas and repeat step **6.b – 6.c, but this time for Ultimaker.**

9. **[30 mins]** Lastly, watch the Tesla case video: http://bit.do/remodel_13 (pw: remodel2018). Take the *1.2 Value Dimension: Tesla* canvas and repeat step **6.b – 6.c, but this time for Tesla.**

10. **[60 mins]** Now, take the *1.3 Choose Product* canvas. You must now choose one product from your company's portfolio, which you will be working on as case for the rest of REMODEL.
    a. Discuss which of your products would be best, and remember that it must be physical product (hardware). You are also welcome to choose a product idea, which has not yet been put into production - but only if it is mature.
    b. Fill the canvas fields.

SUBMIT YOUR WORK & GIVE FEEDBACK

11. **[15 mins]** It is now time to document and evaluate this session and submit your work. Please take an aerial photo of all your work materials and go to http://bit.do/remodel_15 and follow the instructions.
12. Make sure to **keep all materials and tools** (phone mount, etc.)

REMODEL

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WHAT IS THE PURPOSE OF THIS EXERCISE?
You will learn the basics of open source principles by getting insight intosome succesful manufacturing companies, who apply these principles already. You will pick on of your products to work on for full duration of the REMODEL program.

WHAT WILL YOU HAVE ACHIEVED BY THE END OF THIS EXERCISE?
You will have a basic understanding of open source, how it can make up the foundation of a fi... ...sustainable business strategy and you will ha... ...products to work on.

SETUP
1. Clear a larg...
2. Set up a sm... ...using the mount, and ... ...work make a 20... ...cording in "timelapse" m... ...cord a couple of ... ...clips of traditional video...
3. Choose on... ...n your group to be the ti...

PREPARE
4. **[15 mins]** Wat... ...o: Introducing RE... https://vimeo.c... ...ew: rem...
5. **[10 mins]** Take th... ...e reflect: What are your expe... ...ll the canvas and feel free to discuss, ...
6. **[5 mins]** Now watch the tutorial video to get an overview of this phase: https://vimeo.com/207621361 (pw: remodel2017). This guide contains the same instruction as the video tutorial, but in written form.

START THE WORK
You are now ready to dive into the core work of this phase. Please solve the following tasks to the best of your ability:

7. **[60 mins]** For the first exercise, we will learn the basics about three prolific companies, who are applying open principles in their business strategy: Please take the three *1.2 Value Dimen-*

sion Exercise canvases. First, take the OpenDesk canvas and do the following:
   a. Watch this video, which outlines their business model: https://vimeo.com/207621361 (pw: remodel2017)
   b. Look at the canvas: On the left side of the canvas you can find a recap of main points from the video, for reference.
   c. Exercise: Analyse the value dimensions they create for themselves using right side of the canvas. Cross out the ones you think ar... ...h... ...your knowledge.
   d. Discuss: Why have... ...they have? And why have they n...

[10 mins] Take a brea... ...fee!

[60 mins] Next, take t... ...canvas, do the s... ...ve. Tesla: https://vimeo.c... ...36l (pw: remodel2... Lastly, take the Ultim... ...as, do the same: Ultimaker: https://vim... ...207621361 (pw: remo...

[60 mins] Now, take t... *...ose Product* ca... ...ust now choose one pro... ...your compan... ...which ... ...will be working o... ...for the re...
   ... ...of v... ...d remem-
   ... ...st b... ...e). You are
   ... ...to ... ...but only if the idea is very mature (developed).
   b. Fill the canvas fields.

11. **[15 mins]** It is now time to document and evaluate this session and submit your work. Please take a photo of all your work materials and go to https://url.url (follow the instructions.)

WHAT DO YOU NEED?
- Your REMODEL kit (markers + tape + smartphone mount)
- A smartphone for recording the exercise
- Print-out of this instruction and the canvases:
  1.1 Reflection
  1.2 Value Dimension Exercise
  1.3 Choose Product
- 4 hours of designated time
- All of the work team attending for the full duration of the exercise.

TIPS AND TRICKS
Remember to fill out the canvases in English, so that you can get feedback from the international REMODEL expert panel. When you fill the templates, make sure to write clearly and in big letters, so it is easy to read for others.

QUESTIONS?
If you have any questions, please do not hesitate to contact the REMODEL Hotline on (+45) 2087 7153 or email to cvi@ddc.dk.