Models de negoci en obert i circulars per l'Economia Col·laborativa i Procomú

Com aliniar els interessos i motivacions d'una multitud de participants?

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LA CO COMUNIFICADORA

Programa d'impuls per a projectes d'economia col·laborativa

La Comunificadora

Barcelona Activa, Convent St. Agustí

Mòdul 1

8 de Novembre 2016

Wouter Tebbens

Barcelona Activa

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- Open Value Networks
- Perspectiva de l'Ecosistema

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Economia Col·laborativa (1)

Clip slide

OUISHARE COLLABORATIVE ECONOMY FRAMEWORK V0.1

Albert Cañigueral, Feb '16

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Economia Col·laborativa (2)

- Producció p2p, persona-a-persona via Internet
- Coneixement compartit, obert o lliure
- Governança horitzontal, oberta, participativa o en xarxa

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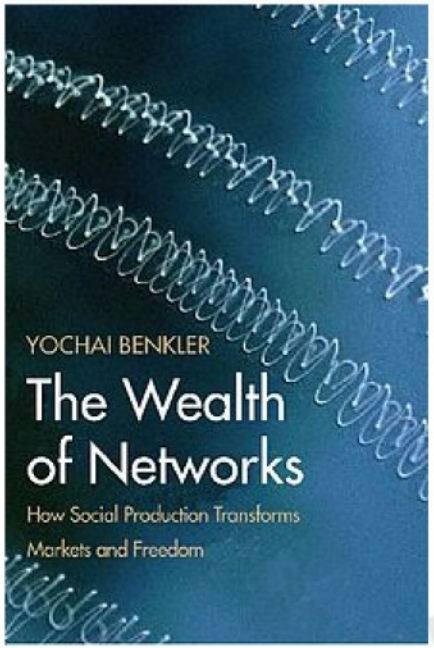
Producció entre iguals (p2p)



Yochai Benkler, CC BY-NC-SA

Foto by Joi Ito, CC BY

- Producció p2p com un tercer model
- Internet redueix els costos de transacció de la col·laboració
- CBPP: Commons-based Peer Production

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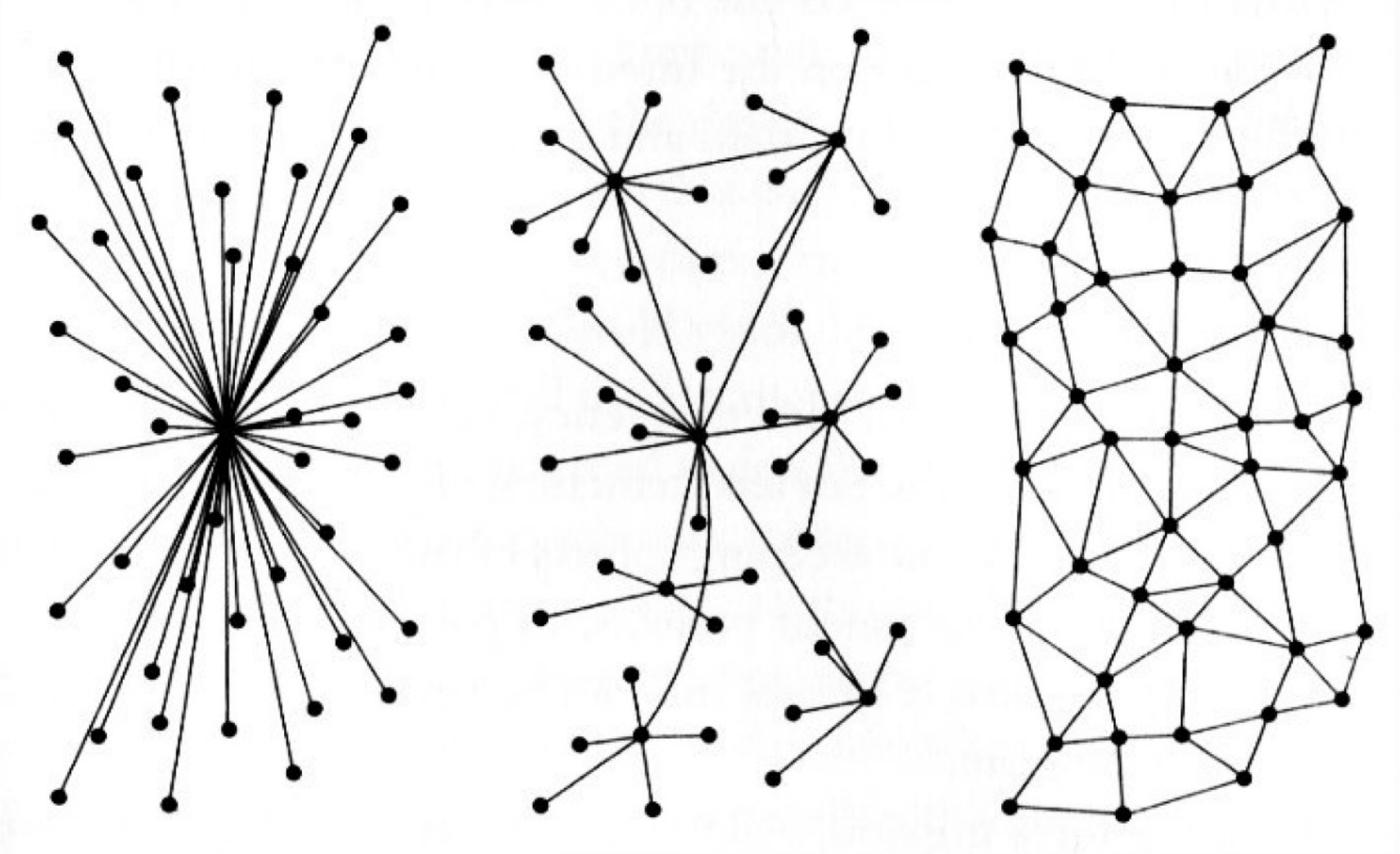
Internet i la societat xarxa



