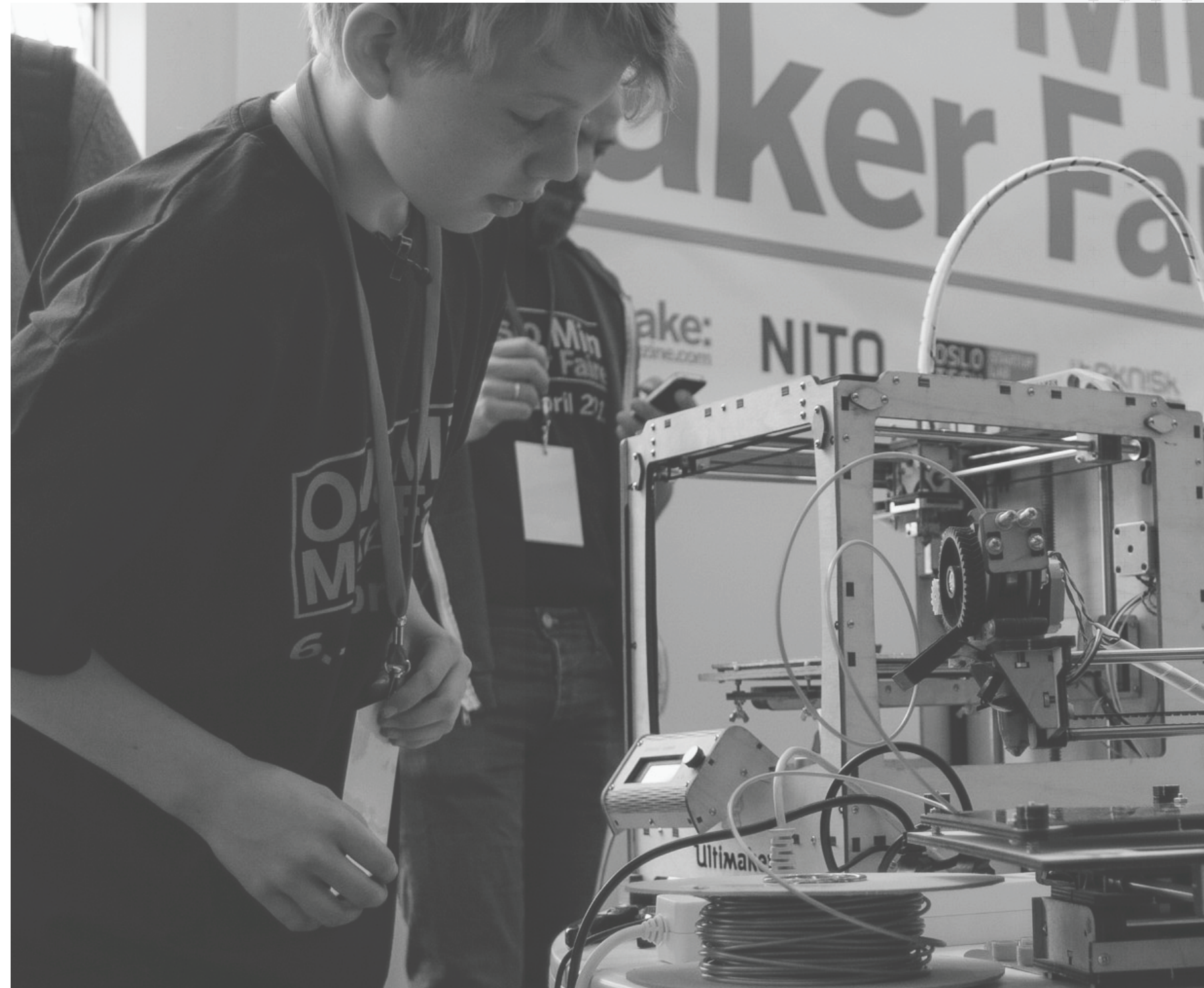




01.

The Client

02.

