

theLisboncouncil
think tank for the 21st century



Webinar: White Rabbit

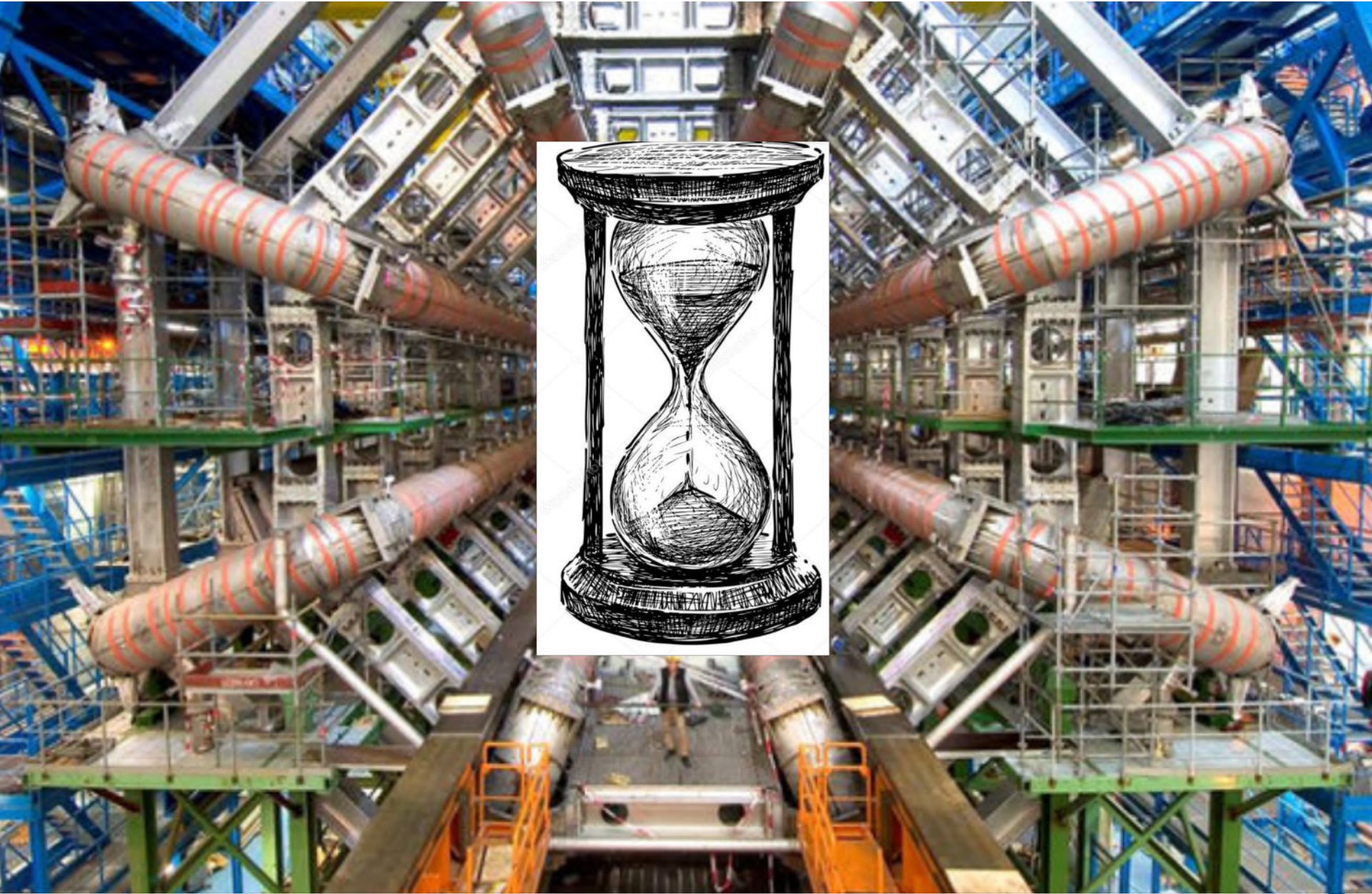
Laia Pujol Priego - ESADE Business School