Menor grado de libertad

Maximo grado de libertad

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Cost marginal (quasi) cero

cp page.html

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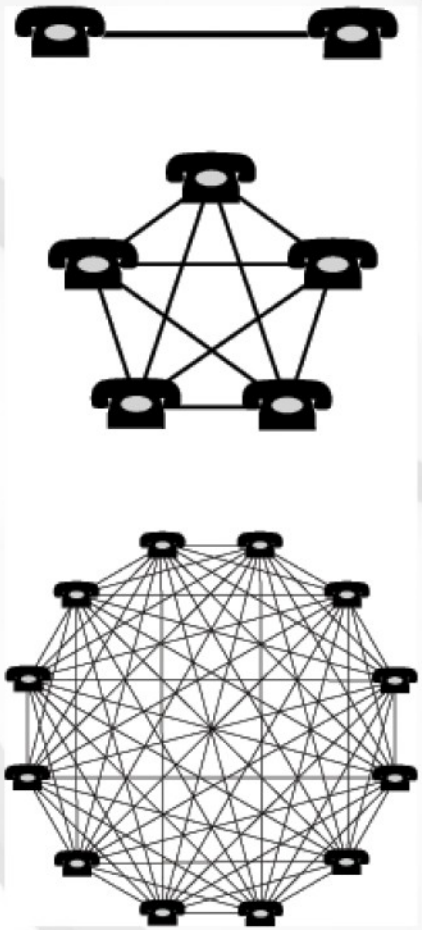
Efecte Xarxa



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Mercat – Estat – Comuns

2009, Elinor Ostrom receives Nobel Prize for her research on commons governance models

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El procomú*

Un sistema de recursos comunitari caracteritzat per:

- Autogestió (~ gobernança comunal)
- Membresia accessible
- Coneixement *compartit*
- Membres tenen dret a la participació, l'ús, la contribució i la bifurcació (~ replicar)

*) sinonims: comú, bens comuns

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Motivations FS developers

Motivation area	microlevel
Economic	• Monetary rewards • Low opportunity costs • Gaining a reputation among peers • Gaining future carreer benefits
Social	• Fun to program (Loving to code) • Altruism (gift economy) • Sense of belonging to the community • Fight against proprietary software
Technological	• Learning • Contributions and feedback from the community • Working with bleeding-edge technology • Scratching a personal itch

Andrea Bonaccorsi, Cristina Rossi. (2003) Comparing motivations of individual programmers and firms to take part in the Open Source movement. From community to business.

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Fork: bifurcació

OpenOffice.org™

LibreOffice
The Document Foundation

Nextcloud

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Lideratge de projectes lliures

- BFDL: Benevolent Dictator For Life
  - "benevolent dictator", in Eric S. Raymond's essay "Homesteading the Noosphere" (1999)
- Col·legiat
- Assembleari
- Swarm
- ...

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Si és replicable, com ens guanyem els calers?!?

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Open Business Models

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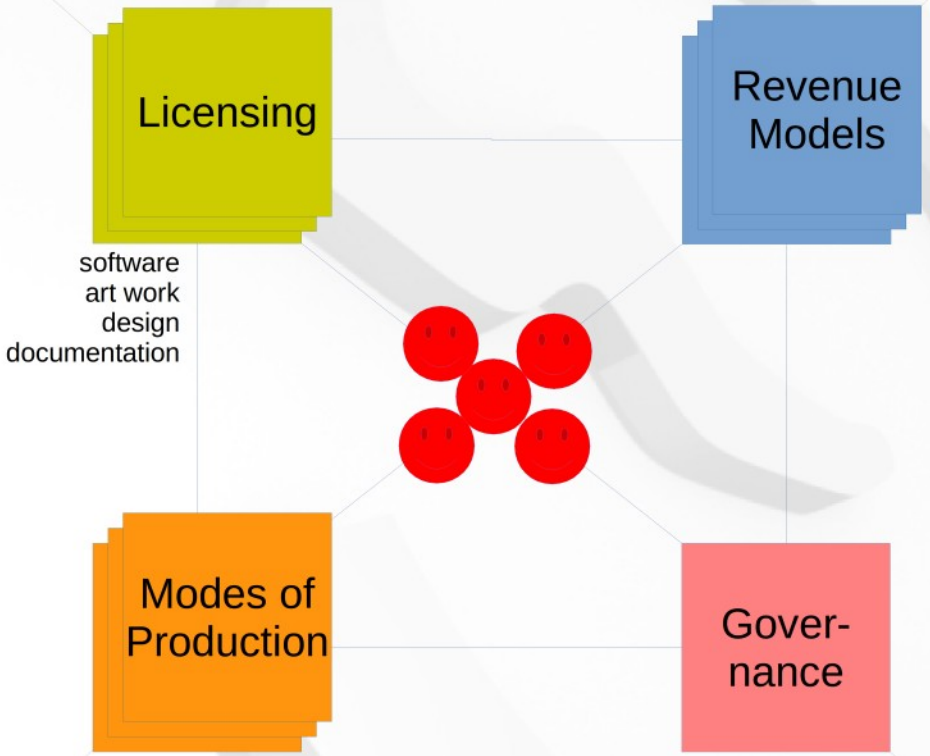

software
art work
design
documentation

Services
Digital → physical
Direct contact: donations
Matchmaking
Membership fees
Public funding
Advertising

Intra-firm
Market
Peer production

Organisational model
Legal Entity
Membership policy
Value distribution
Co-budgeting
Replicability

