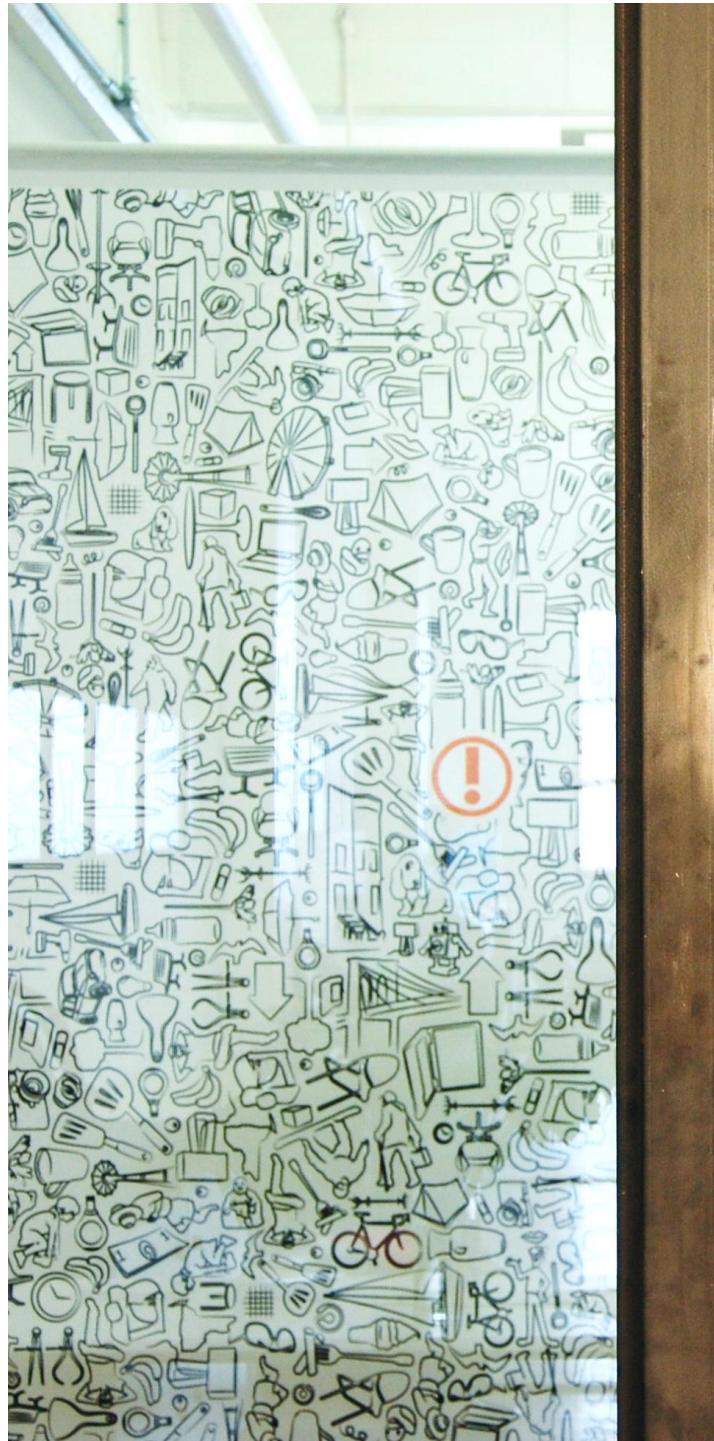




# **Recent experiences in the OSHW World**

by marco perry of pensa



# We design products, brands, services and experiences.



We live the intellectual property world



# POV on Patents



Holding ideas hostage



Ensure ROI for ideas

# POV on Open Source



For the greater good

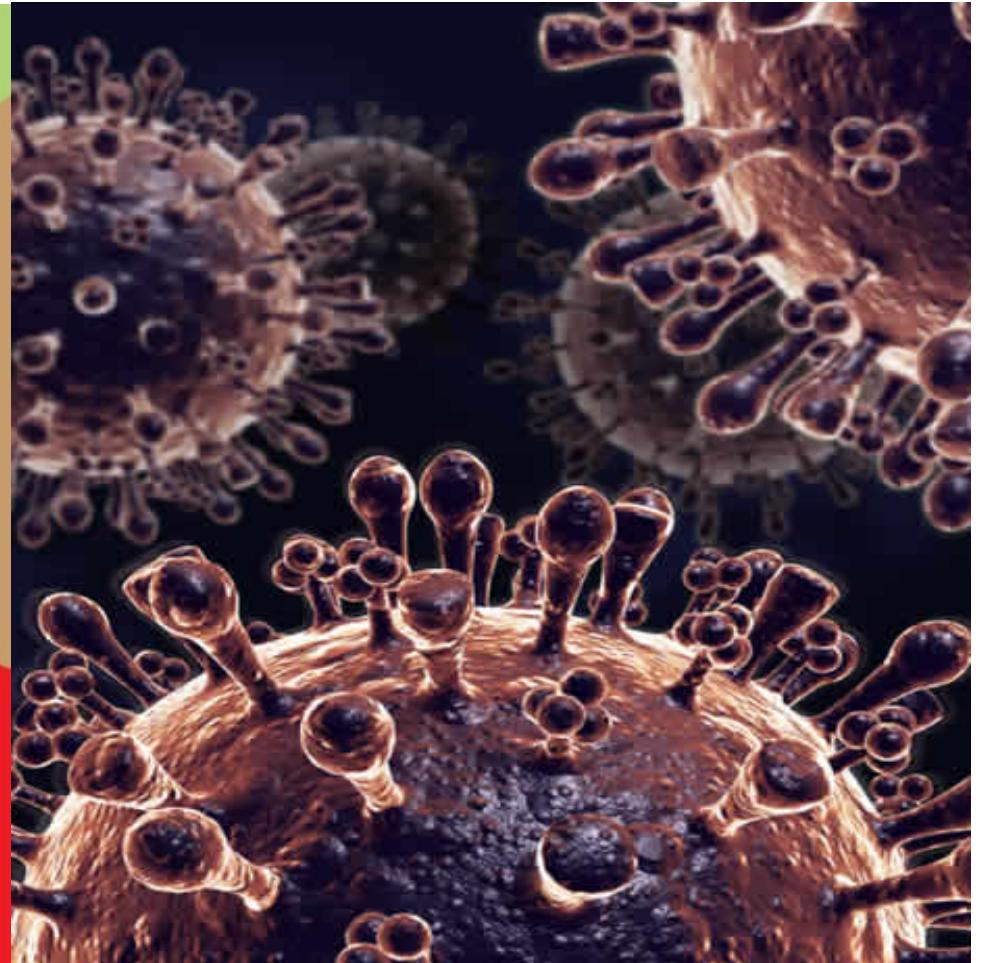


