Sketching @ Scale

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High volume consumer electronics products

Broad background in product management, development, manufacturing, and operations

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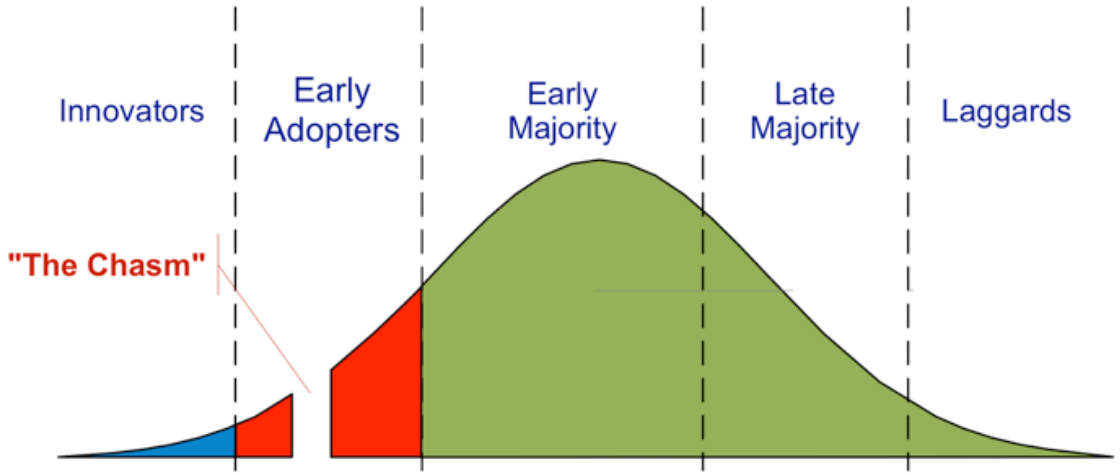
We've been talking about

Democratizing Innovation



Fundamentally all those tools help lower the cost/risk of innovation

Make it easier for more people to conceive of and deliver products at low volume

But scaling is still hard

What is it like at scale?

Product Innovations

New product category

New price point

New brand

flip video™

Business Innovations

Extreme focus on agility

Customized products

JIT Production/Development

Balanced US/China design philosophy

Flip Partner Ecosystem

Processes

Design / Consultancies

Manufacture / Chicony & Hon Hai

Accessories / PCH

Distribution / Banta

Retail / Amazon & Best Buy

Technologies

DSP / Zoran

Memory / Samsung

Sensors / Aptina

Lenses / Sunex

Displays / Sharp

Perhaps 100,000 people actually worked on Flip!

This is how scale works

The entire ecosystem was needed to deliver Flip

The entire ecosystem needed to believe in Flip

The entire ecosystem needed to invest in Flip

The entire ecosystem needed to profit from Flip

A brand for our consumers and a vision for our partners

Advantages of Scale

Scale ($) attracts and motivates the partners

Scale ($) allows investment in unique process & tech

So consumer electronics will remain a scale business

SAMSUNG

Haier

Panasonic

Can this change?

Maybe it doesn't need to

Maybe there are markets where it doesn't have to

Maybe new ways to form ecosystems can emerge

seeed

CloudFab

MAKER'S row EST 2012


MIND THE GAP