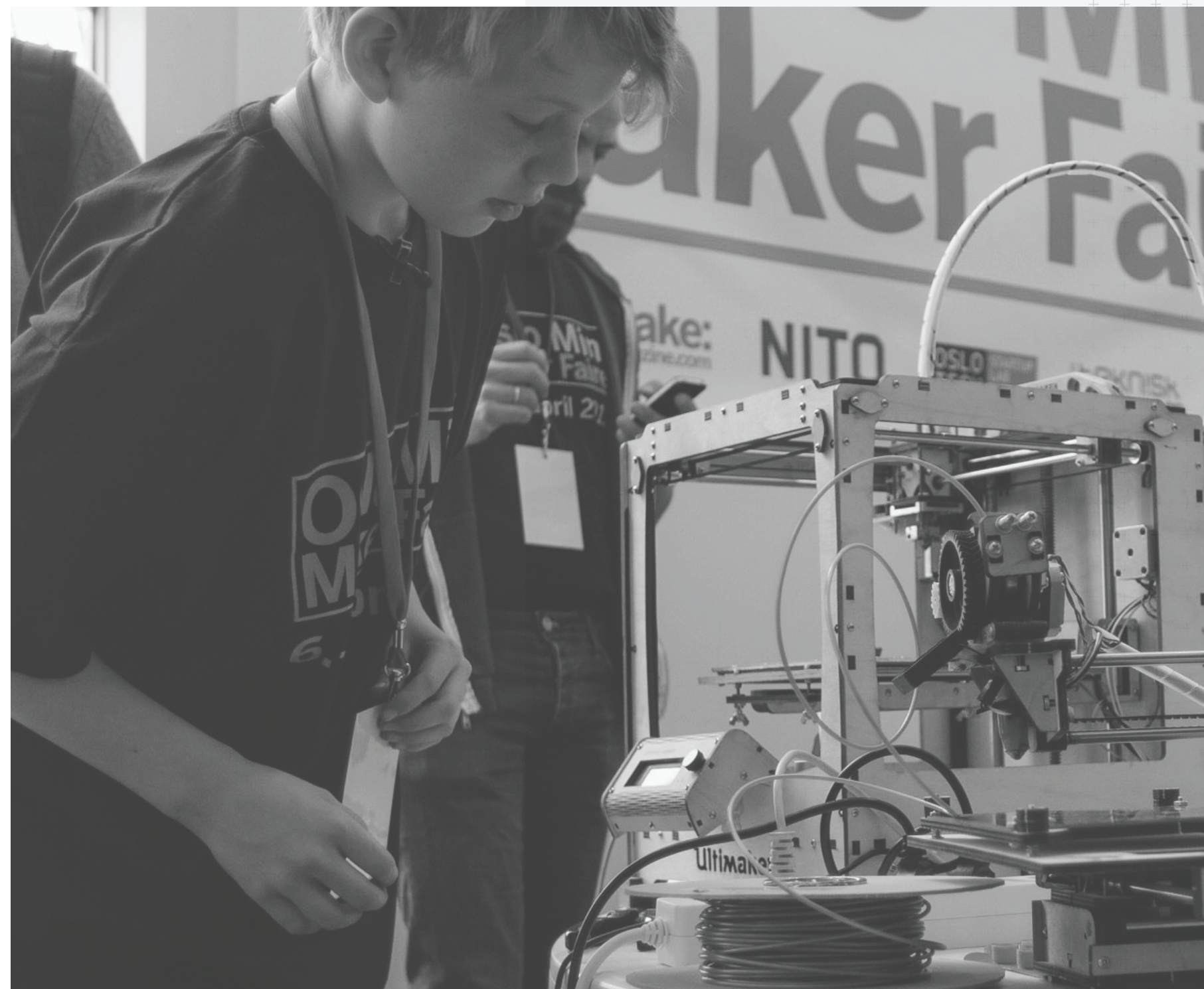


Our Proposal



We want to shift The Source's primary audience from general electronics consumers to the emerging market of **makers** by tackling their need for a reliable source of supplies and learning materials.

02.