Jonathan Wareham - ESADE Business School

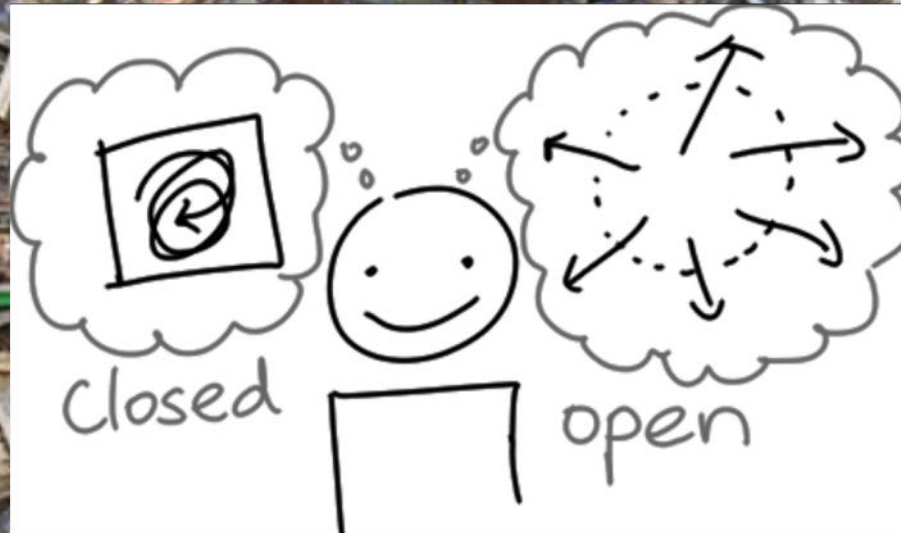
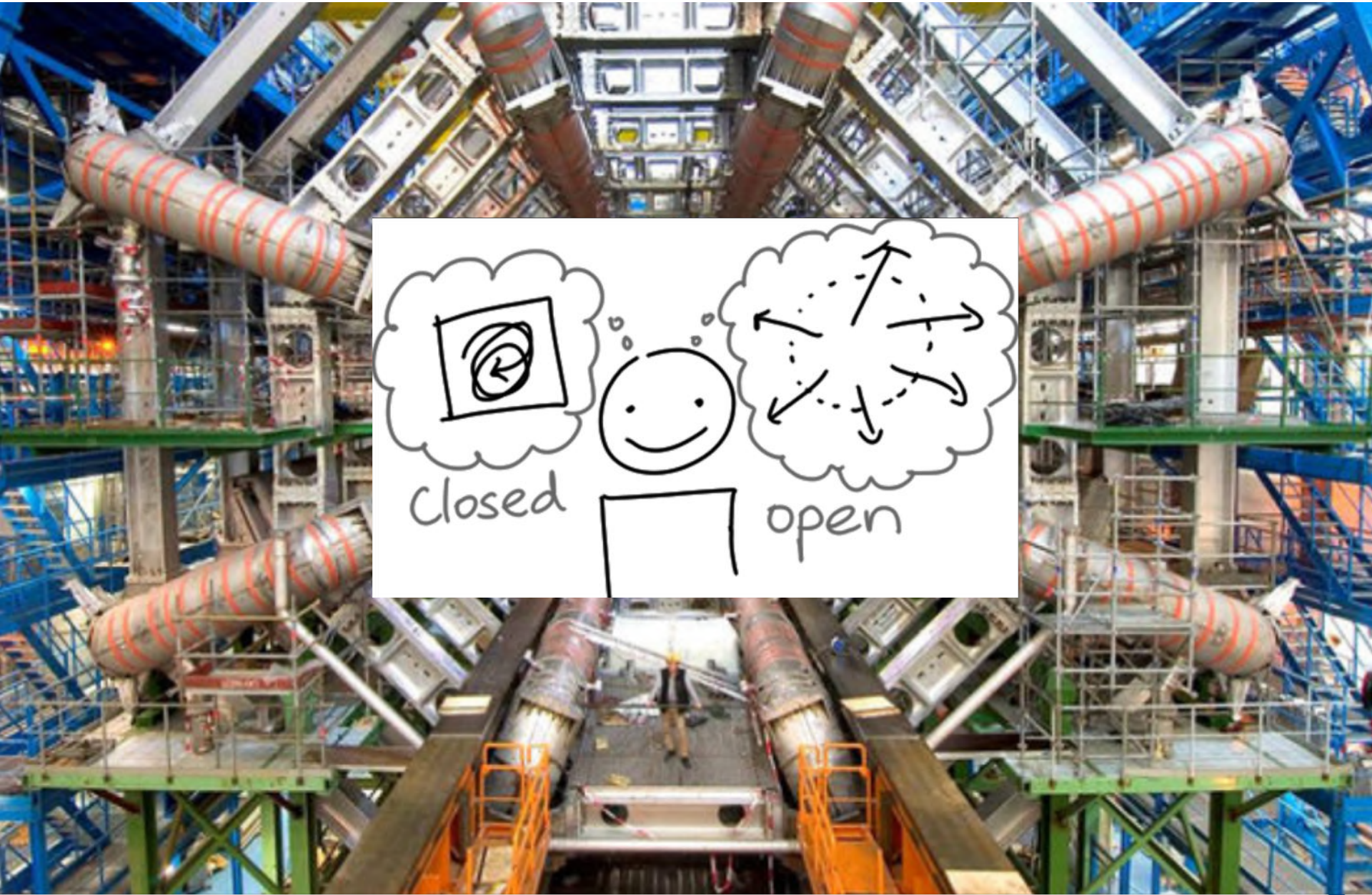
5th December 2018