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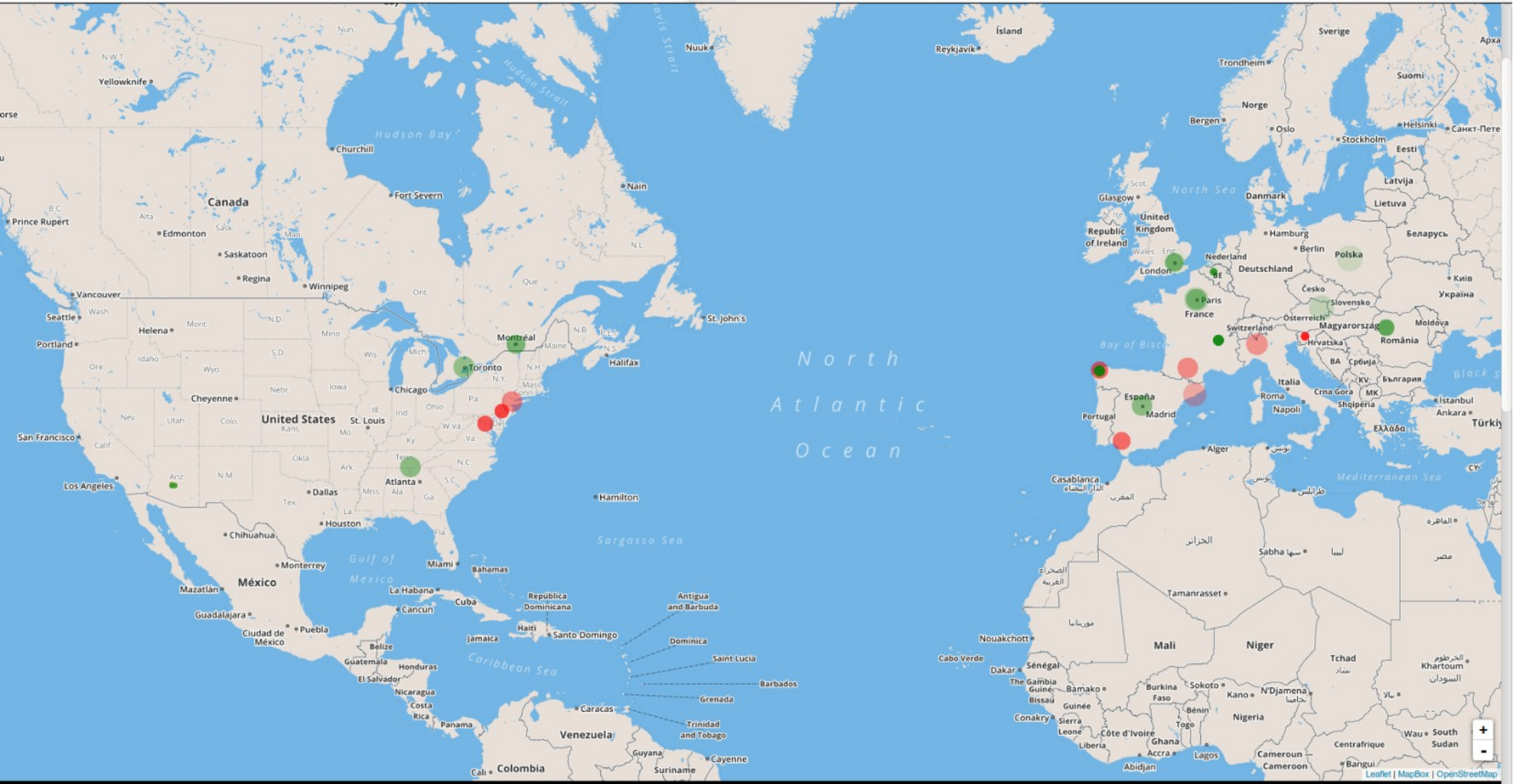

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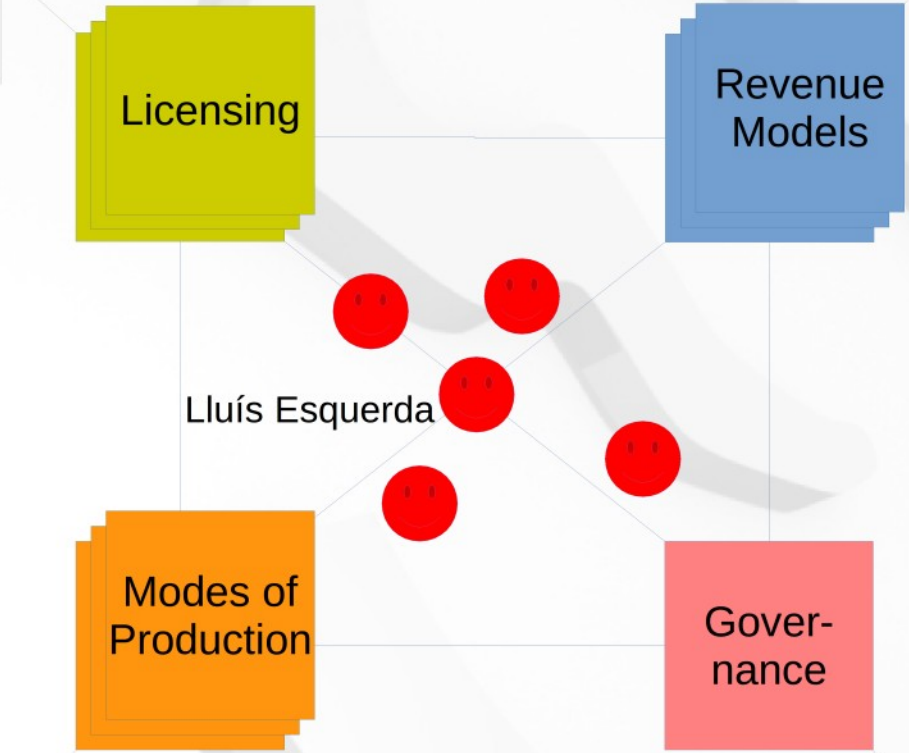
Cas: Citybik.es

Software:
- Pybikes: LGPL
- Citybikes API: no licencia
- Citybikes Android App: ASL2

Dades: acces via API lliure amb reconeixement

Projectes usuaris
si que en tenen: anuncis
o apps de pago
El fundador de Citybikes
de moment no vol ingressos



Producció col·laborativa:
- Plataforma: github
- Pybikes: 37 contribuidors
- Dades: 400+ bikesharing cities (via API)
- Via estandar GBFS

Mercat: lloguer servidor

Intra-firm
Market
Peer production

Entitat legal: autonom
Membresia: obert a contribuidors via
Distribució valor: no compartit
Replicas: Eazy.Bike

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opendesk Furniture Workspaces Open Making Blog Basket Your dashboard

