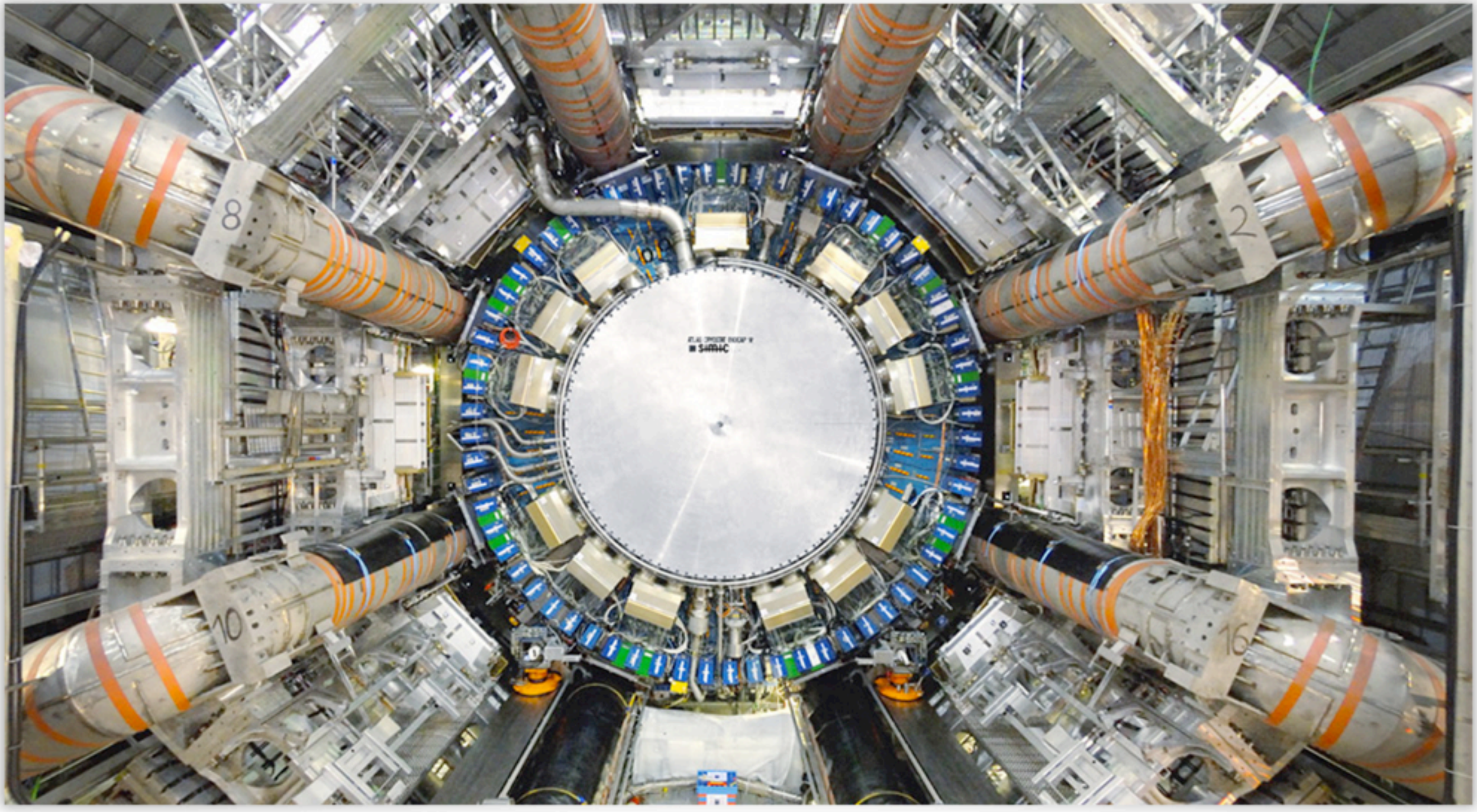
The future of products

@davetenhave

Ponoko®

WWW.PONOKO.COM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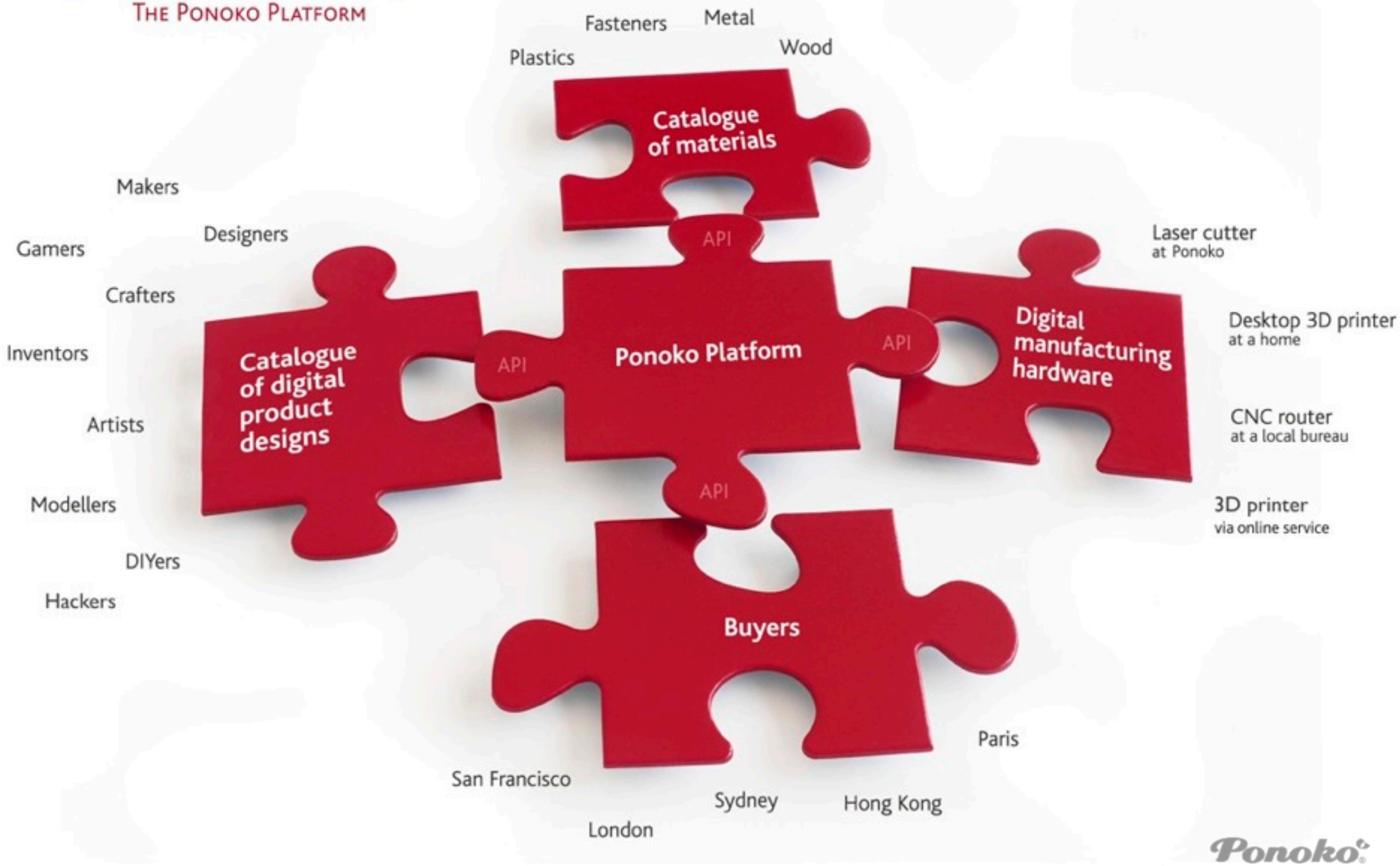
THE PONOKO PLATFORM



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Functionality Comparison

Ponoko at the core

File format + design guidelines.

Automated file checker.

Pricing calculator.

Fabricating device.

Any sensible combination of design file and fabrication system.

Networks & Nodes...

Single instance, multi-tenant app.

Multi-{language, currency, payment-method}.

Multiple networks (Ponoko, Autodesk, Formulor...).

Networks are made of nodes (NZ, US...).

Centralized or distributed topologies.

Networks & Nodes...

Nodes have multiple fabrication capabilities (Laser cutting, 3D printing, car factory...).

Nodes can be shared amongst networks.

Scales from single laser-cutter system to entire factories.

Rich BOMs.

