

1.2

VALUE DIMENSIONS: Tesla

Tesla's business model

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



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

POINTS TOTAL:

10

Fully open source

0

Fully closed

Exercise: Discuss their Value Dimensions

Customer goodwill

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

Outsource your innovation

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

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

Make co-creation & participation easy

New users can jump right in & revise the product to serve their needs

Branding value

Building global communities of co-creators is digital hyper innovation

Test ideas with the community

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

Build on knowledge of global innovators

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

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