The future of products

@davetenhave

Ponoko
WWW.PONOKO.COM
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.
Effort to Express

Need

Point of relevance
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

- Market testing
- Funding

- Local prototyping
- Local fabrication
- Traditional tools

- 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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