



A new model for **open innovation**
and **peer production**

A close-up photograph of a person's hand holding a thick stack of US dollar bills. The bills are fanned out, showing various denominations including \$100 and \$20. The hand is positioned in the center-right of the frame, with the fingers gripping the stack. The background is a plain, bright white. An orange banner with white text is overlaid at the bottom left.

Age of greed has ended

A close-up photograph of a person's hand holding a thick stack of US dollar bills. The bills are fanned out, showing various denominations including \$100, \$20, and \$10. The hand is positioned in the center-right of the frame, with fingers gripping the stack. The background is a plain, light color. At the bottom of the image, there is an orange banner with white text.

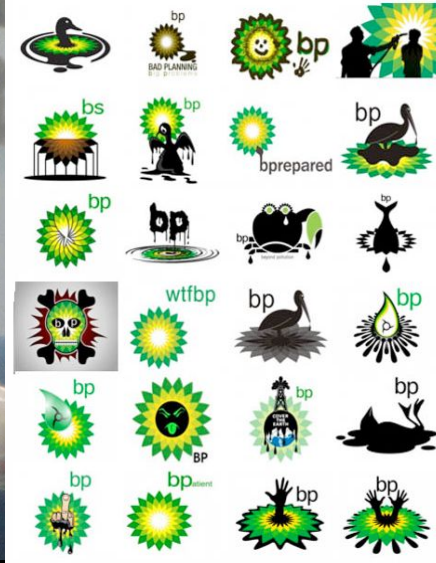
Systemic, Global, Transnational

The rise of the global **Multitude**



open and decentralize everything

Action



Reaction

"It takes 20 years to build a reputation and five minutes to ruin it."

Warren Buffet

"Corporate social responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it... because it is good for our business"

Niall Fitzgerald, Former CEO, Unilever

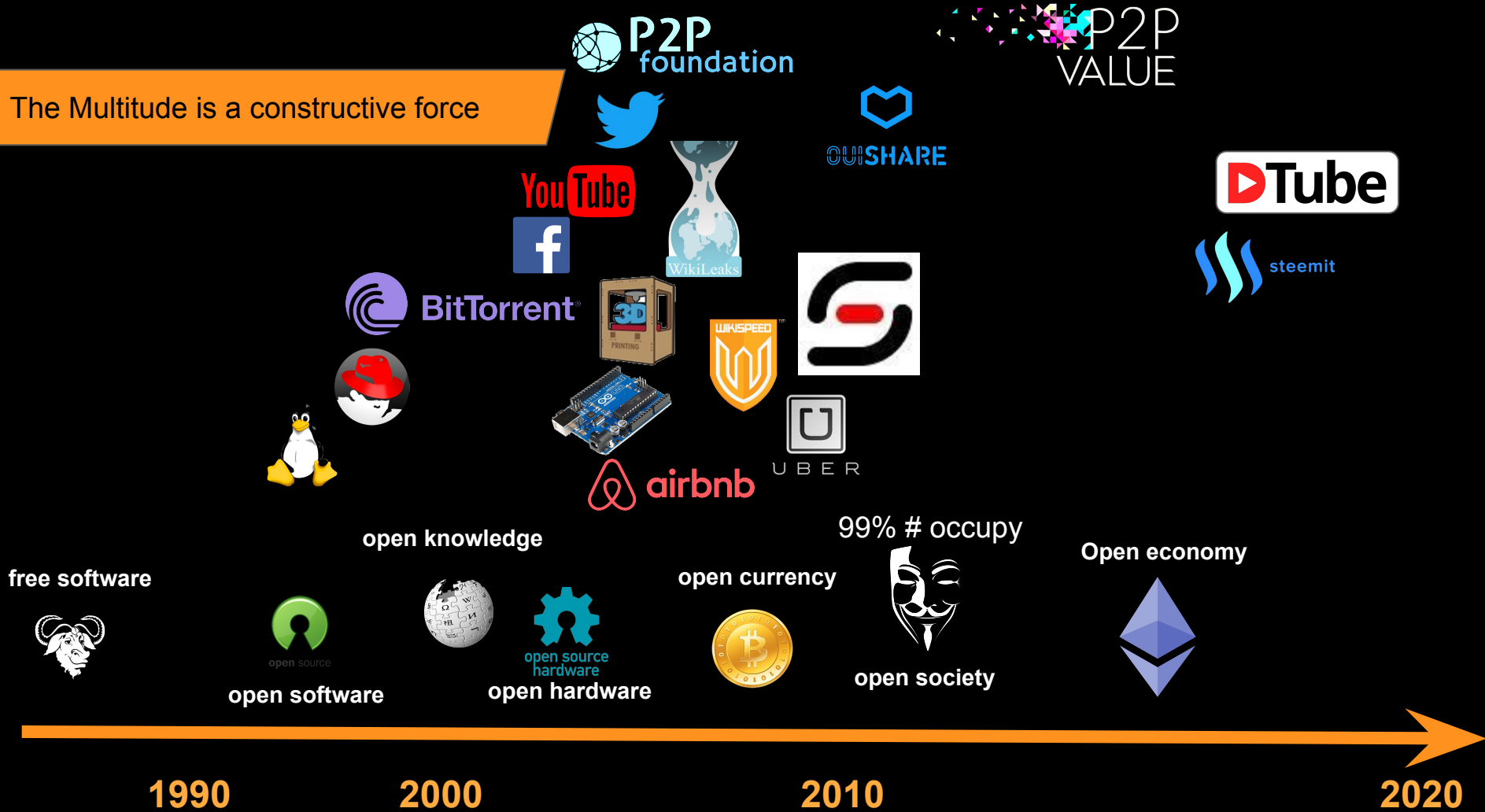
Companies should not have a singular view of profitability. There needs to be a balance between commerce and social responsibility... The companies that are authentic about it will wind up as the companies that make more money.