Our Proposal

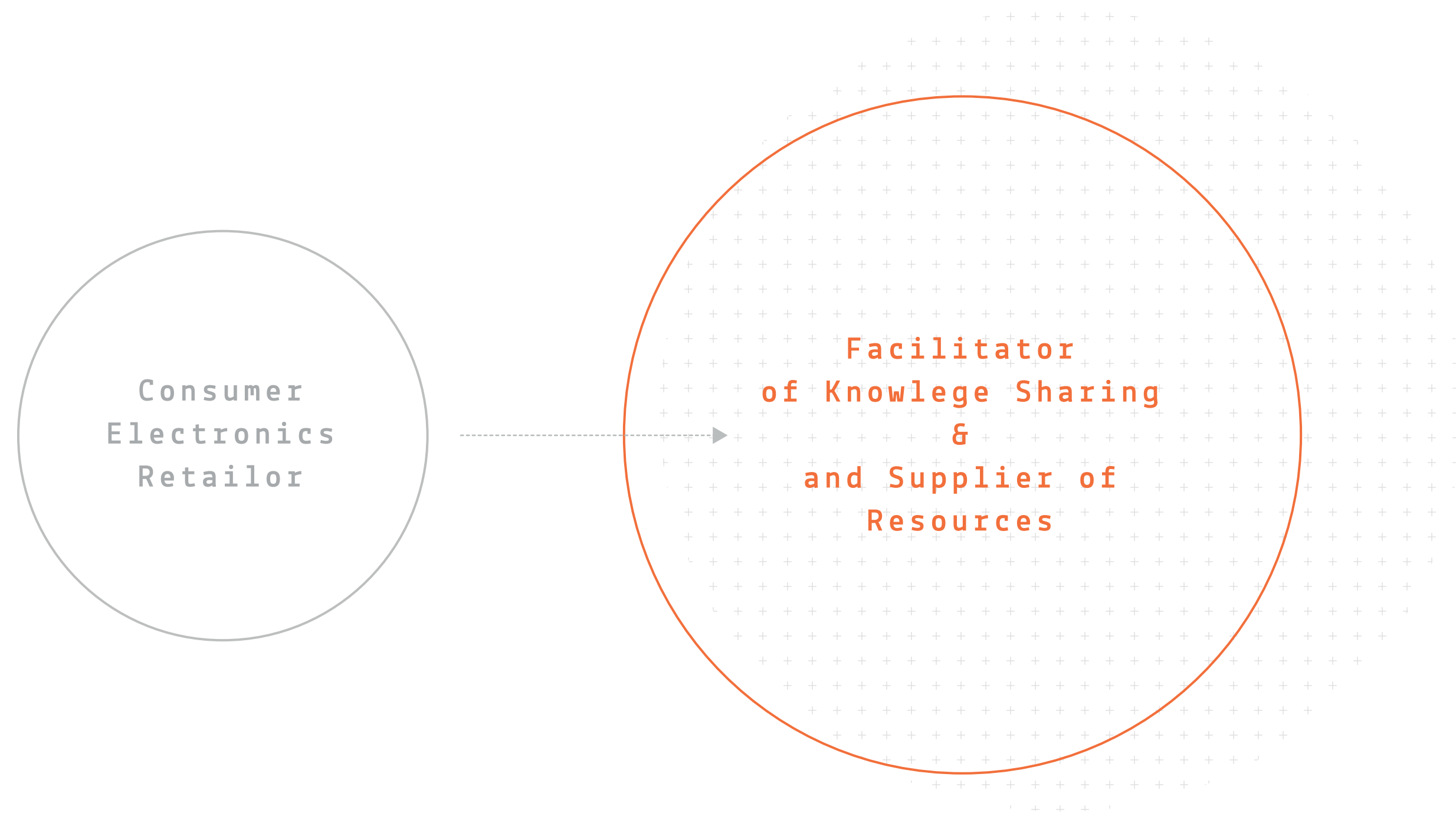


To do so, we are proposing a digital platform called Maker Source that provides a holistic experience for prospective and experienced makers by facilitating open knowledge sharing and acquisition of supplies (electronic components).