Giving away hard work for  
free

# POV on Viral Open Source Licenses



Viral = Good!



Viral = Very very bad

# POV on Each Other

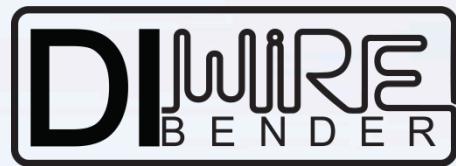
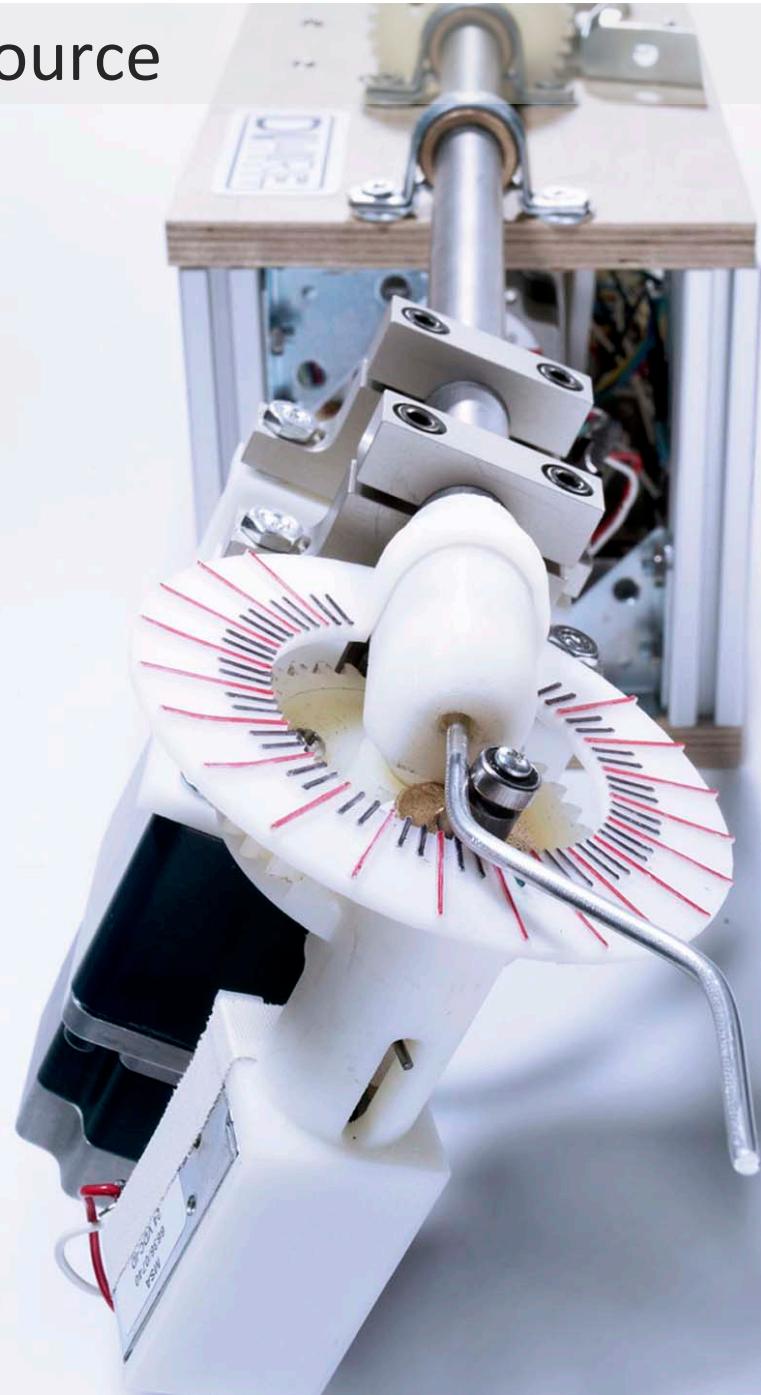


Bunch of digital hippies!



Bunch of d\*bags!

DIWire is open source



# Perceived design process

Company

Great idea!