Howard Schultz, Executive Chair, Starbucks

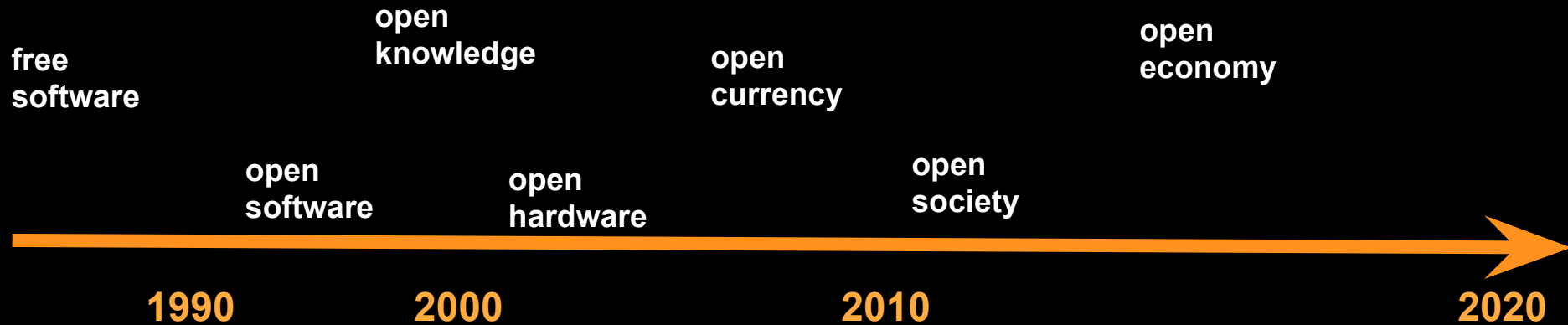


the Corporation
a film by Mark Achbar, Jennifer Abbott & Joel Bakan

The Multitude is a constructive force



The Multitude is a constructive force



P2P / Collaborative Economy

sensorica®



ARCADE CITY

Platform
Cooperativism

UBER - coop

Property: shared
