

# GUIDE TO PHASE 1: Discovering open source



## WHAT DO YOU NEED?

- Your REMODEL tools (pens)
- The following printed canvases:
  - 1.1 Reflection (A4)*
  - 1.2 Value Dimension Exercise (A4)*
  - 1.3 Choose Product (A3)*
- 4 hours of designated time
- All of the work team attending for the full duration of the exercise.

## TIPS AND TRICKS

Make sure to write clearly and in big letters, so it is easy to read for other colleagues in your company.

## WHAT IS THE PURPOSE OF THIS EXERCISE?

You will learn the basics of open source principles by getting insights into some successful manufacturing companies who apply open principles already. These examples show how going open can make up the foundation of a financially sustainable business strategy. More over, you will pick one of your products to work on for rest of the REMODEL program.

## SETUP

1. Clear a large table.
2. Choose one person in your group to be the “time-boss”. This person makes sure to keep pace and the designed time frame.

## PREPARE

3. **[30 mins]** Watch the video: “REMODEL Toolkit Phase I Introduction”  
- <https://vimeo.com/280501958>
4. **[10 mins]** Take the *1.1 Reflection* canvas and please reflect: What are the 3 most important points you learned? And what are your expectations of the REMODEL program? Fill the canvas and feel free to discuss, if needed.

## START THE WORK

You are now ready to dive into the core work of this phase.

5. **[60 mins]** Please take the three *1.2 Value Dimension* canvases. For this first exercise, we will learn the basics about three prolific companies who are applying open principles in their business strategy. We’ll start with OpenDesk.
  - a. Exercise: Estimate which value dimensions OpenDesk create for themselves using right side of the canvas. Cross out the ones you think are right based on your discussion and your knowledge from the introduction video.  
*Hint: On the left side of the canvas you can find a recap of main points from the video, for reference.*
  - b. Discuss: Why have they opened the sources they have? And why have they not opened the rest?

6. **[15 mins]** Take a break, get coffee!

7. **[30 mins]** Next, take the *1.2 Value Dimension: Ultimaker* canvas and repeat step **5.a – 5.b, but this time for Ultimaker.**

8. **[30 mins]** Lastly, take the *1.2 Value Dimension: Tesla* canvas and repeat step **5.a – 5.b, but this time for Tesla.**

9. **[60 mins]** Now, take the *1.3 Choose Product* canvas. You must now choose one product from your company’s portfolio, which you will be working on as case for the rest of REMODEL.
  - a. Discuss which of your products would be best, and remember that it must be physical product (hardware). You are also welcome to choose a product idea, which has not yet been put into production - but only if it is mature.
  - b. Fill the canvas fields.

10. Make sure to **keep all materials and tools** for the next phases of the programme.

## FIND A MENTOR FOR PHASE 5-6

A big part of the REMODEL programme is to get feedback from open source experts. This will take place in phase 5-6 as an 1 hour skypecall, including review of your work materials before the session starts (if you follow the one package pr. week, this will take place in 4 weeks). Therefore you will need to reach out and find a mentor. One good place to look could be the REMODEL expert panel. Find them here; <https://danskdesigncenter.dk/en/remodel-expert-panel>.