Assignment 1:

Strengths:

-relatively large number of contributors collaborating together may help develop a 'winning' product combination ('a community of more than 30,000 individuals contributing their brainpower to everything from autonomous driving systems to drivetrain design.')

- specialisation of Work, with each person focusing on an area, may help develop a 'winning' product combination ('we focus our community members down into those areas and start from there')

Weaknesses:

-May not be very aligned with customer expectations, e.g. customer may not trust autonomous vehicles that can theoretically be contributed to by anyone (since its open source).

-Small bugs may be placed in the design by corporate rivals that could lead to dangerous outcomes with autonomous driving, which may not lead to ***a winning product combination***

Strengths:

-First to deploy a 3D printed autonomous vehicle, which would appeal to those without a driving licence and want to drive their own vehicles

-autonomous vehicles would also appeal to those lazy to drive

Weaknesses:

-some customers may not trust autonomous vehicles developed by not so well known companies

-some customers may not trust 3d printed vehicles too, e.g. they may be afraid it could fall apart/ malfunction

Strengths:

-Local motors is different from other autonomous vehicle companies, as it prioritises innovation and sharing designs, which people from the community can contribute to

-' Rogers' ingenuity lies in pairing the technique with the automotive industry, known for its notoriously longwinded production process. By vastly increasing potential design offerings, whilst scaling down production to small batches, Local Motors operates a significantly more rapid process'

Weaknesses:

-unlike other industry competitors, it is dependent on community contributions which may occasionally be absent

-Other companies may steal their ideas and use their open source approach as well

Strengths:

-provides royalties to designers whose designs are approved

-Different business model from other manufacturers in the broader car manufacturing ecosystem, e.g. it uses 3D printing to skip the supply chain and obtain the parts

Weaknesses:

-designers may choose to work with other companies

-ideas may be stolen by other companies

Recommendations:

-hire people to head hunt for talent in the community

-increase incentives for people whose designs are selected

-more marketing events to increase awareness of the company amongst potential contributors