03.

**Business
Problem**

The Source is losing sales in a highly competitive consumer electronics retail space because of its inability to compete with larger retailers that offer “big box” formats, everyday low pricing, and advanced logistic systems. Hence, it requires a shift into a less concentrated sub-sector within the electronics market where it can establish its dominance and create a following of loyal customers.

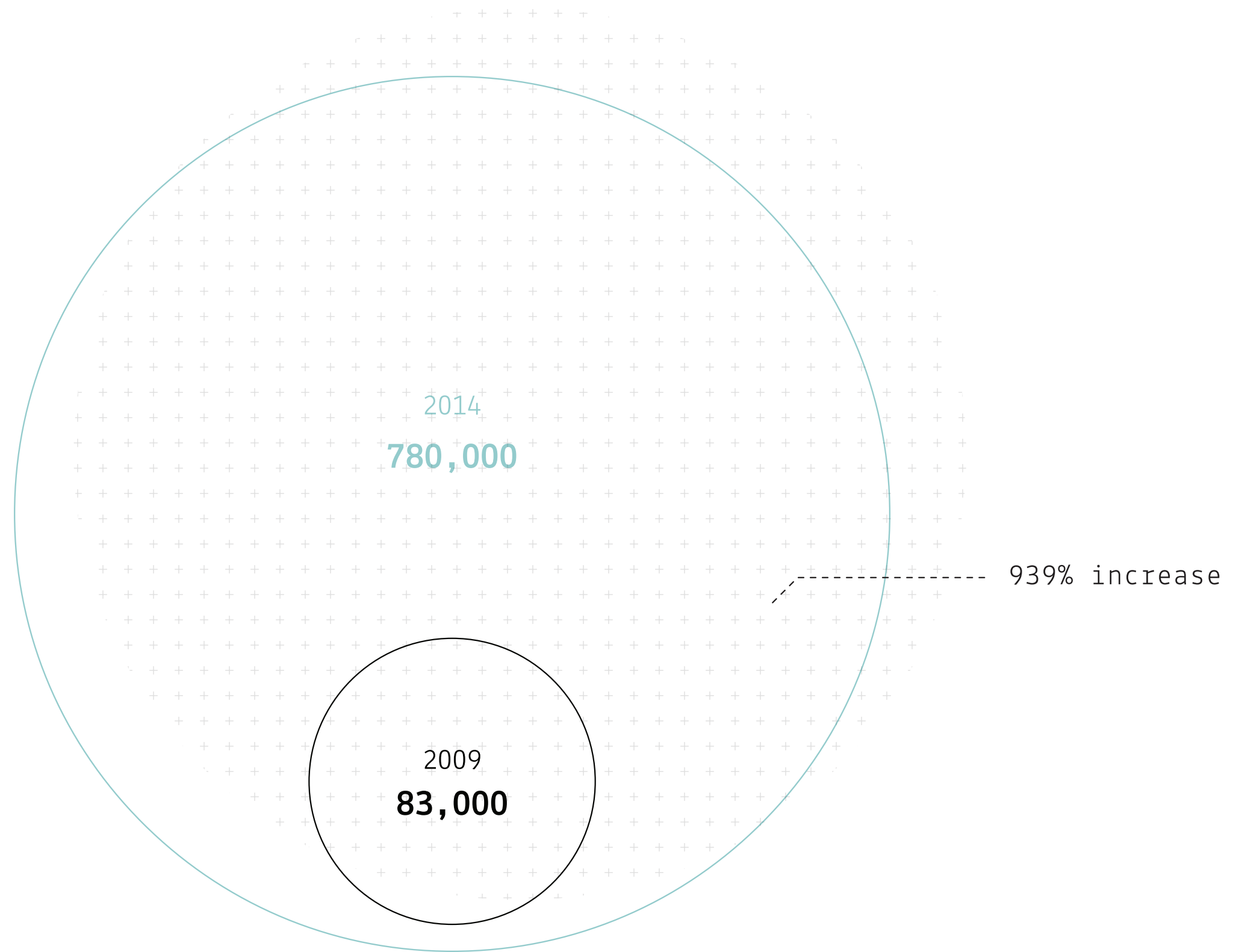


03.