→ Design → Engineer → Manufacture → Market

Consumer

Hope someone buys it



# But where do *great ideas* come from?



Observe



Analyze

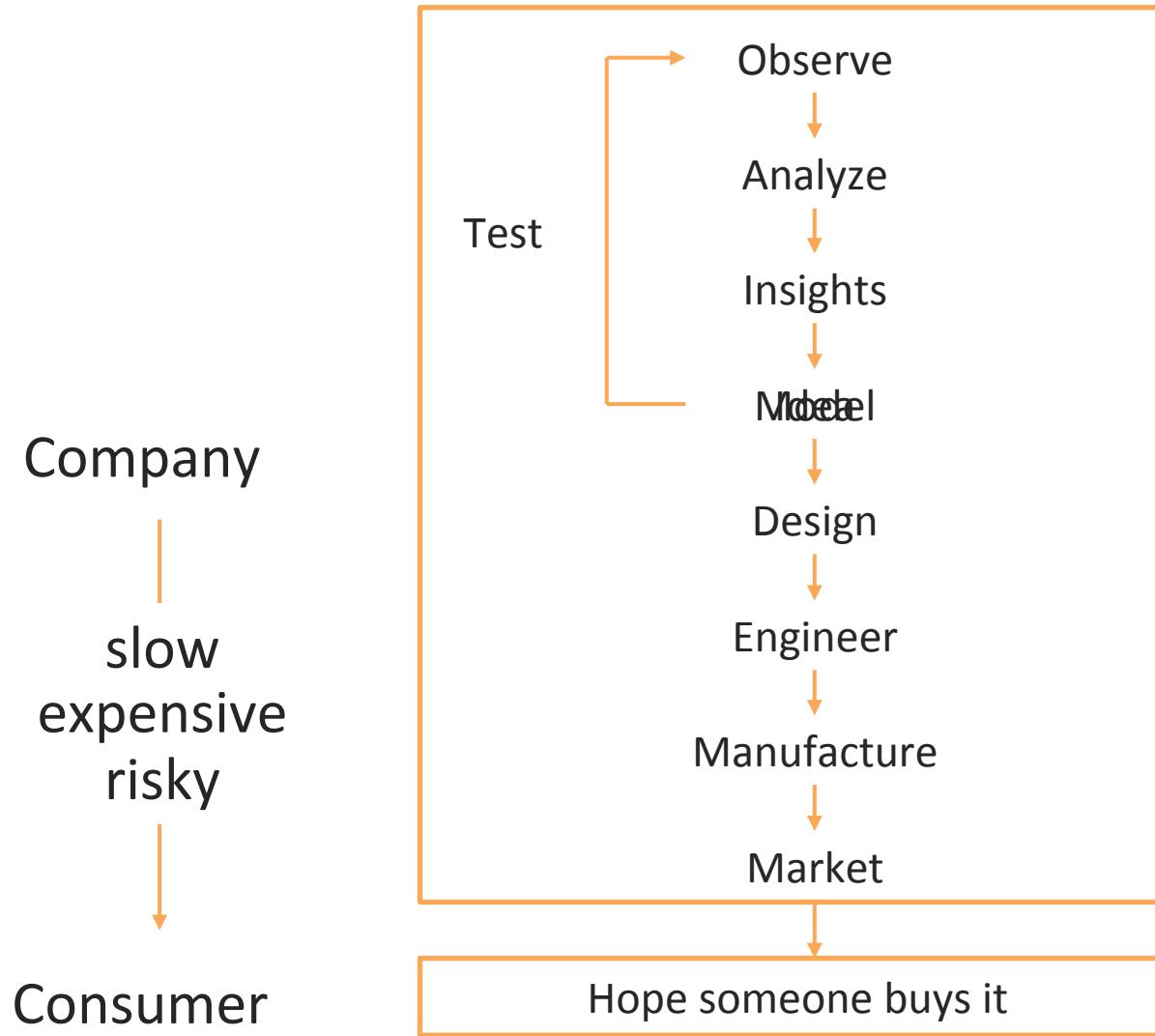


Insights

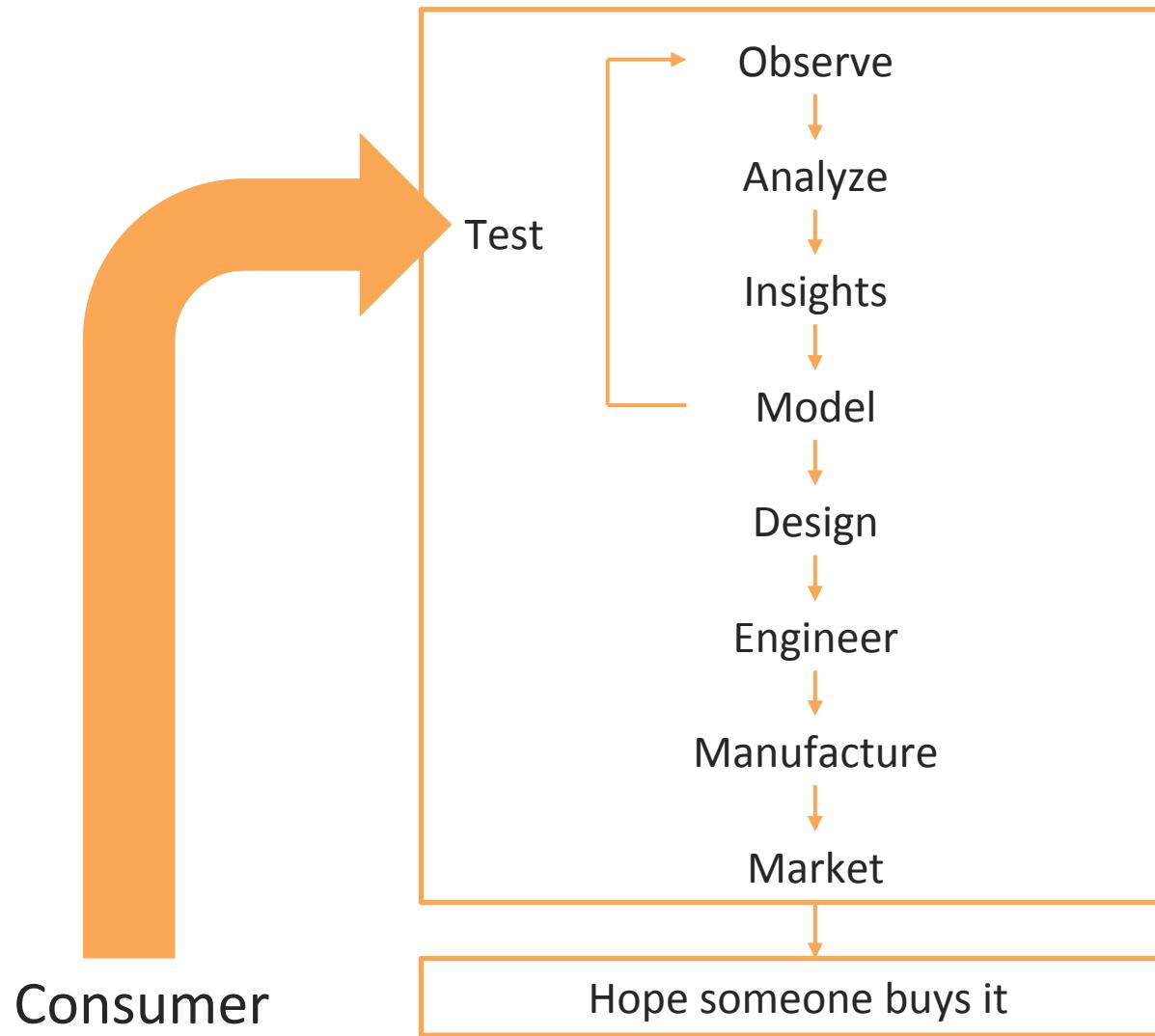


Model and test