Showcase your Opendesk builds

Your builds | Maker Forum

intro | makers | map | studio | workshop

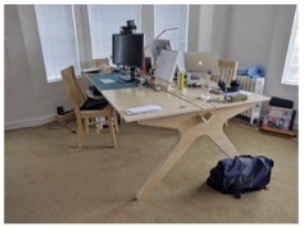
Share a build

Studio Desk
By Kyle Koehn

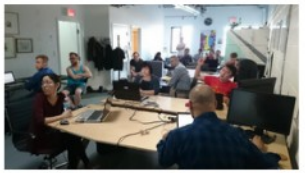
Valoví Chair
By Sonja Rümelin

Valoví Chair
By Kjetil Vinorum

Lean Desk
By David Hamilton



Lean Desk
By Josh Brooks



Lean Desk
By David Hamilton

Meeting Table
By Olivier Ferrocino

Meeting Table
By Olivier Ferrocino

Valoví Chair
By Jose Acevedo

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Case: OpenDesk.cc

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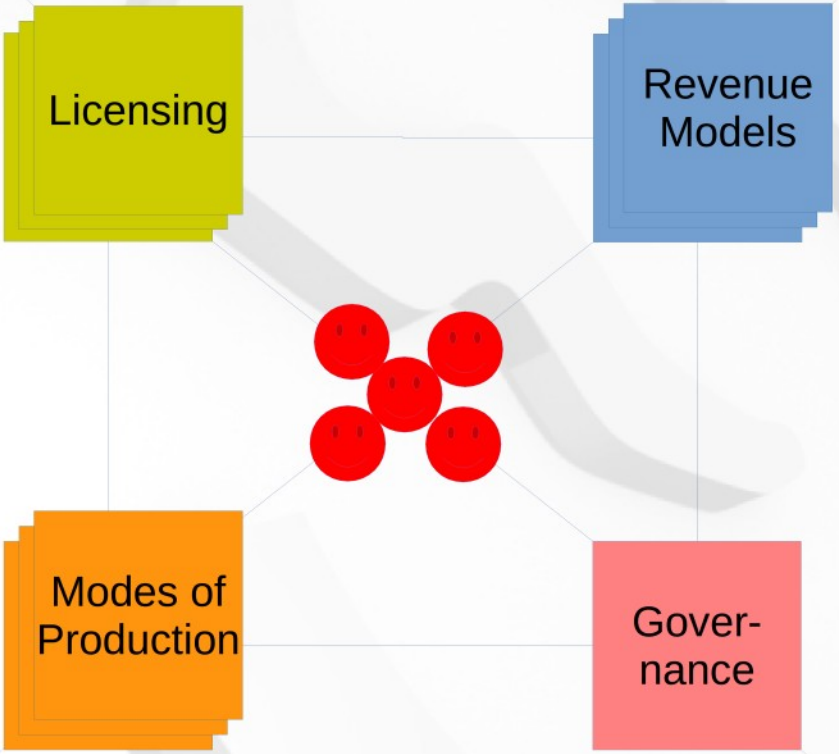
software: proprietary
designs: CC licensed



- [x] Services: workspace design
- [ ] Digital → physical
- [ ] Direct contact: donations
- [x] Matchmaking: 8%, 12%,18%
- [ ] Membership fees
- [ ] Public funding
- [ ] Advertising

See: Business Model

physical products: by local maker
service: intra-firm
collaborative plataforms: opendesk.cc for designers, makers, buyers

Intra-firm
Market
Peer production

Legal Entity: Fabbed Ltd
Membership policy: Onboarding selection process
Value distribution: 8%, 12%,18%

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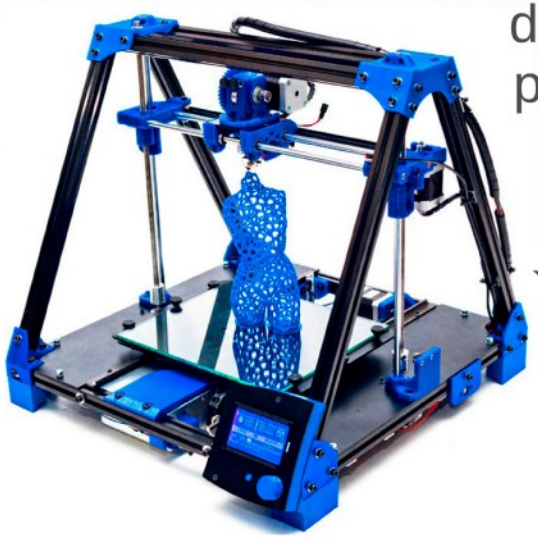
Ecosistema Arduino



utitlitzat dins altres productes

basat en

Wiring
Processing

dissenys

marca

ARDUINO

obra derivada

copies barates

Alibaba.com
Global trade starts here.™

comunitat

http://forum.arduino.cc/

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Case: Arduino

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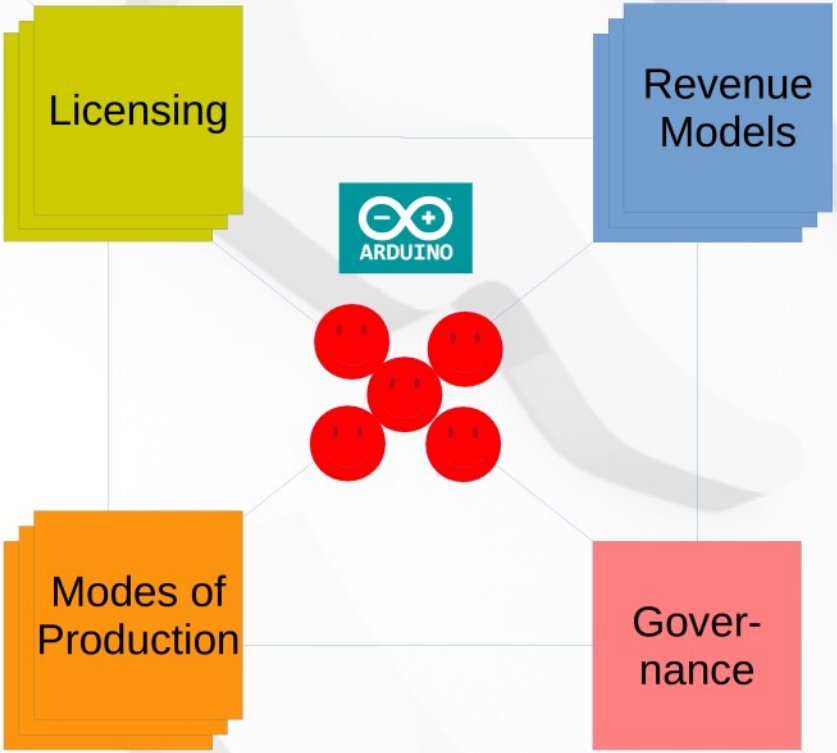
Software: ASL, MIT, GPL, LGPL, BSD
design & documentation: CC BY-SA



- [x] Services: Arduino Certified
- [x] Digital → physical
- [ ] Direct contact: donations
- [ ] Matchmaking
- [ ] Membership fees
- [ ] Public funding
- [ ] Advertising

software: p2p
design / documentation: p2p
physical products: intra-firm + market

Intra-firm
Market
Peer production

Legal Entity: Arduino LLC
Membership policy: acces lliure
Value distribution: no compartit
Replicas: moltes!

