

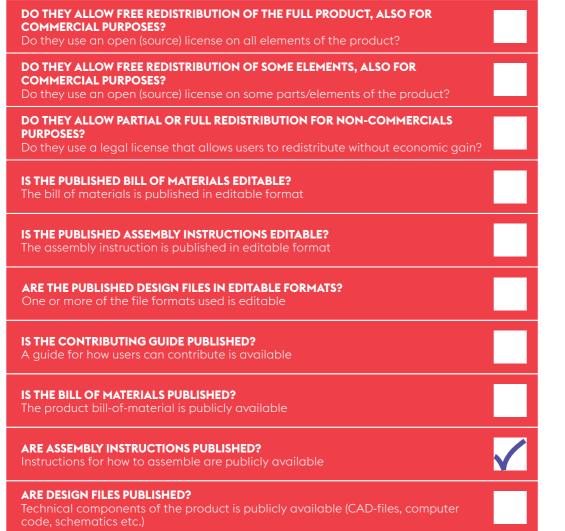
VALUE DIMENSIONS: Tesla

Tesla's business model

- Global electric car manufacturer making exclusive cars and trucks
- Considered by many as the leading manufacturer of electric vehicles and batteries
- 5 Can take legal action against anyone who uses their patents in "bad faith" (their lawyers to decide which is which)
- 2 Made big announcement with pledge that it will not initiate patent lawsuits against anyone who, in good faith, wants to use its technology
- No files available in public, but patents repository link is published and you can obtain detailed description of the technology design via US Patent δ Trademark Office
- 6 Shares openly with other car industry manufacturers



Open-O-Meter: Their open sources



POINTS TOTAL:

Fully open source

Fully closed

Exercise: Discuss their Value Dimensions

Customer aoodwill

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

Branding value

Building global communities of co-creators is digital hyper innovation

Insight about customers δ co-creation

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

Outsource vour 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 δ features for you, and make them better

Quality δ 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 δ 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