theLisboncouncil

White Rabbit



White Rabbit



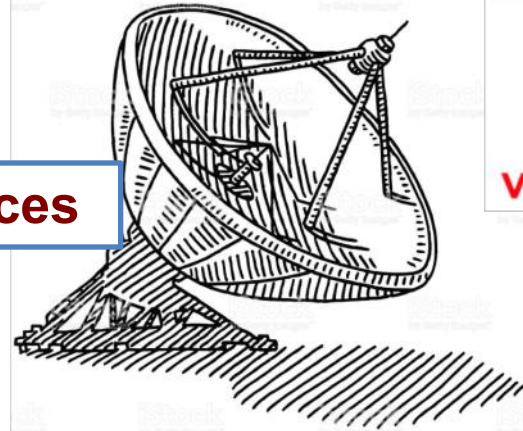
Industrial applications



Scientific industry

- > 30 organizations
- > 20 countries

Telecommunications



Financial Services

Madrid Stock Exchange
(Bolsa de Madrid)



BÖRSE
FRANKFURT



Smart Grid

Air Traffic Control

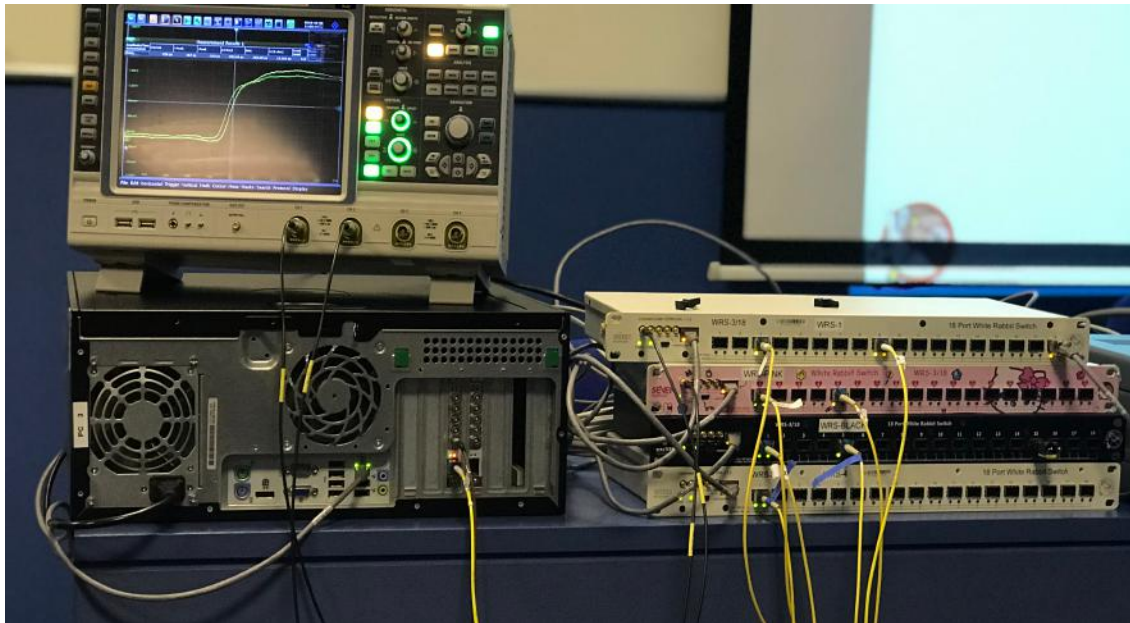


Automated vehicles



How CERN managed to convince for-profit to develop a sophisticated hardware in open source?