Genuino

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Case: Wikipedia

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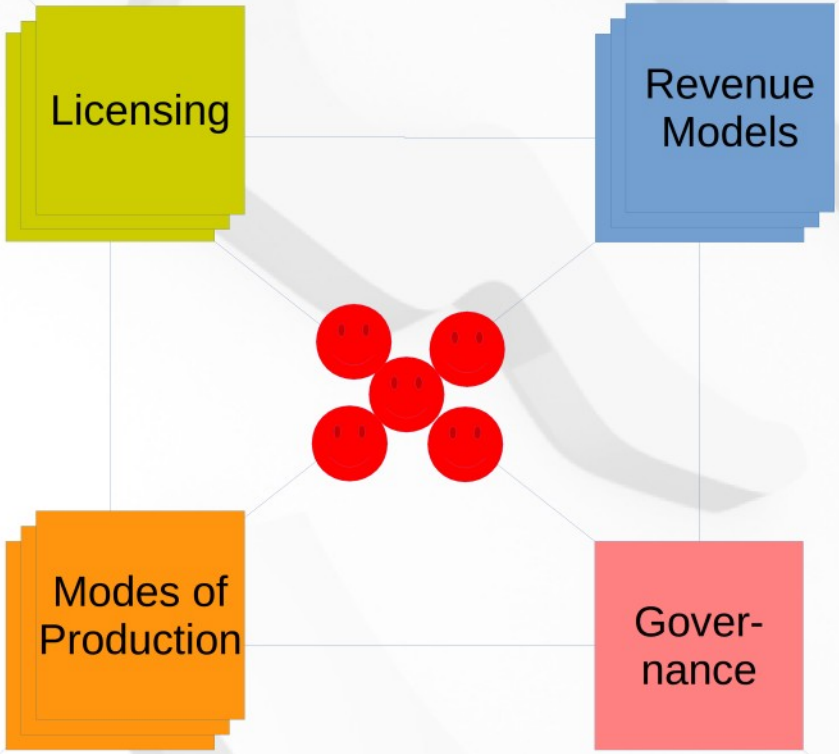
MediaWiki software: GPL
documentation: CC BY-SA



- ☐ Services: _____
- ☐ Digital → physical
- ☒ Direct contact: donations
- ☐ Matchmaking
- ☐ Membership fees
- ☐ Public funding
- ☐ Advertising

service: p2p
collaborative plataforms:
MediaWiki

Organisational model: Board
Legal Entity: Wiki Media Foundation
Membership policy: Iliure

Intra-firm
Market
Peer production

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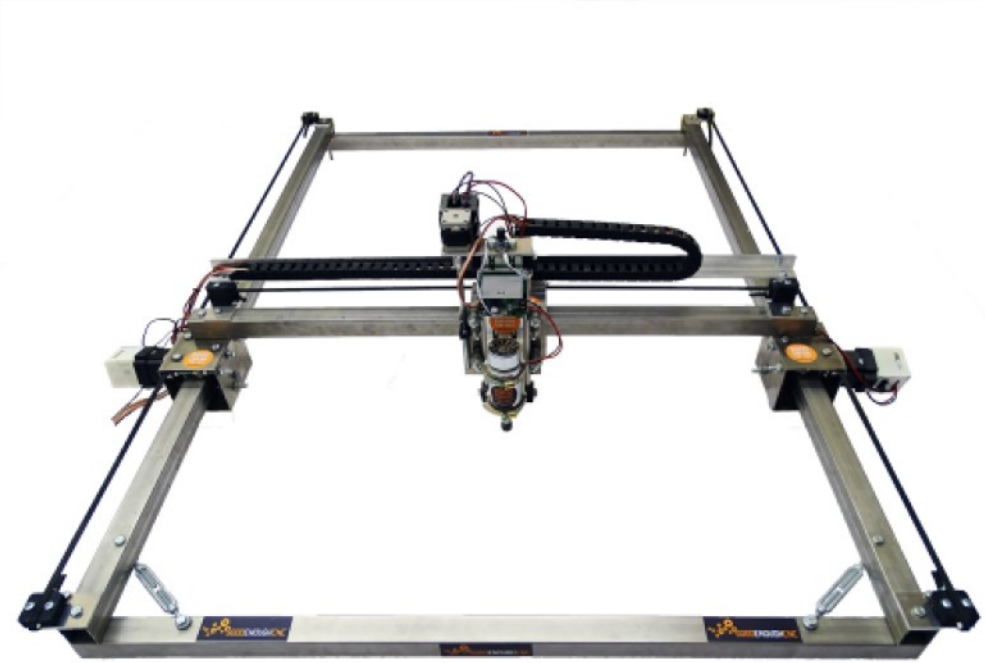
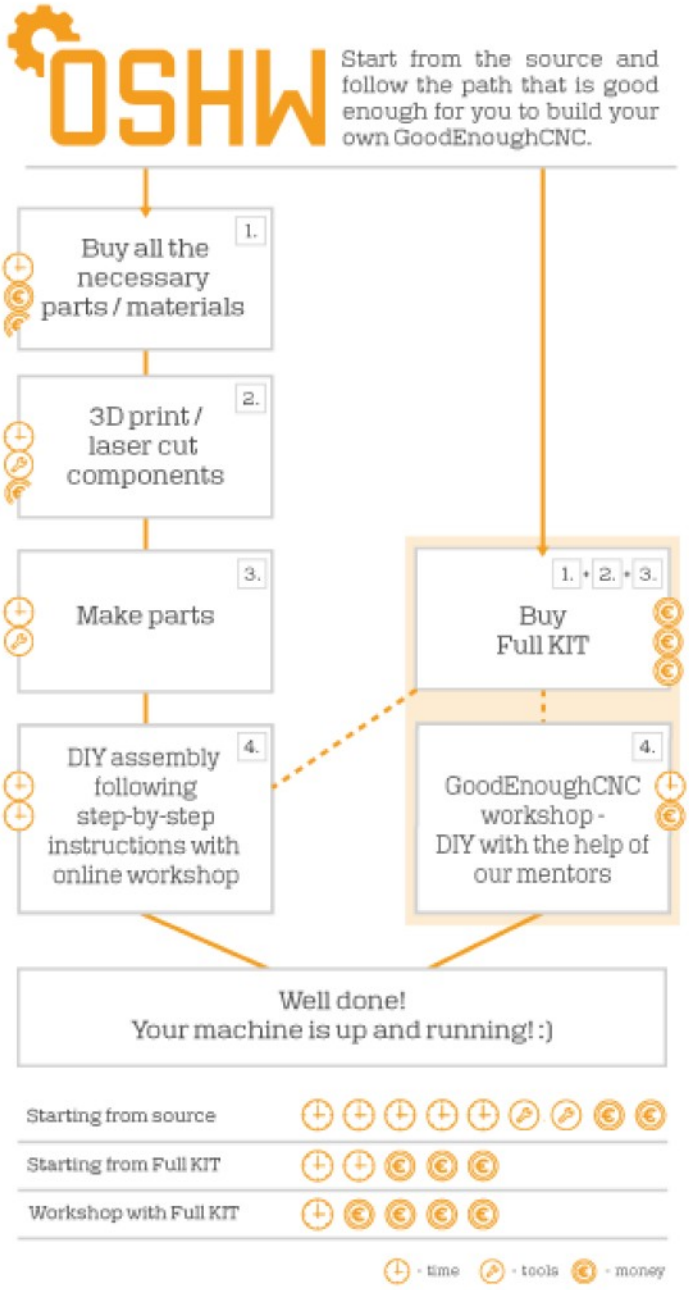
GoodEnoughCNC