# Improve Development Model



# Improved Development Model



# New development models

Crowdsourcing



Remix



Personalization



Crowd Funding



Mass Customization



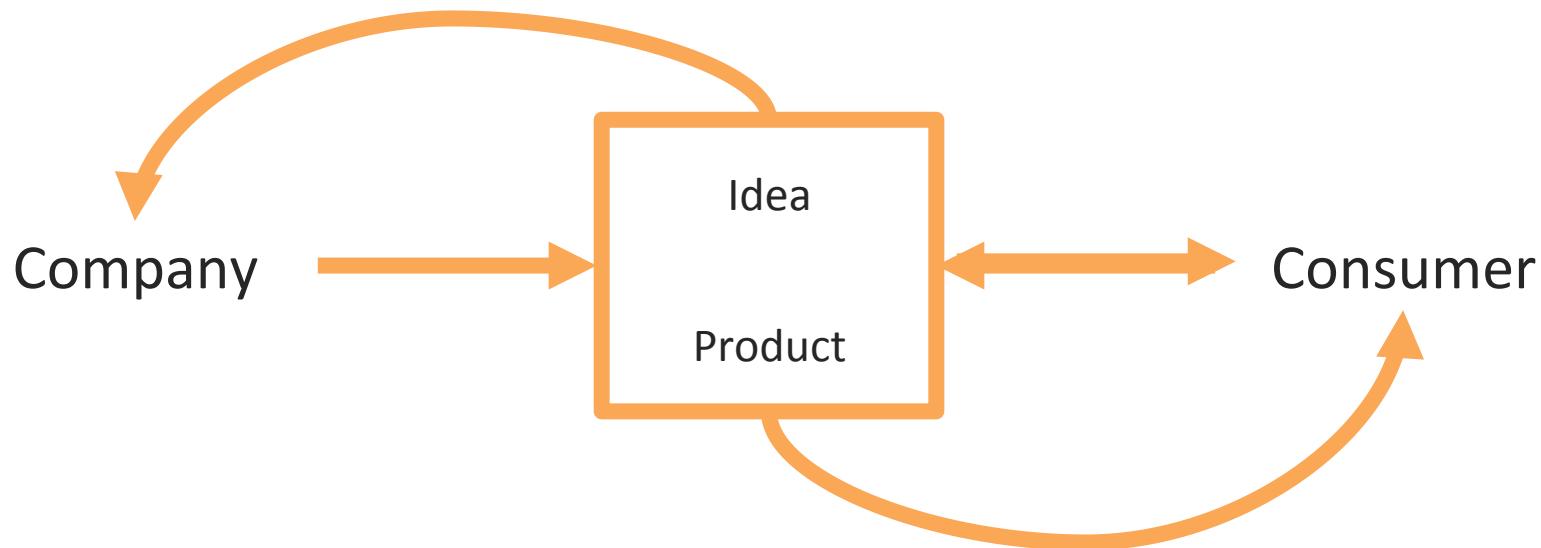
Participatory Design



Personal Production



# A shift in the development process

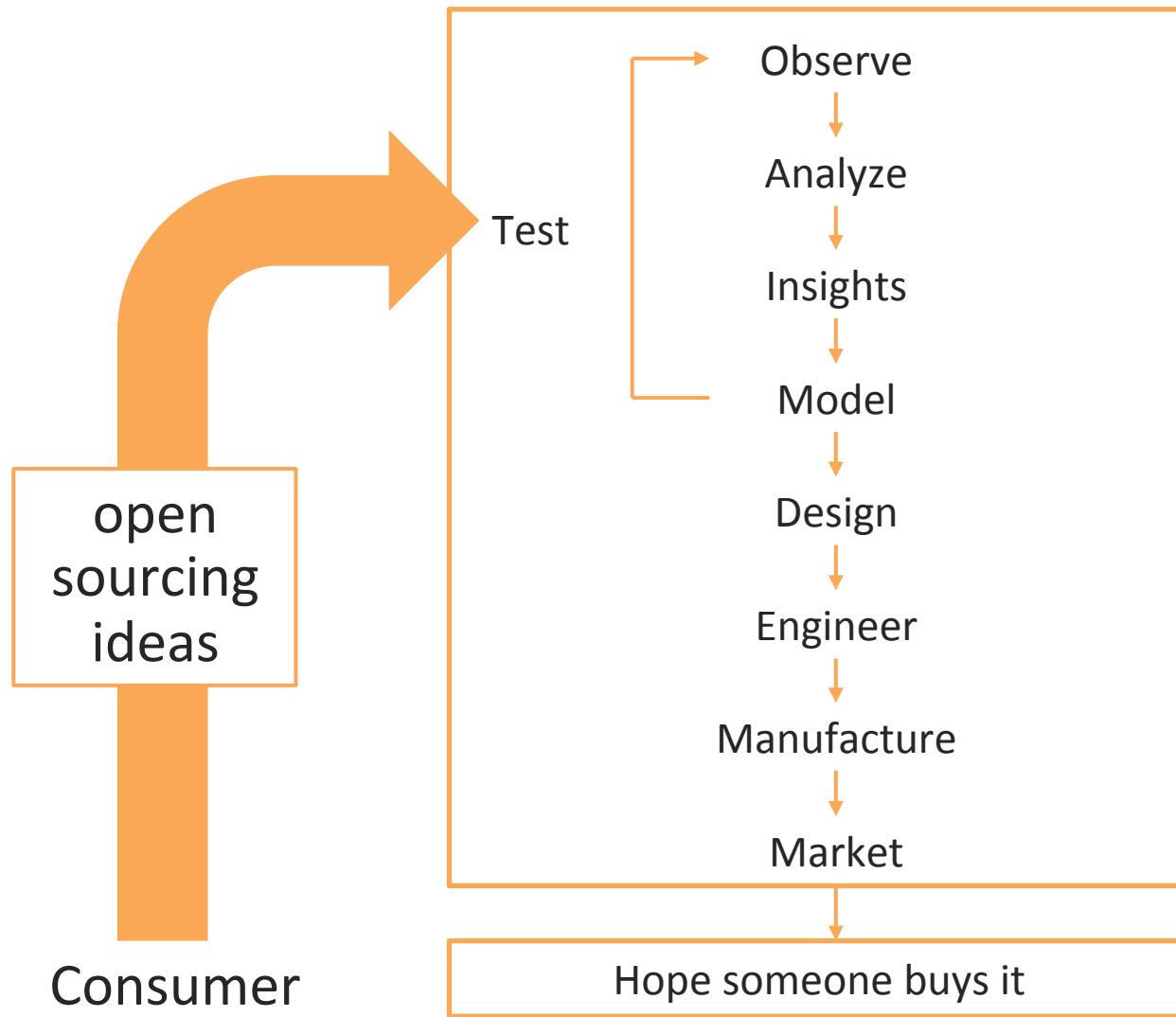