*What **mechanisms** emerge to motivate the contributions of for-profit firms?*



Mechanisms

SUPPLY

the ishornc

Mechanisms

SUPPLY

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Mechanisms

SUPPLY

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What advantages do I have compared to others that do not invest?

Mechanisms

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- ✓ **Branding** and marketing benefits

Mechanisms

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Shall I disclose everything? Can I hold something secret?

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- ✓ Compromise between open & **proprietary hardware** for peripheral products

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DEMAND

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DEMAND

- ✓ **Is it going to be enough market for this technology?**

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DEMAND

- ✓ **Is it going to be enough market for this technology?**
- ✓ **Standardization process** for accelerating technology awareness and market adoption in diverse business domains

Mechanisms

SUPPLY

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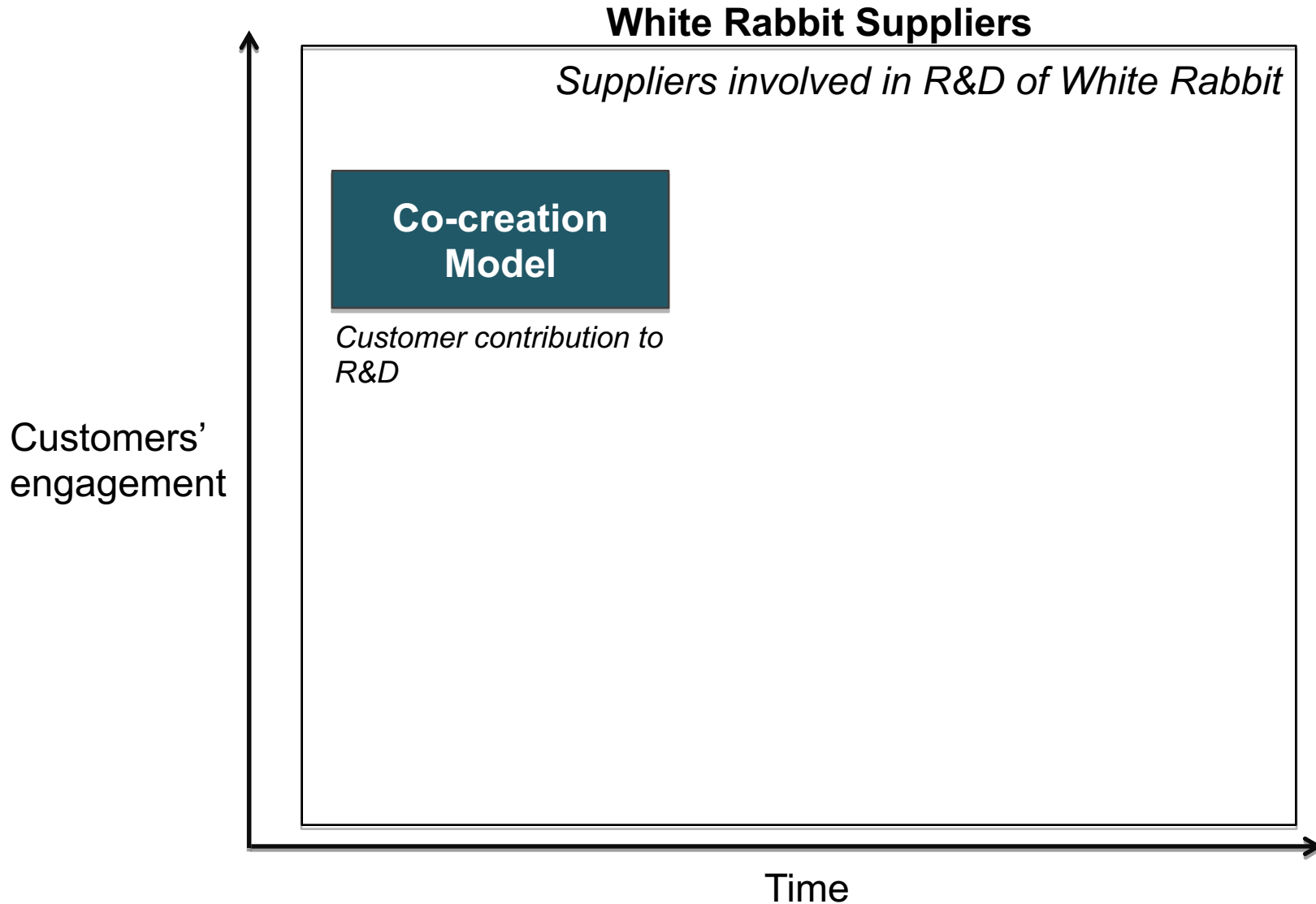
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Governance