Core Achievements

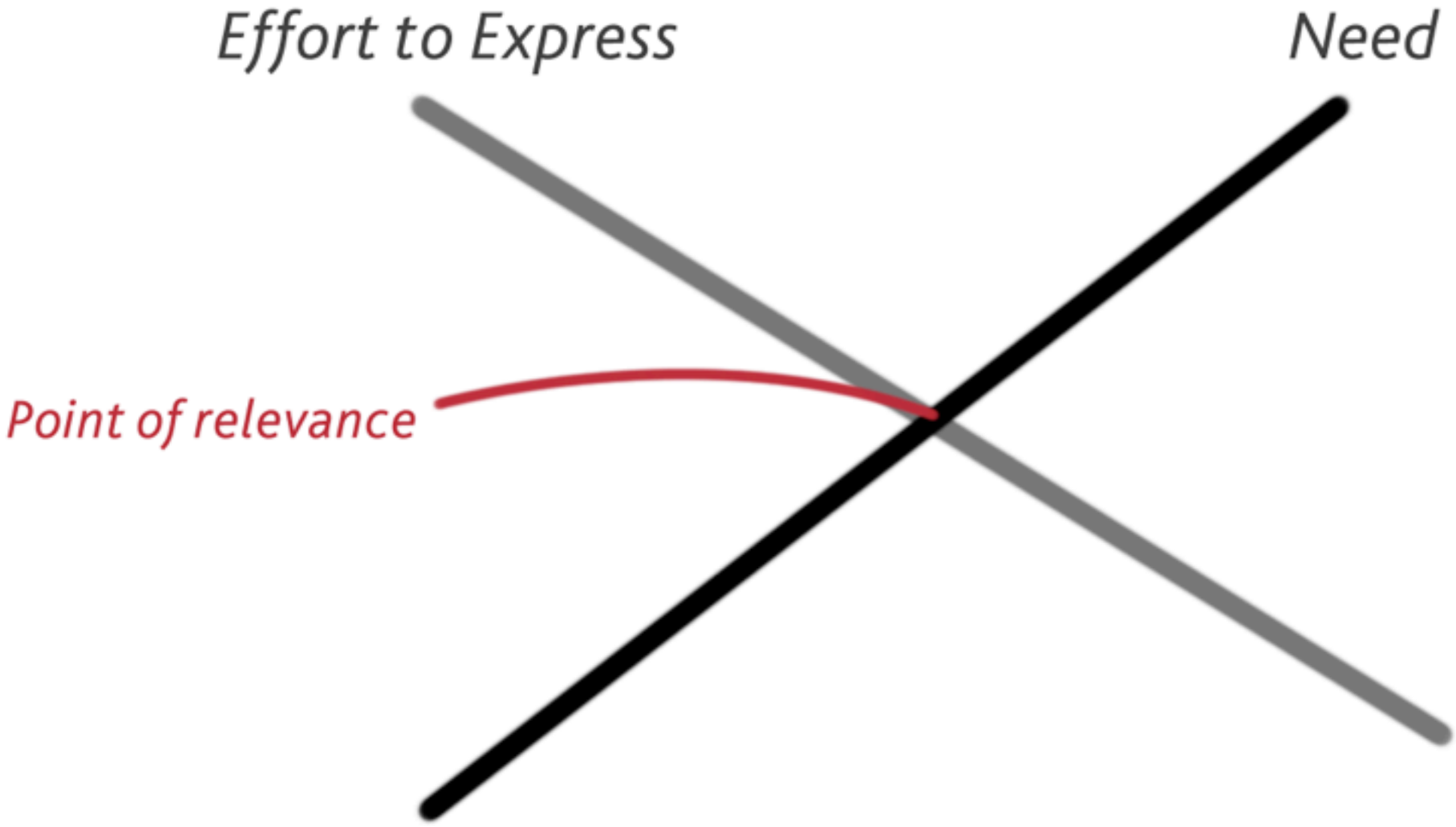
Moving users from amateurs to professionals.

Tapped into an inter-generational shift.

Tapped into cultural shift.

Enabled expression.

A focus on relevance.