Governance: democratic

Property: nondominium
Governance: meritocratic

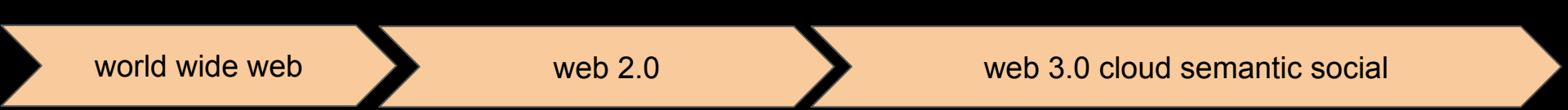
Platform
Capitalism



U B E R

Property: private
Governance: hierarchical

Economic tendencies

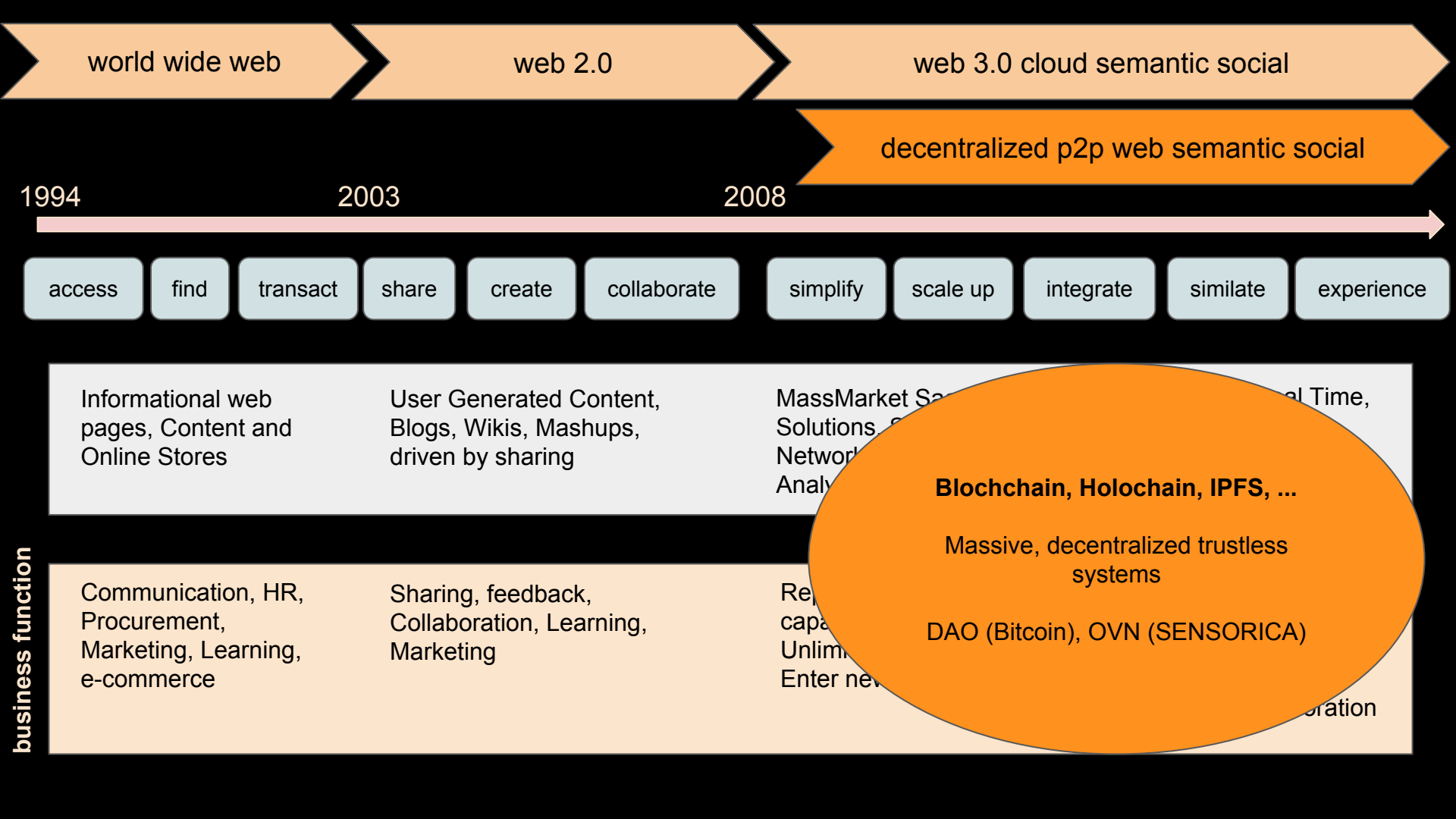


- access
- find
- transact
- share
- create
- collaborate
- simplify
- scale up
- integrate
- simulate
- experience