Reframing

04.

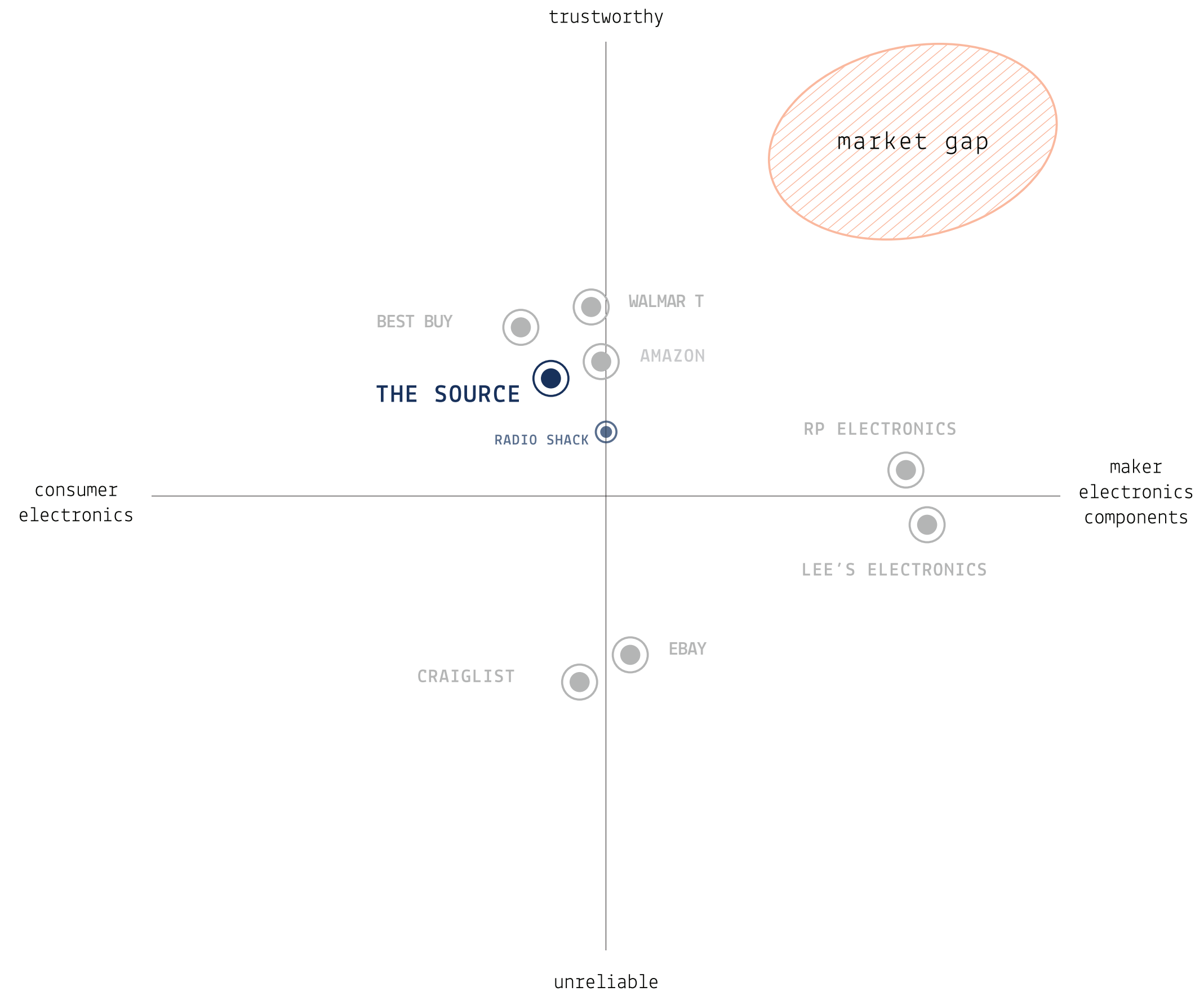
Maker
Movement