New legal framework: Creation of Open Hardware License
Common tools and protocols for large-scale R&D collaborations

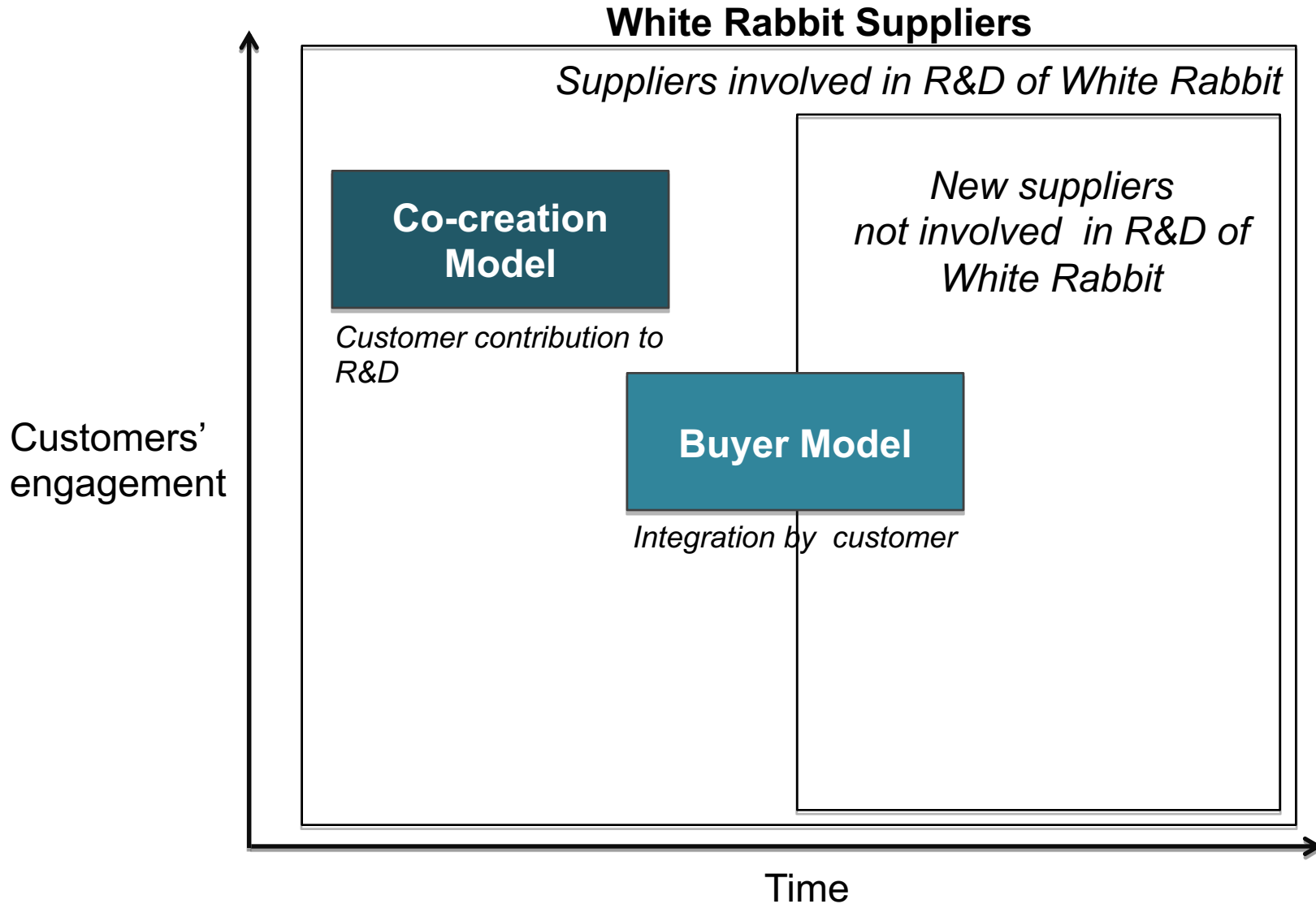
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Business models over time