Instant feedback loop  
Community driven  
Built together

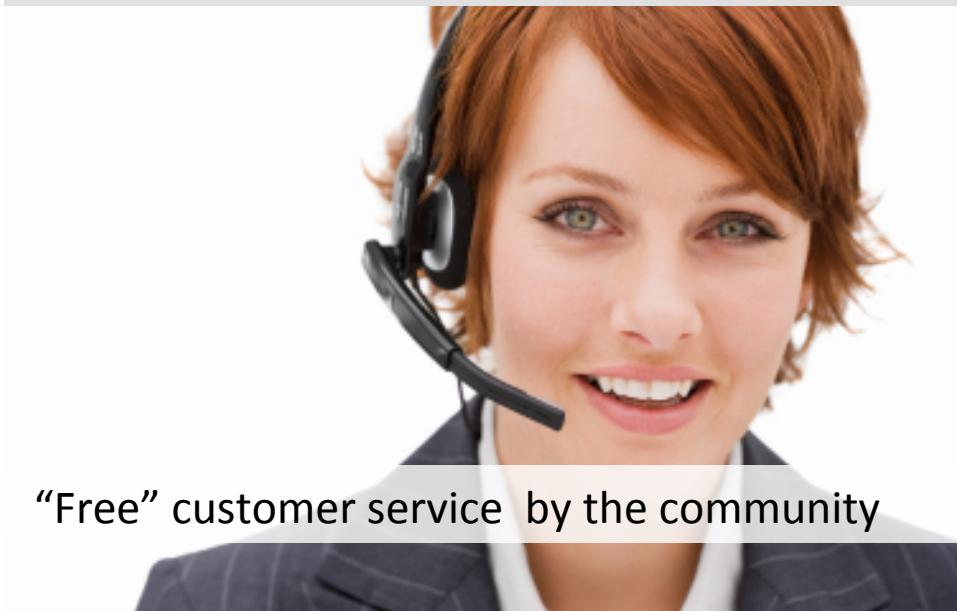
*leading to...*

Less risk  
More success

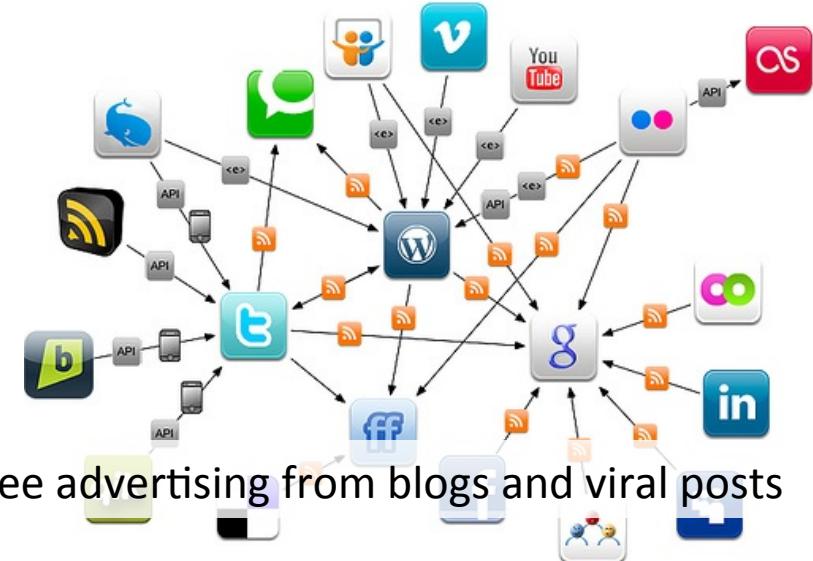
# Can Open Source be an *Improved Development Model*