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Case: GoodEnoughCNC

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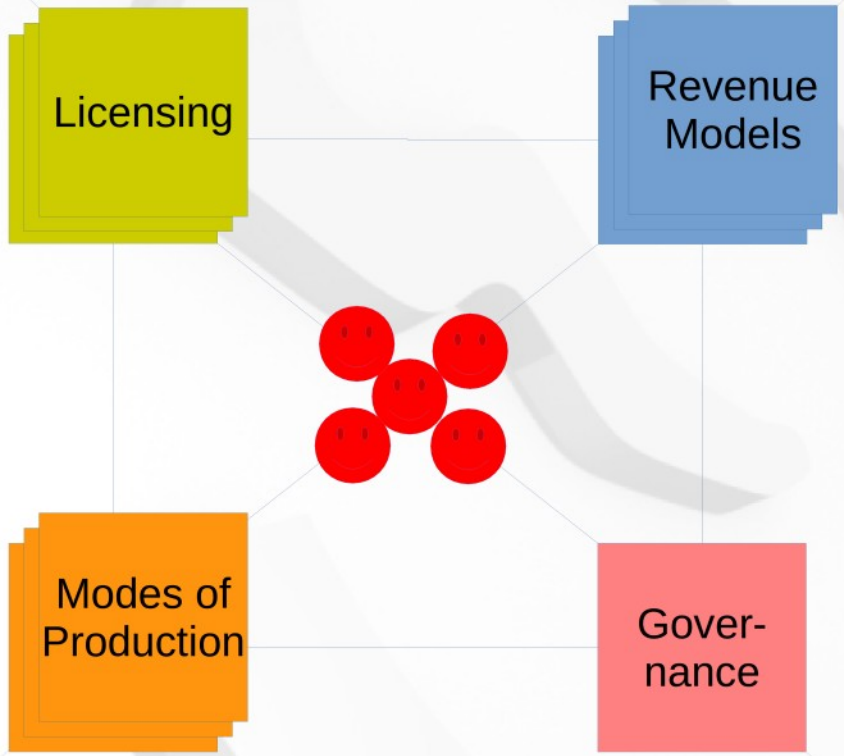
software: GPLv3
design: CERN OHL
documentation: CC BY-SA 4.0
data: CC0



- [x] Services: Tallers
- [x] Digital → physical: kits, producte final
- [x] Direct contact: donations
- [ ] Matchmaking
- [x] Membership fees
- [ ] Public funding
- [ ] Advertising

physical products: intrafirm, p2p
service: intra-firm
collaborative plataforms: Github
Fabrikor: custom manufacturing service

Intra-firm
Market
Peer production

Legal Entity: IRNAS foundation
Membership policy:
Value distribution: DIY+commercial
Replicas:

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Guerrilla Translation is a collaborative hub for authors and translators to network and share stimulating ideas internationally. Our aim is to model a cooperative form of global idea-sharing, by enabling a platform and method for opening dialogues.

- **Sharing and gift economy principles**
- **Content Curation: Sharing is Caring**

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Case: Guerrilla Translations

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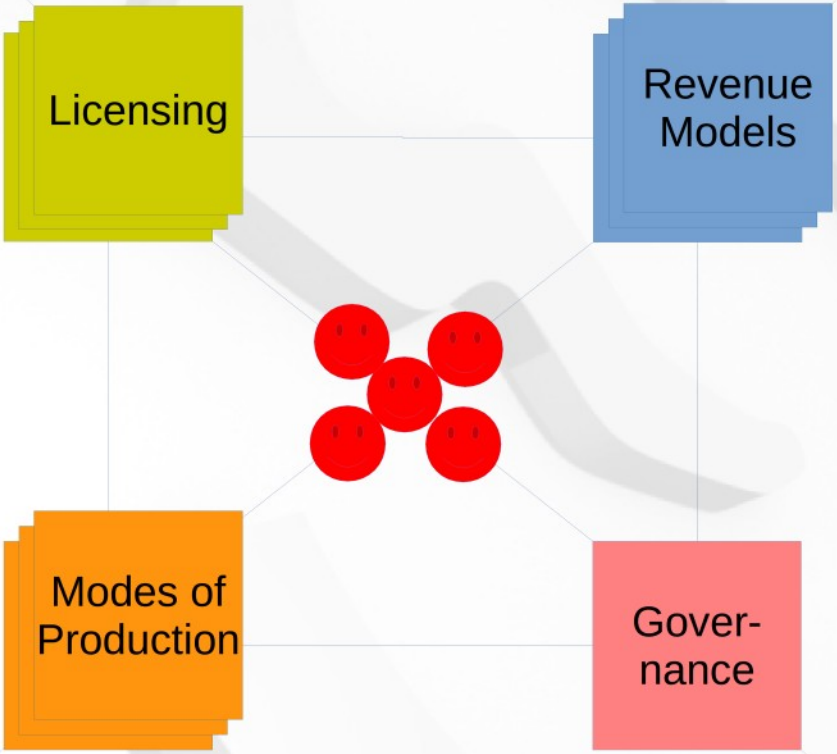
data: _____