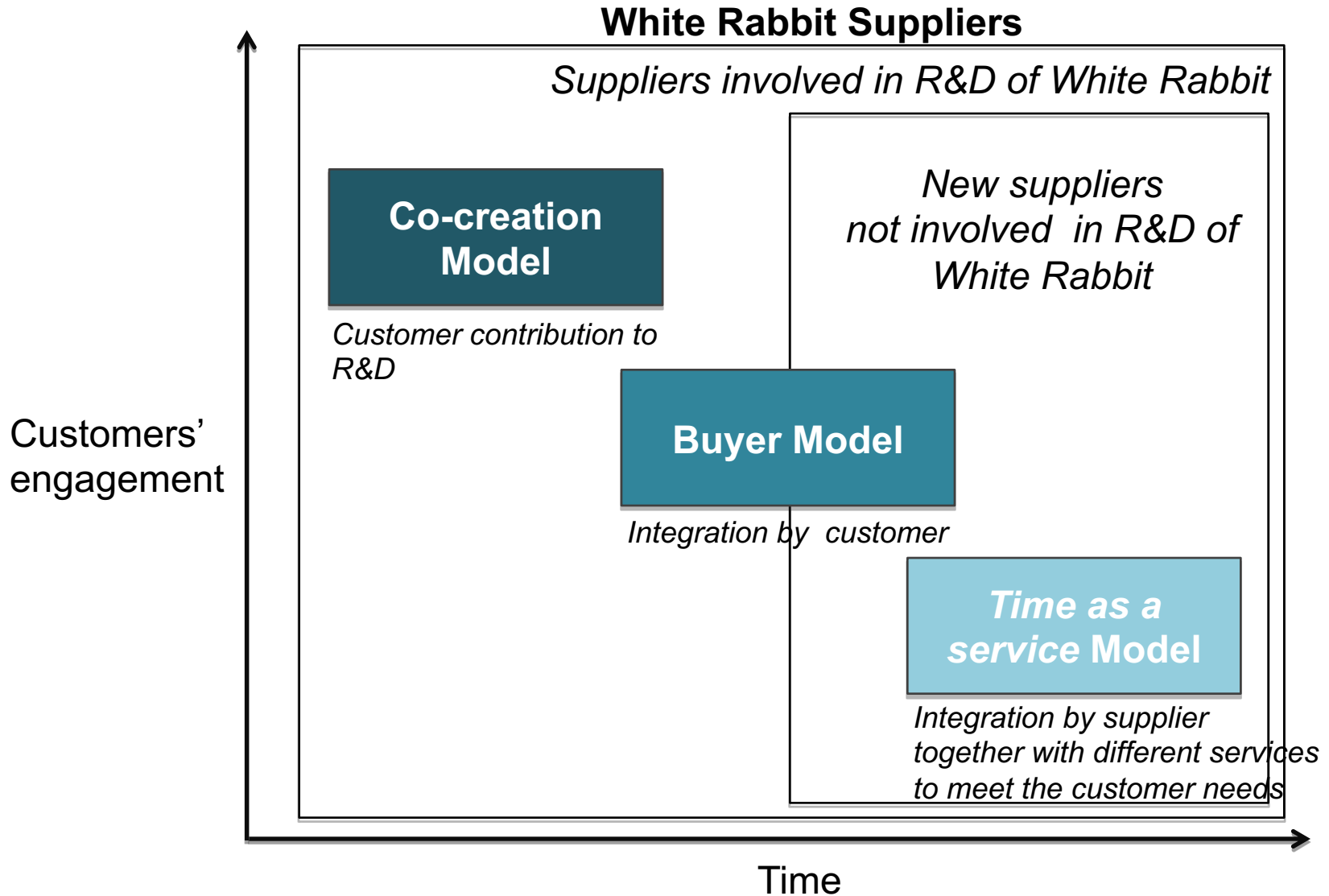
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Business models over time



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Business models over time



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