Maker Faire
Attendance

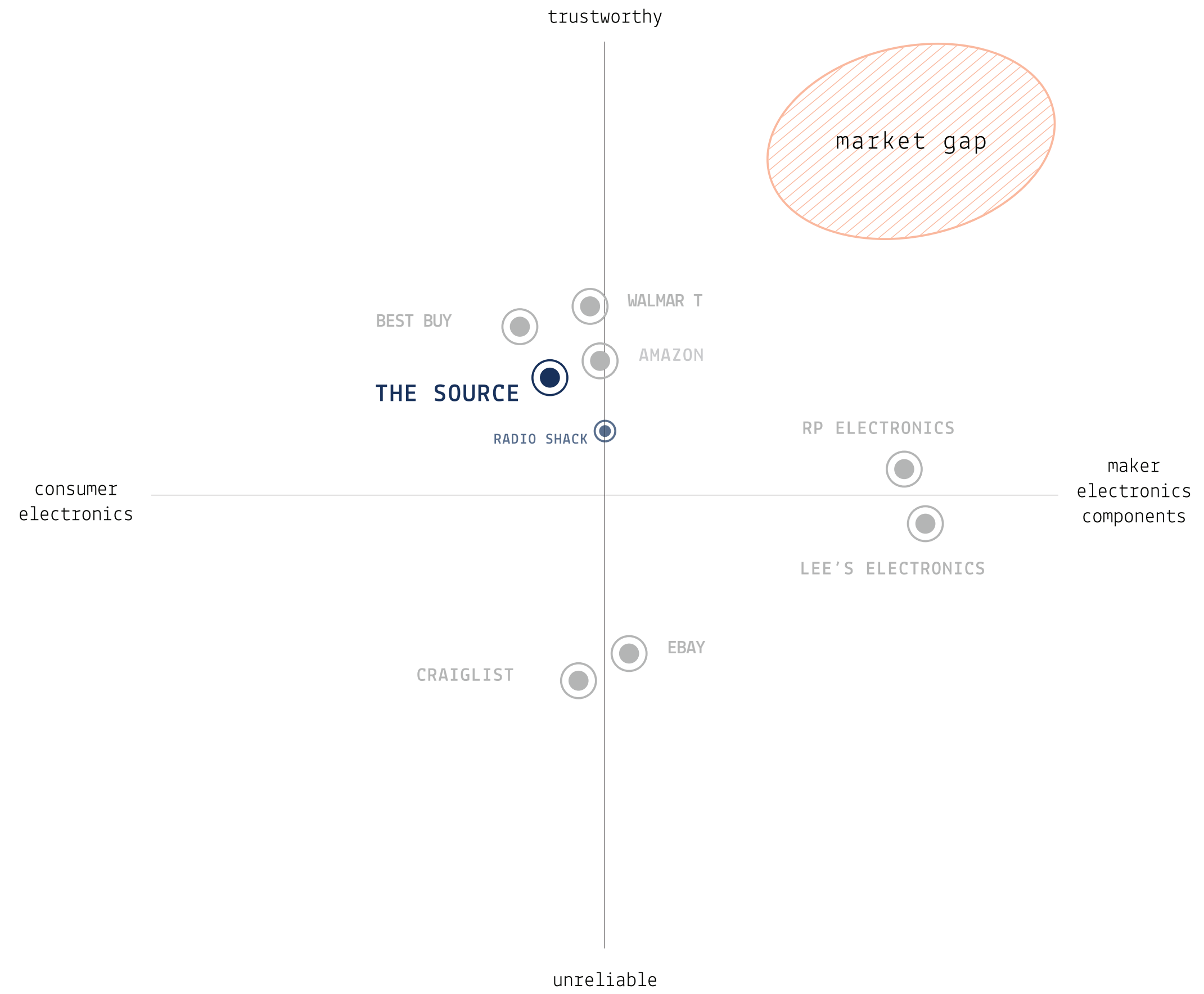
05.