☐ Services: _____
☐ Digital → physical
☐ Direct contact: donations
☐ Matchmaking
☐ Membership fees
☐ Public funding
☐ Advertising

physical products: _____
service: _____
collaborative plataforms
_____
_____

Intra-firm
Market
Peer production

Organisational model: _____
Legal Entity: _____
Membership policy: _____
Value distribution: _____
Replicas: _____
Other: _____

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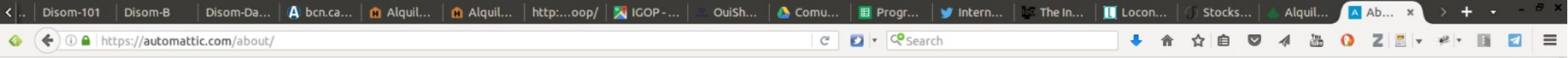

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One of these things is not like the other.

	Monthly Uniques (US)	Employees
Google.com	241M	66,575
Yahoo.com	213M	10,400
Facebook.com	206M	14,495
Amazon.com	186M	230,800
Twitter.com	114M	3,898
eBay.com	110M	11,600
WordPress.com	**82M**	**506**

Monthly Uniques from comScore.

WE ITERATE

1,555

Deployments made this week

view graph

WE COMMUNICATE

97,507

Messages sent this week

view details

WE MAKE PEOPLE HAPPY

29,474

Resolved support tickets this week

view graph

We don't make software for free, we make it for freedom.

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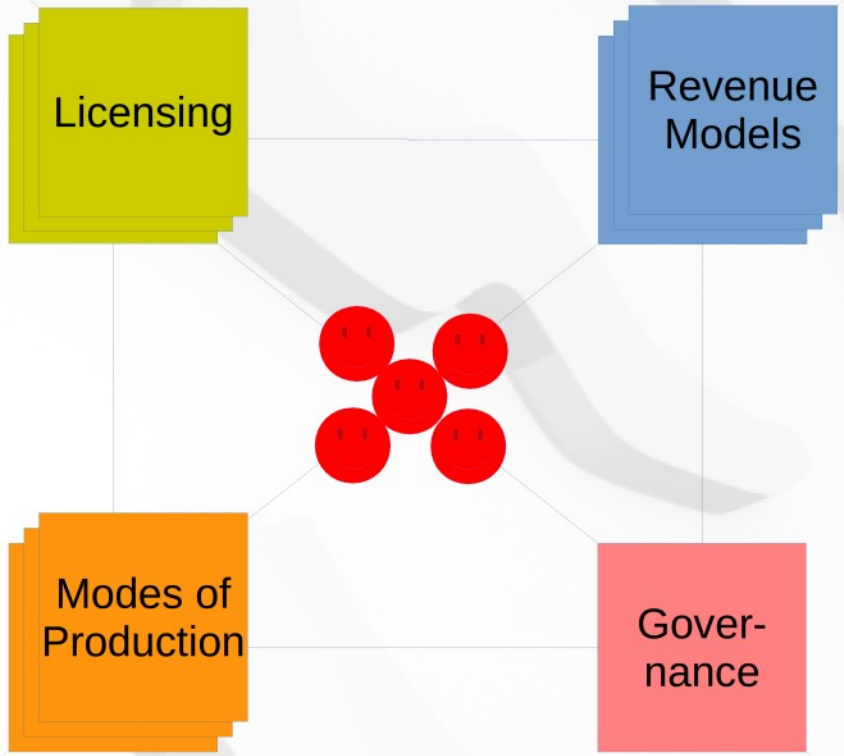
Case: Automatic



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software: _____
art work: _____
design: _____
documentation:_____
data: _____

physical products: _____
service: _____
collaborative plataforms
_____
_____

Intra-firm
Market
Peer production

☐ Services: _____
☐ Digital → physical
☐ Direct contact: donations
☐ Matchmaking
☐ Membership fees
☐ Public funding
☐ Advertising

Organisational model: _____
Legal Entity: _____
Membership policy: _____
Value distribution: _____
Replicas: _____
Other: _____