Informational web pages, Content and Online Stores	User Generated Content, Blogs, Wikis, Mashups, driven by sharing	MassMarket Saas, Solutions, Social Networks, Mobile Data Analytics	Highly Social, Real Time, Immersive video apps Embedded in business processes
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business function

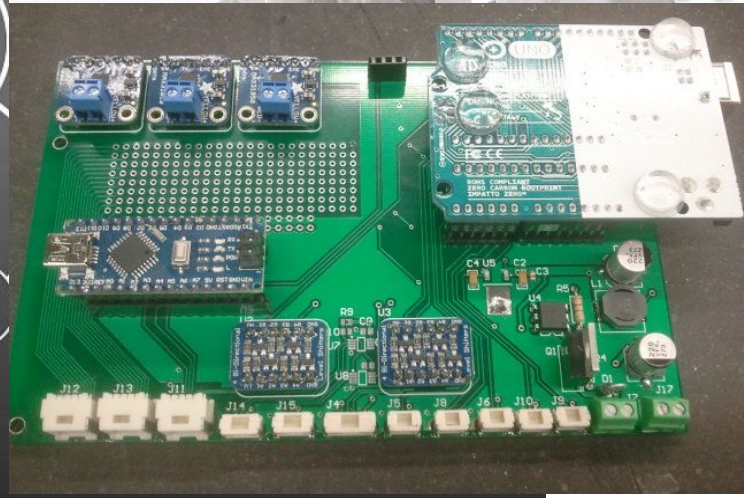
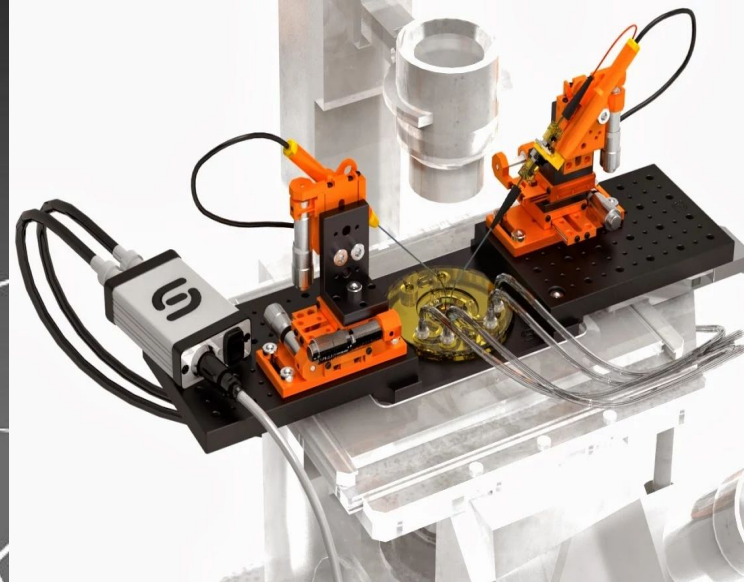
Communication, HR, Procurement, Marketing, Learning, e-commerce	Sharing, feedback, Collaboration, Learning, Marketing	Rapidly Deploy, New capabilities with Unlimited Scalability, Enter new markets	Smarter Work, Research, Product Development Simulation, Education, Communities, Social Networking, Collaboration
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Is the traditional mode of
production going to survive?

SENSORICA is to innovation and production
what Bitcoin is for exchange.





SENSORICA in numbers

Entrepreneurship **45 commercial projects**, 116 contributing members with 4268 logged contributions in 2016

We spun-off commercial ventures

- Blockchain development co-operative
- 3D printing and design services

Academia **4 academic partnerships** supported by research grants.

Delivered open source scientific instruments.

- **Reduced development and maintenance costs**
- Increase **technology diffusion rate**
- Add **continuity** to academic projects

Industry **3 innovation partnerships** with private companies

Collaboration in R&D with Robco Inc. on IoT, and with eVision on blockchain applications