# It is cheaper...



“Free” customer service by the community



Free advertising from blogs and viral posts



Easier adoption by newbies



Less lawyer fees

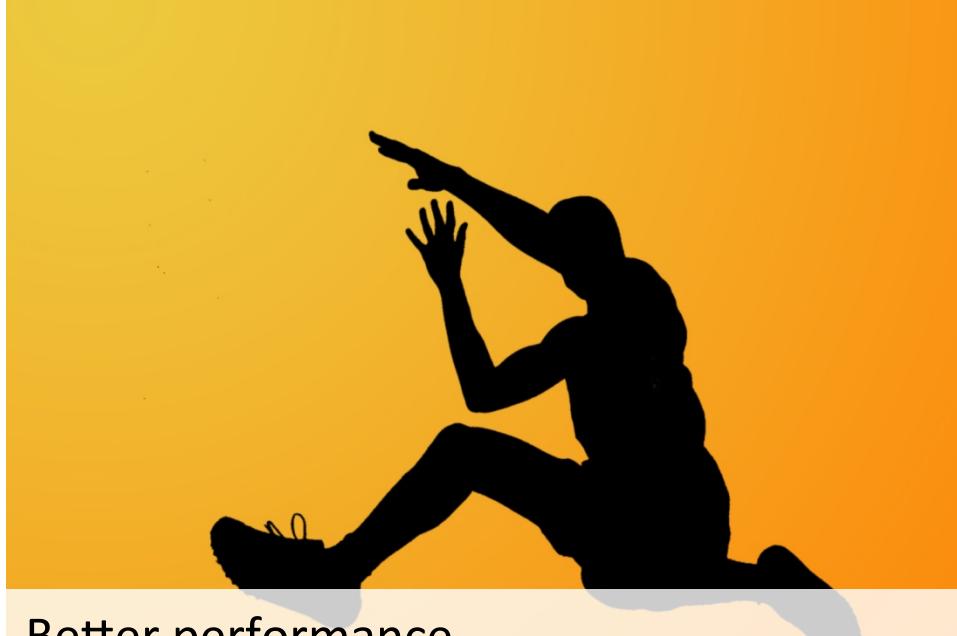
## But there are legitimate concerns



Clones/Knock-Offs



Lower priced models



Better performance



Speed to market

These aren't Open Source issues...they're ***business problems!***

OXO



\$13.99



\$17.99



\$8.99

Good Cook



\$6.92



\$13.50

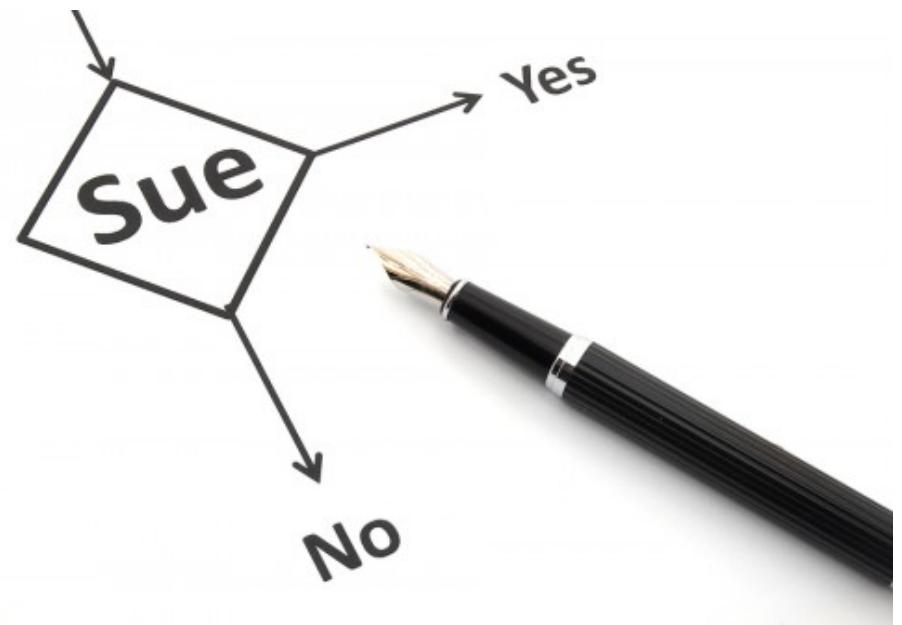