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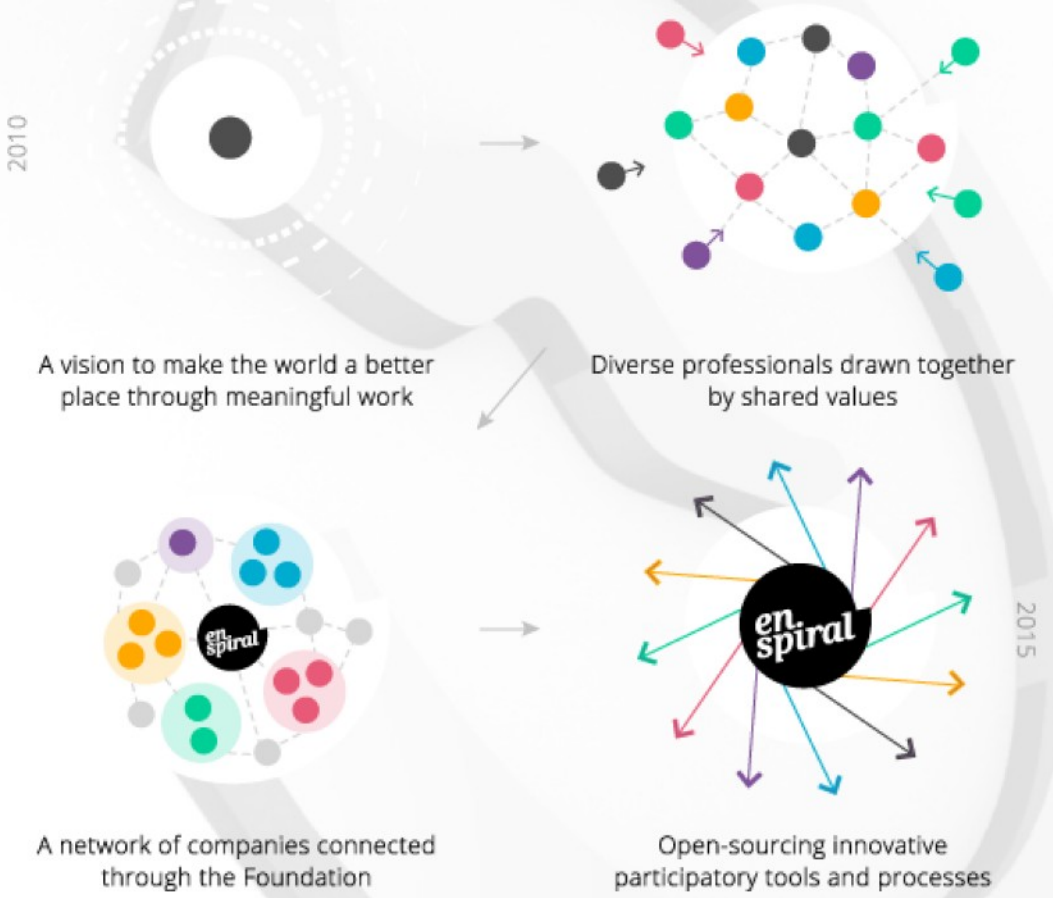

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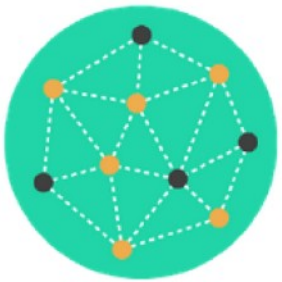
Open Value Networks



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METAMAPS

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VALUE FLOWS

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KENDRA INITIATIVE

www.kendra.io

BACKFEED

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THE CITIZENS MEDIA

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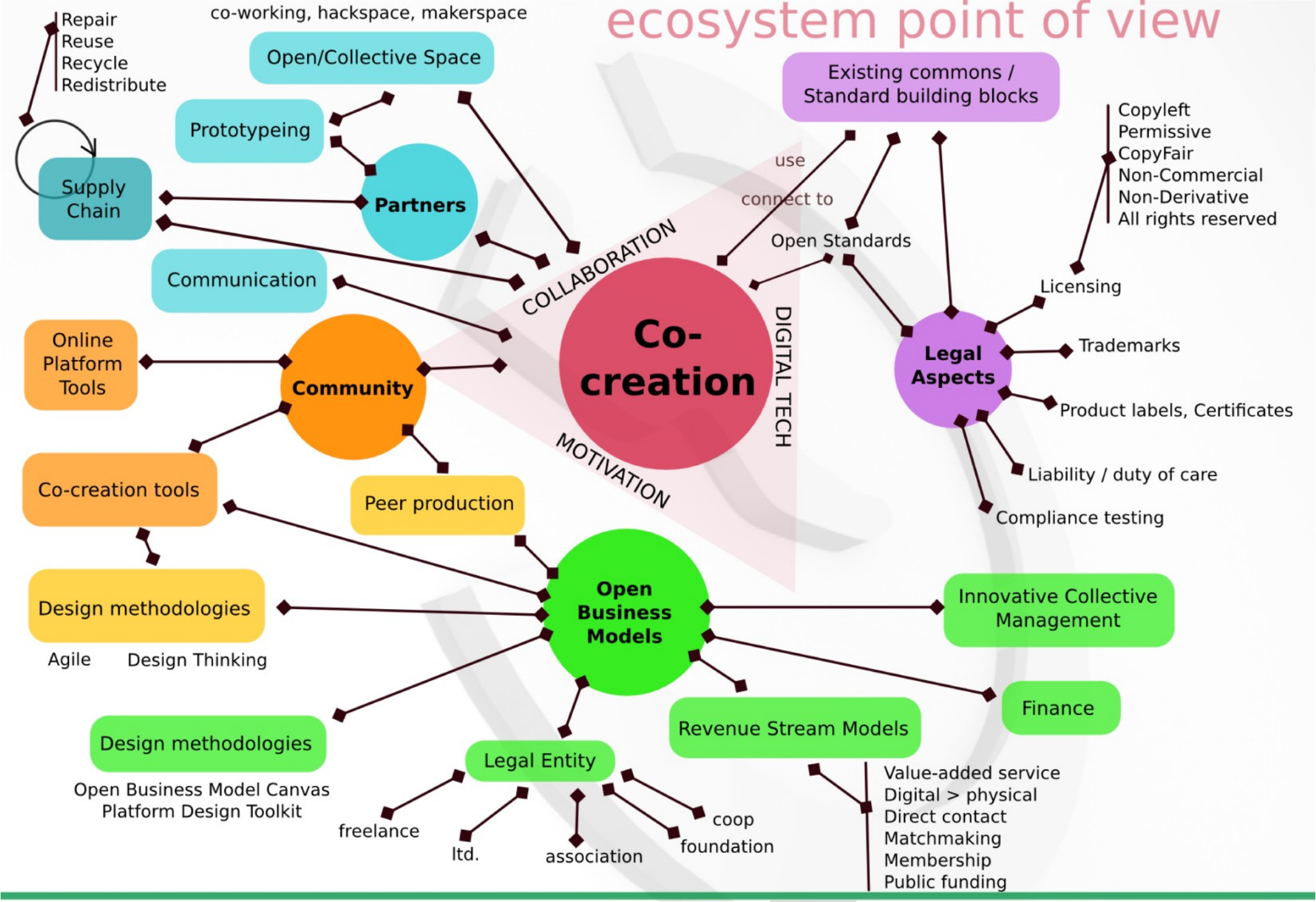
ecosystem point of view



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