Suppliers Landscape



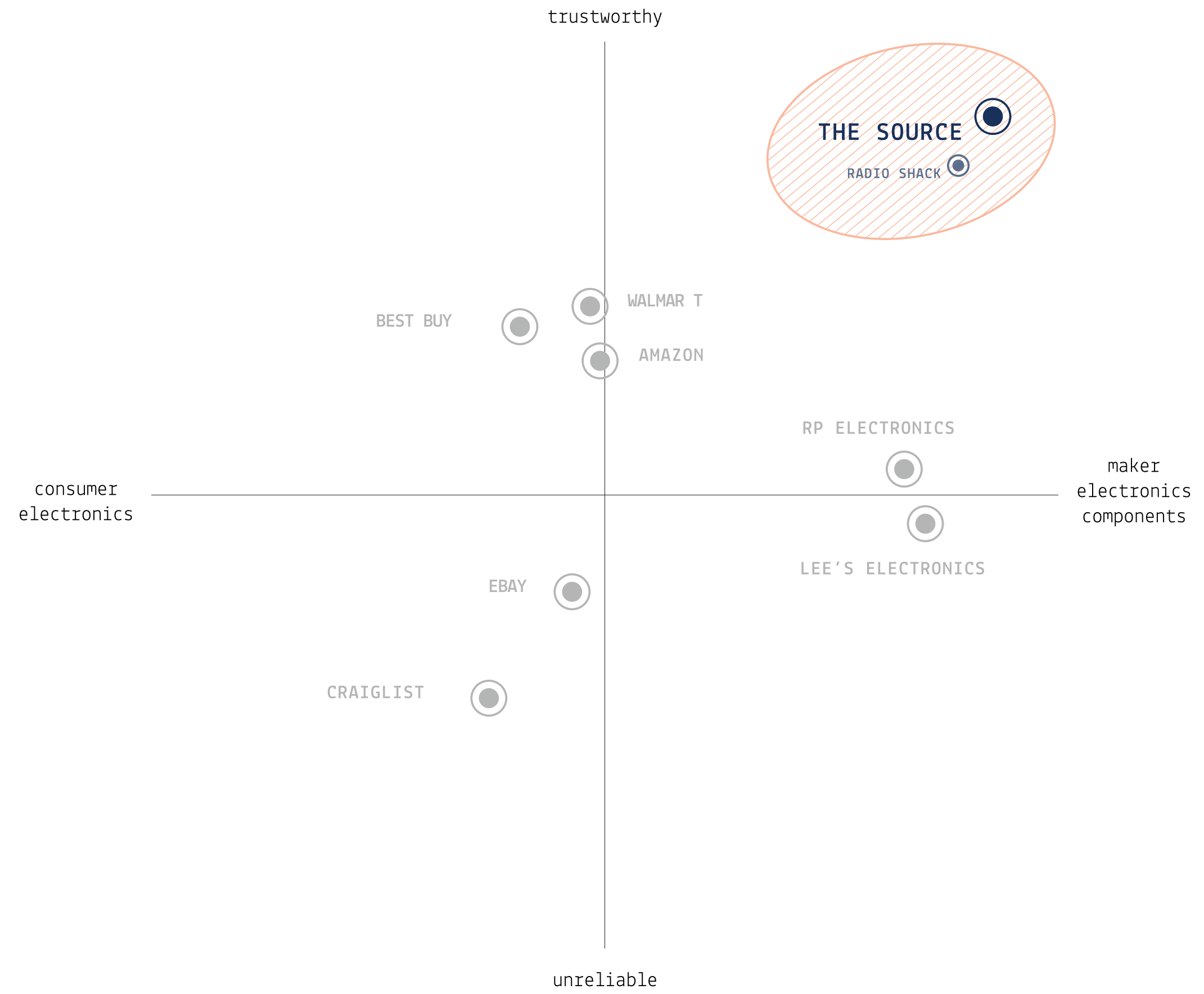
05.