\$2.30

# and patents are just a form of *defense*.

A patent is not “law”  
it’s *a place in line*  
saying “I invented this first”

Patents are only as strong as  
their *financial backing*  
to sue the competition



Defense doesn't win in marketplace – a great *brand* does



Great brands have *loyal fans* that *share the same values*



But if they see the ***values compromised***, they flee



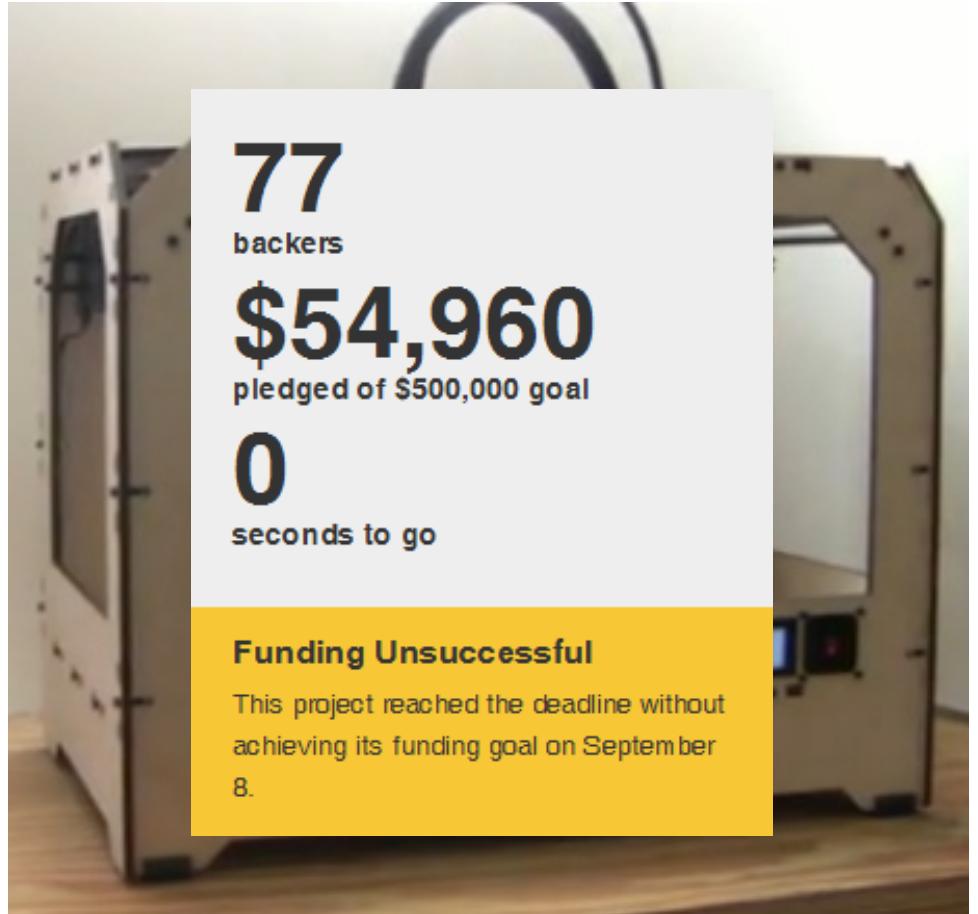
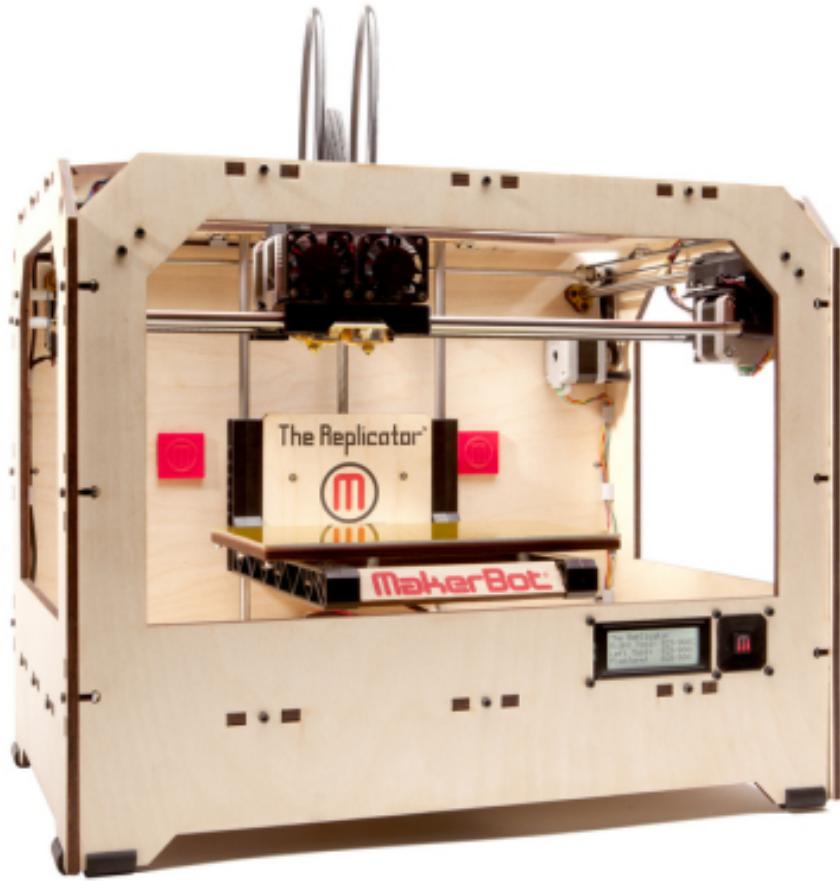
**CHILD LABOR.**

