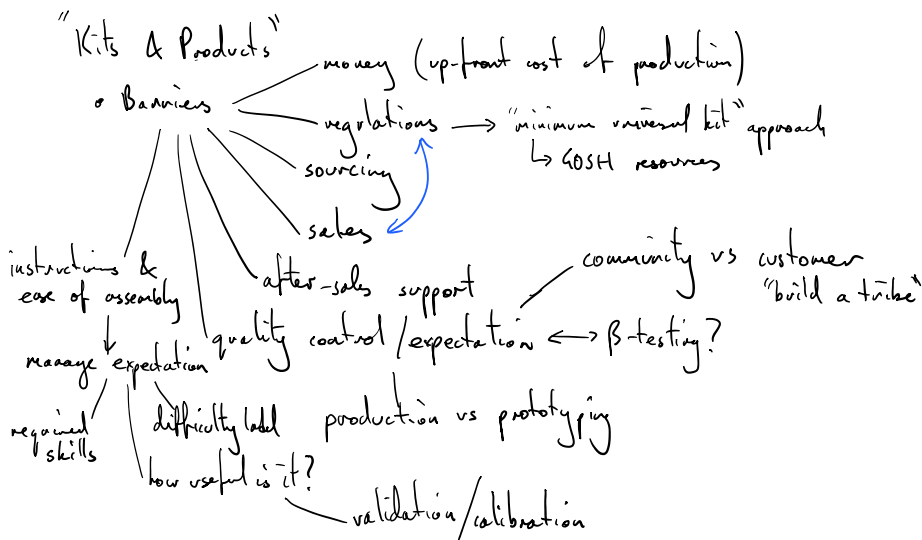


- Tactics:
- Workshops
 - Sell a product (backyard brains)
 - Co-design
 - Word of mouth
 - Key people - influencers/enthusiasts
 - Find organisational partners w/ shared goals
 - Road map & milestones
 - Mass media / social media
 - Online community building
 - Funding
 - Modularity (split into smaller/easier/independently useful products)
 - UX for new users
 - Explicitly welcoming → "onboarding"
 - Target specific groups (why is this interesting?)



- Acceptance / advertising — distinction between "science grade" and "hobbyist" useful
how about "calibrated" vs "incalibrated"

- Production / manufacturing — often not very open process
(just pay a company)
what is the cost involved

how do you manage tooling / set-up — does the kit diverge from the development version?
do you want to make it yourself or give design to someone else?

do you want to make it yourself or give design to someone else?
from the development version?
sales & dist'n logistics
CNC as an alternative

can we make a roadmap
with examples of success

let's do this!

↳ Onboarding (group report back) - the process of welcoming people in

ask people to help - with "bite size" problems
using social media
first-timers only projects
sharing stories
sets role models
to setup, need to know your target audience
how do you communicate your vision
you're not just "giving" - set expectations of what you get out

We must actively bring
people in - or we will
grow slowly & have poor
diversity

↳ Communities through workshops - gets repeated by attendees (low hit rate)

co-creation & ownership - just tell them "please replicate"
include people in organisation
divergent designs can give ownership
does branding discourage ownership
how do you stop it only belonging to the creator
inject into existing community - eg teachers - can be v. challenging
institutional hurdles