Strengths:

* Adopting an open collaboration philosophy, where anyone can theoretically contribute, could result in more possibilities for creative ideas; '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 their own appropriate area, may help mix expertise with creative ideas ‘from the ground'  ('we focus our community members down into those areas and start from there')

Potential Weaknesses:

-Such a sizeable community may mean some peoples creative ideas are drowned out amongst the noise

-To get approval from the community, some people may tend to stick to well defined norms and not venture out of the box

Strengths:

* First to deploy a 3D printed autonomous vehicle
* 'Launch Forth is a platform that is helping enterprises to accelerate innovation and product development, at the same speed and costs as Local Motors. Local Motors doesn’t just hand them the SaaS platform, but actively teaches their customers how to develop and produce the Local Motors way’ This shows they may have a pipeline in which they do things
* ~~Used micro factories to produce at a small scale, avoiding the large upfront investments for building a factory. This was unlike other industry competitors with large factories and high upfront costs.~~

Potential Weaknesses:

-To continue the precedent, some people may try to 'force' creativity, and think of ideas that sound creative but are not so pragmatic/feasible

-Pipeline may not be 100% streamlined; new ideas from the Forth community may pop up at spontaneous moments

Strengths:

* Adopting an open collaboration philosophy, where anyone can theoretically contribute, could result in more possibilities for creative ideas;
* Historically, the company has implemented new ideas, such as using 3D printing to skip the supply chain and obtain the parts. This may set the precedent and encourage employees to be more creative

Potential Weaknesses:

-Whilst filtering through the ideas proposed, some peoples creative ideas may be rejected or drowned out amongst the noise

-Due to the seemingly innovative nature of the company, people may think of ideas that sound good and creative but not so pragmatic on paper

Strengths:

* Local Motors has secured partnerships with other companies to build its Olli self driving system ("Some 100 partner companies helped make Olli a reality’), suggesting ideas may have been effectively communicated across to external stakeholders
* Local Motors has also attracted interest from other companies. The CEO himself said "And I think now that we see so much interest from so many other companies, I'm not sure how useful partnering with Google would be.", suggesting ideas may have been effectively communicated across to external stakeholders

Potential Weaknesses:

-Relatively large (30000+) online co-creation community may mean it could be hard to transmit new ideas to all effectively

-Some peoples ideas may be cast aside and ignored whilst the company is filtering through the possibly many ideas

recommendations:

-more marketing events to increase awareness of the company amongst potential contributors and possibly attract creative talent

-more marketing events to promote its creative ideas to potential partner companies

-create/increase incentives for creative ideas from the co-creation community