Open Source *loyal fans value openness, sharing and co-creation*

**Make:**  
makezine.com

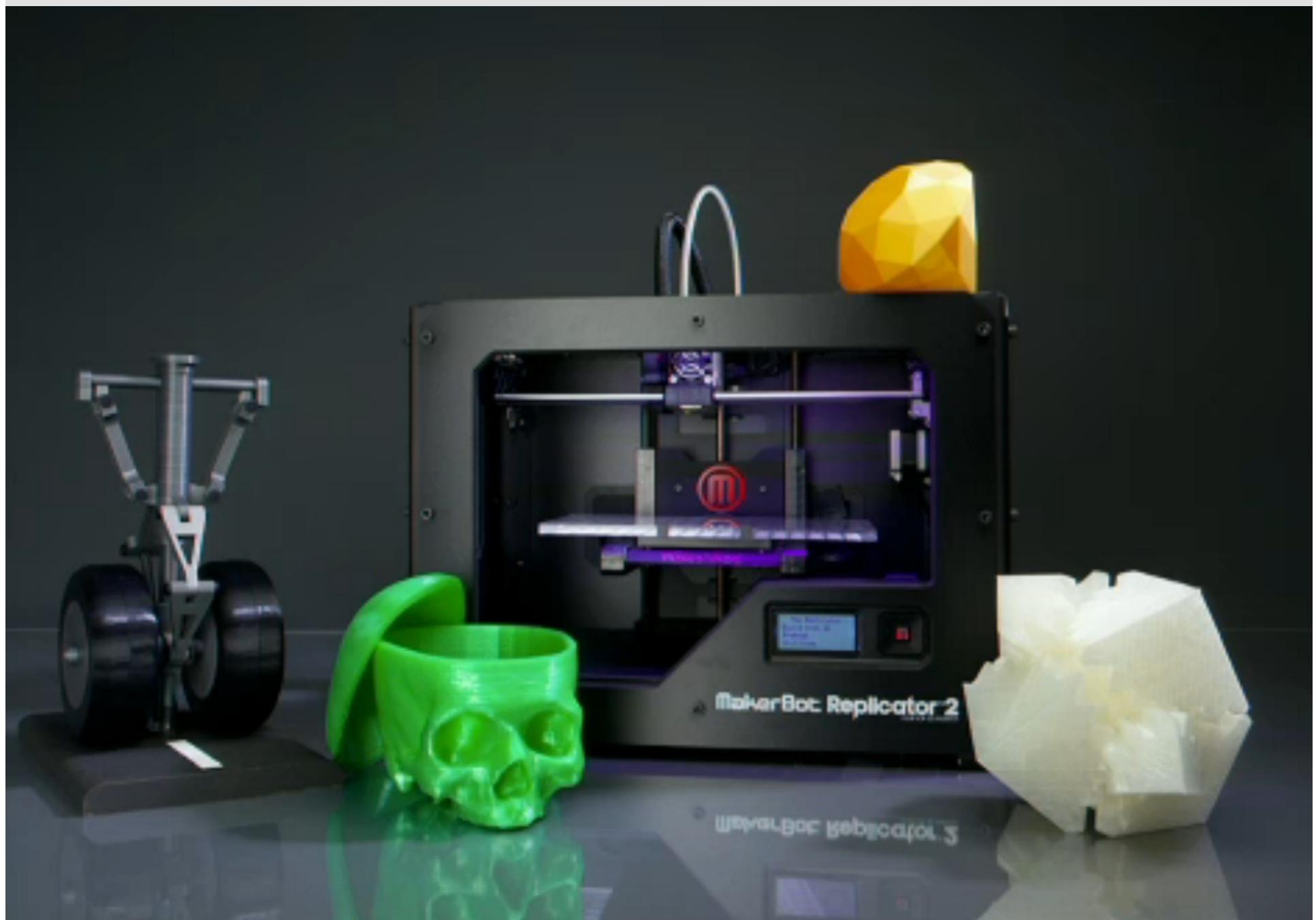


And the ones that *don't share those values, perish.*



TangiBot cloned The Replicator by MakerBot for roughly a 33% discount.  
But they didn't *evoke the same values...so they lost.*

Concerns aren't about *Source Code* they are about *brand values*.



So we will continue to open source, but always with an eye  
on ...



Thank You 