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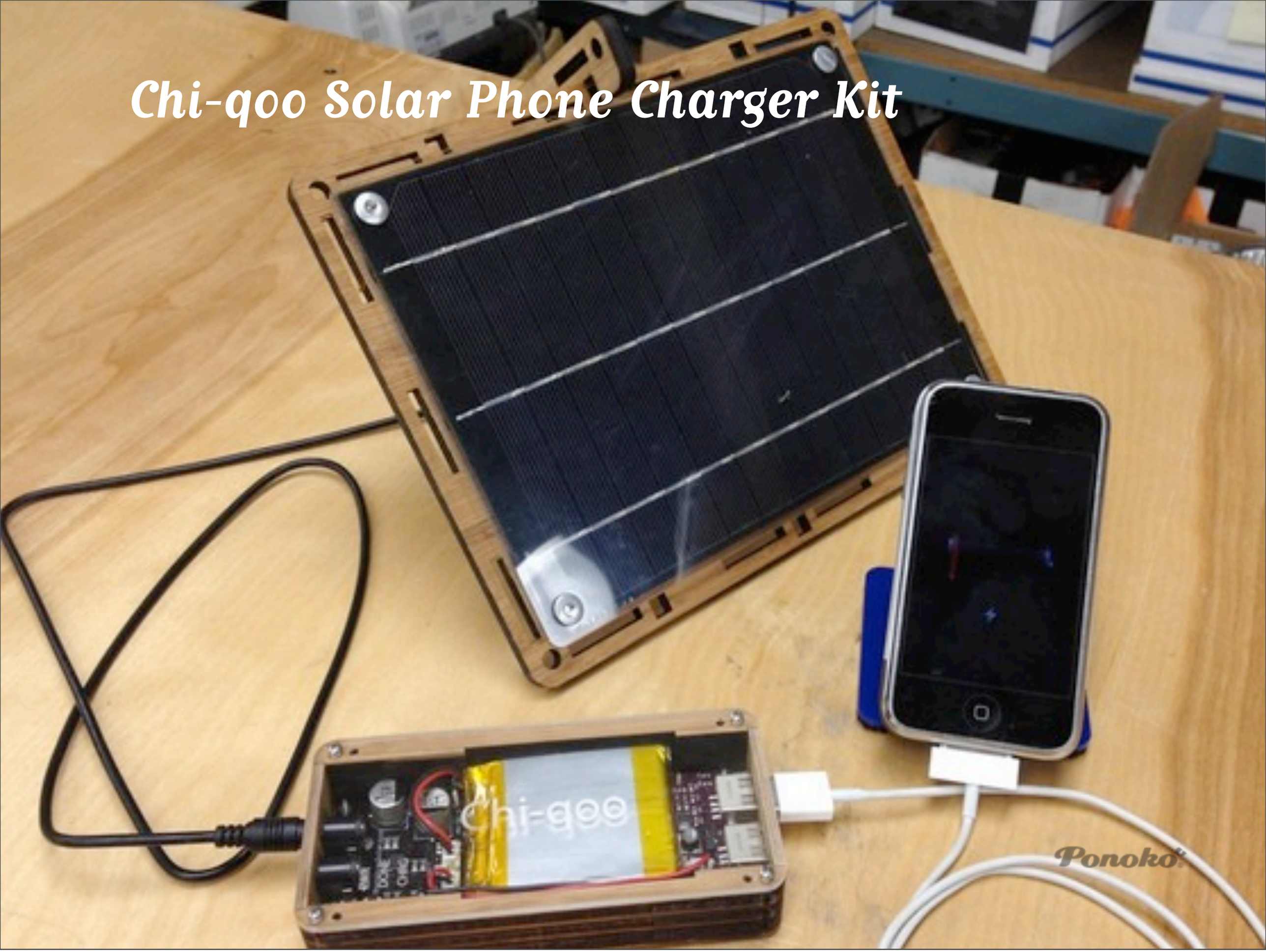
Ryo Chijiiwa - Bootstrap Solar

Chi-qoo Solar Phone Charger Kit



Geek does 'ID'

Use the network to give you reach (market and production capability)

Access to cheap, robust embedded computing

Move fast

Iterate

Eschew IP protection

Scratch itch

Position in Eco-system

KICKSTARTER

- Market testing
- Funding

TechShop
BUILD YOUR DREAMS HERE

- Local prototyping
- Local fabrication
- Traditional tools

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- Remote prototyping
- Distributed fabrication
- Digital tools

Key drivers

The ID design/go-to-market process treated like the software process (low cost/risk & iterative)

Change in attitudes to manufacturing

Change in access to fabbing tools

Change in types of tools available

Computing power being usefully abstracted

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