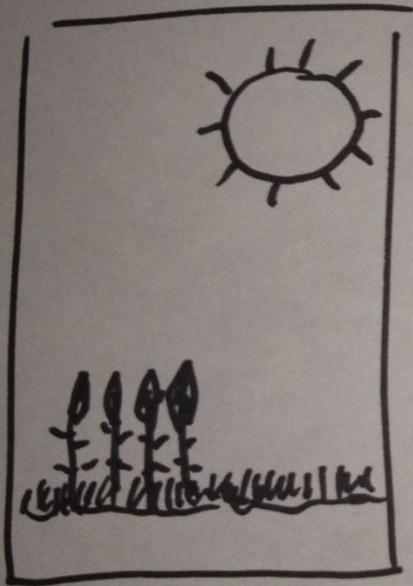
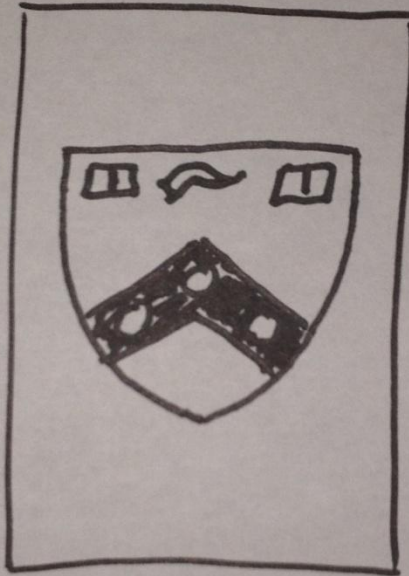


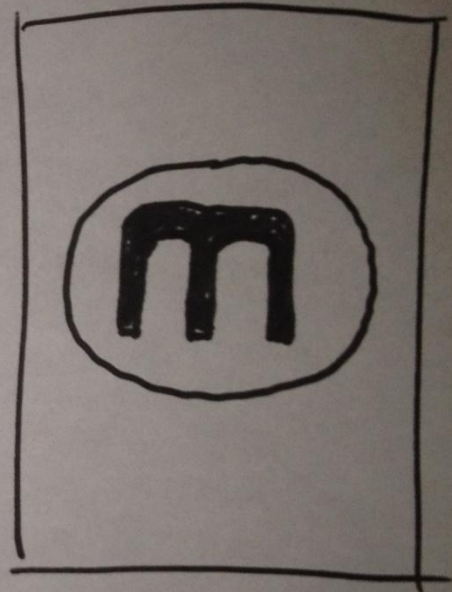
About Me



nonprofit



5-school
(marketing)



operator

Value Capture / Creation

Create

Don't Create

Capture

businesses

competitors?
customers?
others?
patent trolls?

Don't Capture

non-profits
NGOs?
governments?

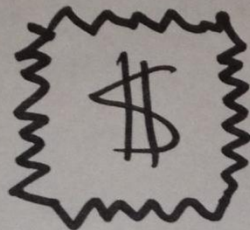
(2)

Sustainable Competitive Advantage

- ① A business that
- ② creates value (lower cost / higher quality)
and
- ③ captures value (hard to imitate)

③

Not a source of SCA*



facebook Places

v.

Foursquare

Bing

v.

Google

Borders

v.

Amazon

*(though it probably helps...)

(4)

Sources of SCA and examples

brands

Nike

process knowledge

Intel

ecosystems

Apple

Complementarities

Dell

network effects

Facebook

contracts

Boeing

patents

Amazon

more...

SCA @ Makerbot

brand

process knowledge

ecosystems

complementarities

network effects

contracts

patents

"you're
Makerbotting"

yes... but what if FDM
is superseded?

Makerbot + Thingiverse + ?
open ecosystem

?

no

probably not?

no... but defensive
patents possible +
licensing?

Models

brand

process knowledge

- do for other OSK what Makerbot did for RepRap - RepRap as OS?
- "managed Makerbot" for biz + schools (or individuals)

ecosystems

- Adafruit jobs board → Thingiverse + cloud fabrication service

Complementarities

network effects

contracts

- support + upgrades

patents

Thanks!

Justin Dunham

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j...)