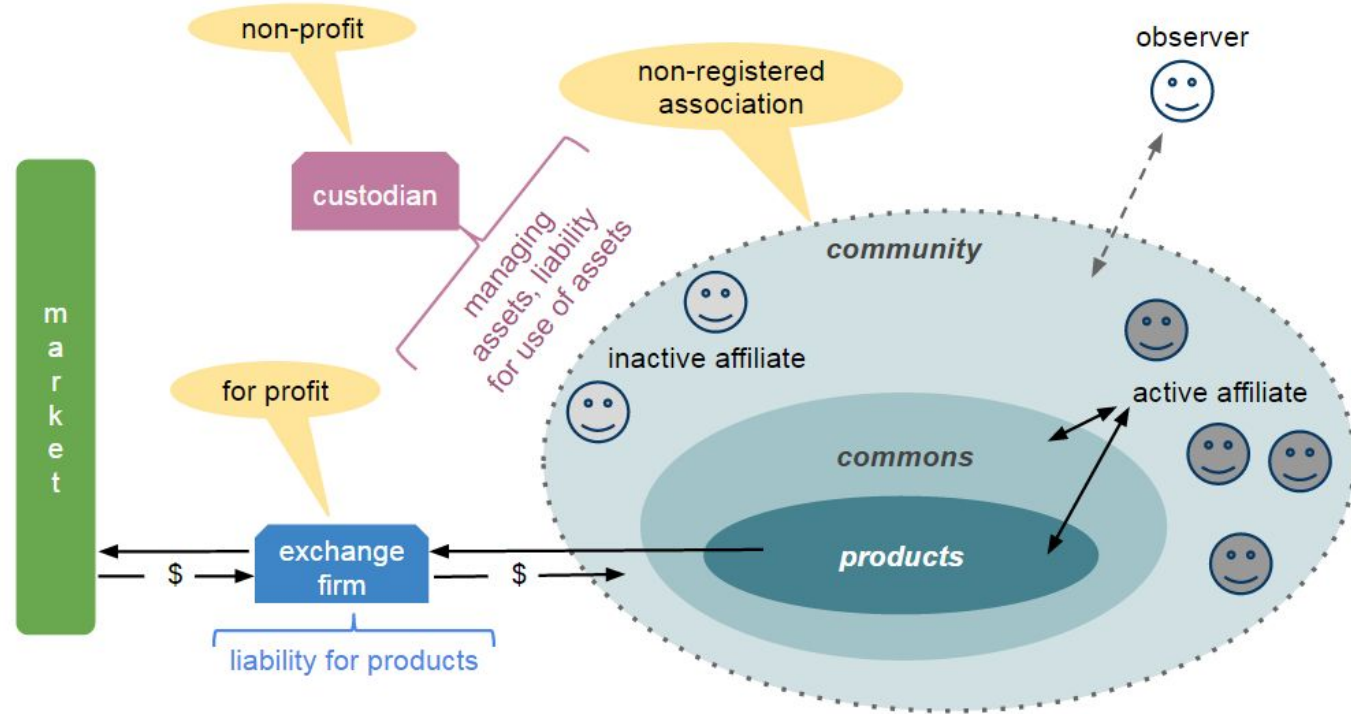
Education **17 student internships**, at least **two major events per year**, countless workshops, meetups, hackathons and presentations

- **High speed open innovation** by remixing open source technology
- **60% R&D cost reduction** by crowdsourcing
- Attracted rare **skills** to project

SENSORICA is a **non-registered association** (open network) that interfaces with the market through **Exchange firms** (limited liability corporations).

Agents within the SENSORICA network are called **Affiliates** (freelance individuals or organizations).

The network uses a **Custodian** (a trust) to hold all its tangible assets, to insure fair access to network affiliates, and proper use.



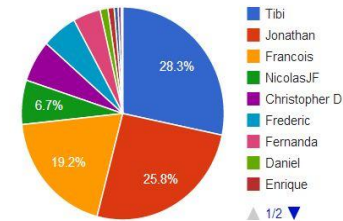
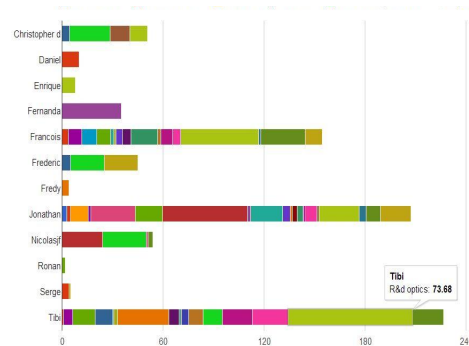
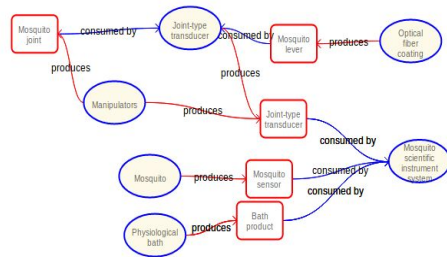
interfaces and protocols for the ecosystem

normatif system, governance, legal framework, accounting, finances

feedback: metrics, analysis, visualisation, distribution, action, reputation, roles

management: supply, resources, processes, projects, customer relations

contribution accounting



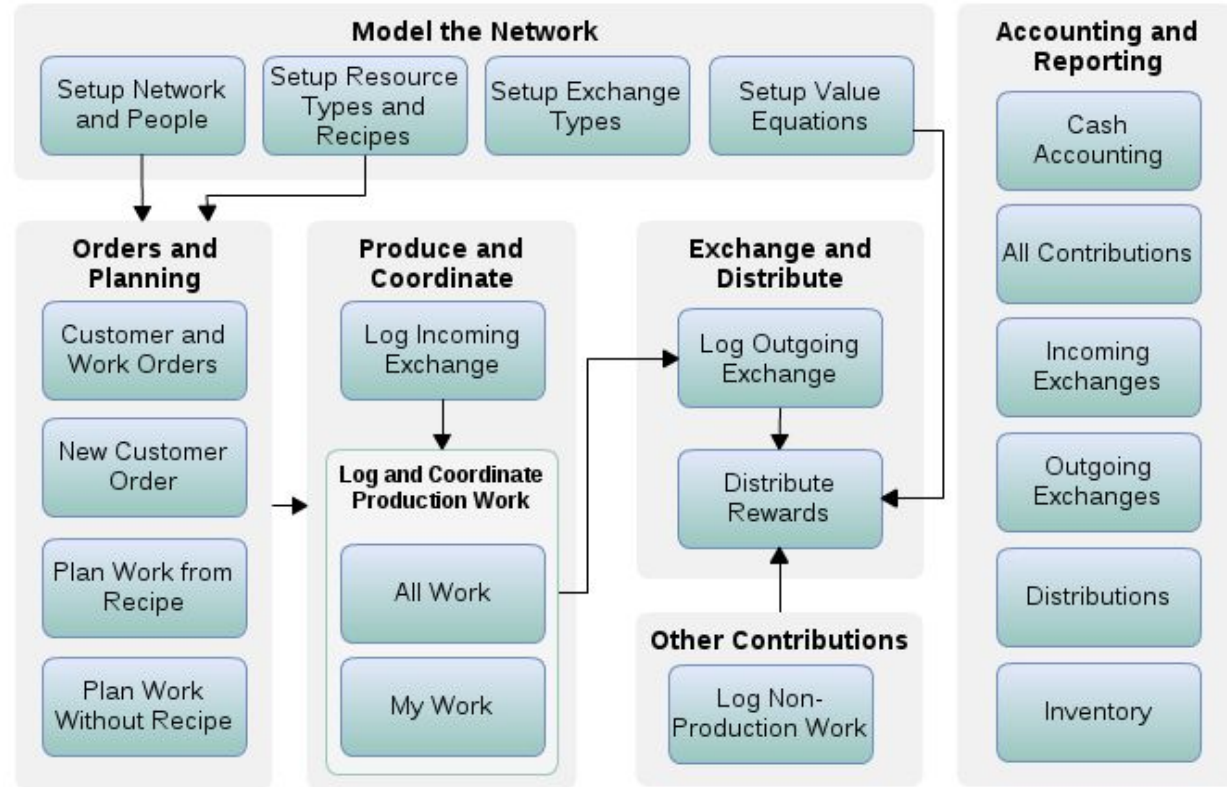
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Structure

Open Governance

Network IT Infrastructure

Methodologies of work



Demand

[Create Customer Order](#)
[Plan Work](#)
[Plan Work Using Recipe](#)

Open Customer Orders:

- [Customer order 65](#) , Seller: , Buyer: , due: 2013-04-28 created by None
- [Customer order 67](#) , Seller: , Buyer: , due: 2013-05-10 created by None
- [Customer order 74](#) , Seller: , Buyer: , due: 2013-06-02 created by None
- [Customer order 76](#) , Seller: , Buyer: , due: 2013-06-04 created by None
- [Customer order 111](#) , Seller: , Buyer: , due: 2013-06-17 created by None
- [Customer order 85](#) , Seller: , Buyer: , due: 2013-07-03 created by None

Open Work Orders:

- [Work order 112](#) , provider: Tiberius Brastaviceanu , due: 2013-02-03 created by tibi
- [Work order 88](#) , due: 2013-03-25 created by tibi [Delete](#)
- [Work order 64](#) , due: 2013-04-18 created by None [Delete](#)

Production Planning

Chosen: Type of process [Manufacturing](#) Project [Mosquito](#)

work

- ☒ Manufacturing
☐ R&D
☐ Lesson



uses

- ☒ Lab space
☒ Microscope
☒ Oven



produces

- ☒ Mosquito product



consumes

- ☒ Glue



cites

- ☒ Mosquito design



Start date [2014-04-26](#)

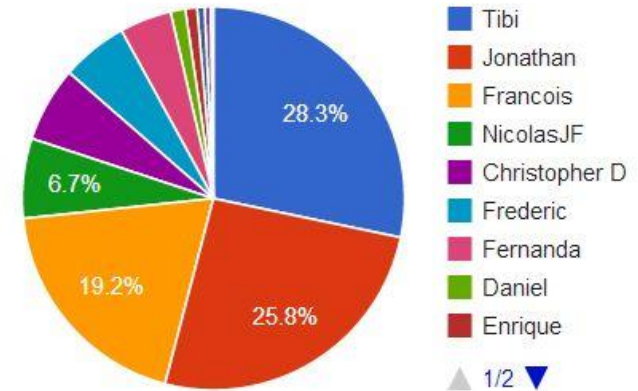
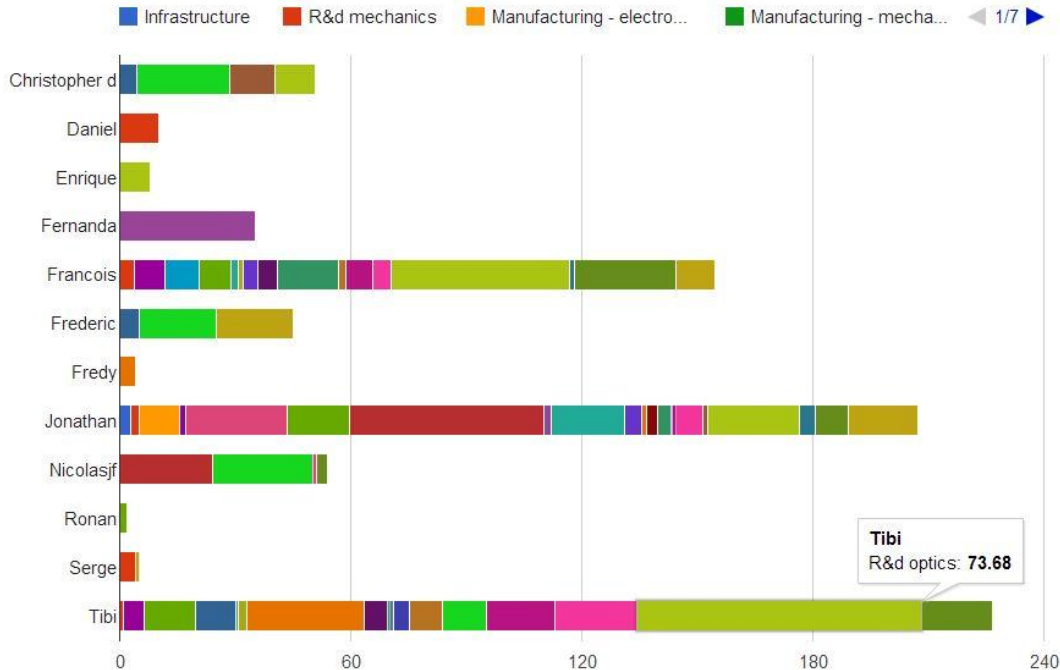
End date [2014-07-07](#)

Process name [Make Mosquito](#)

[Save process & exit](#)
[Save process & add another](#)

Roles

Revenue redistribution



Contribution Accounting System and Benefit Redistribution

Thanks to all the SENSORICA affiliates
and to you

www.sensorica.co