Suppliers Landscape



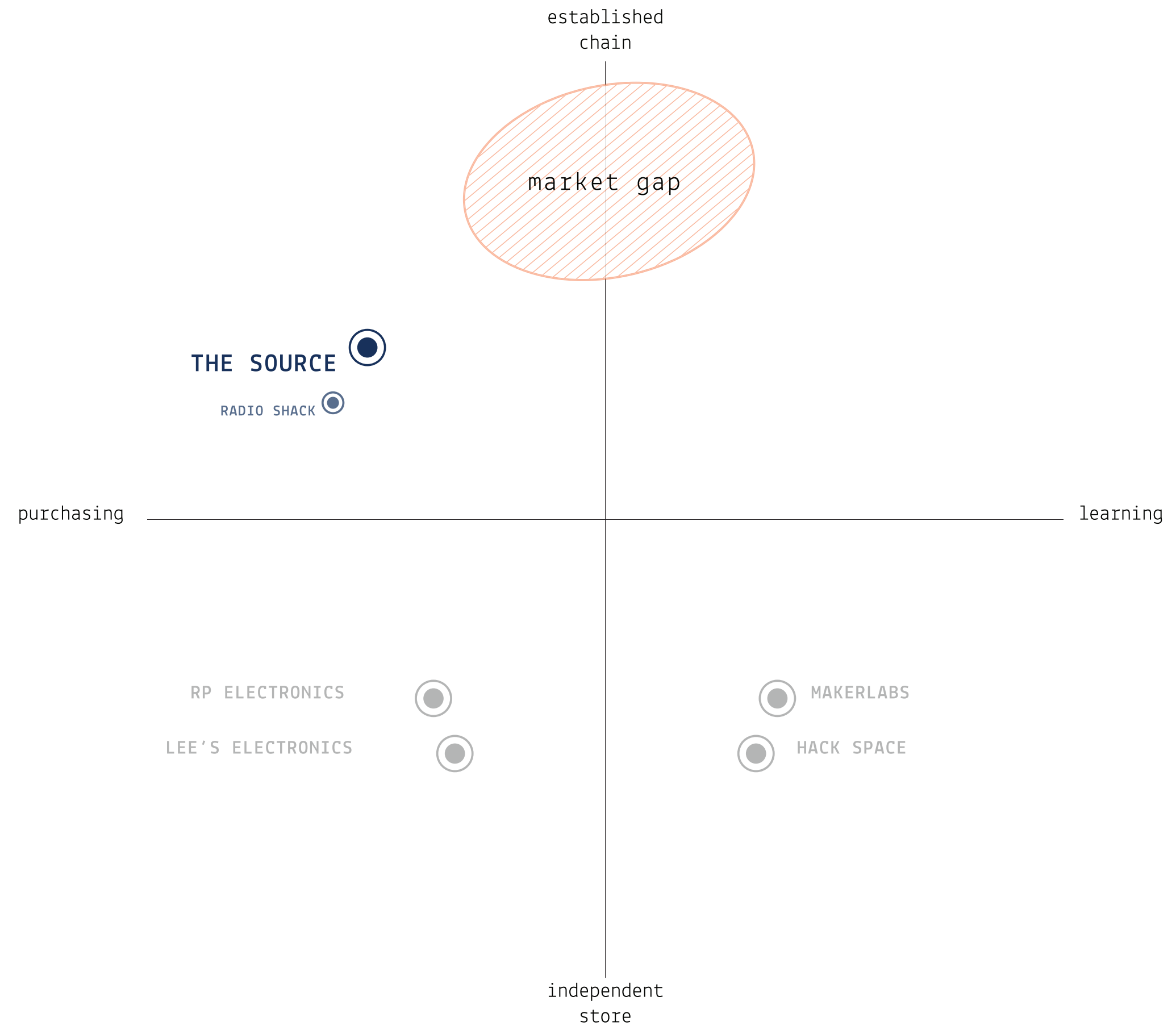
05.

Suppliers Landscape



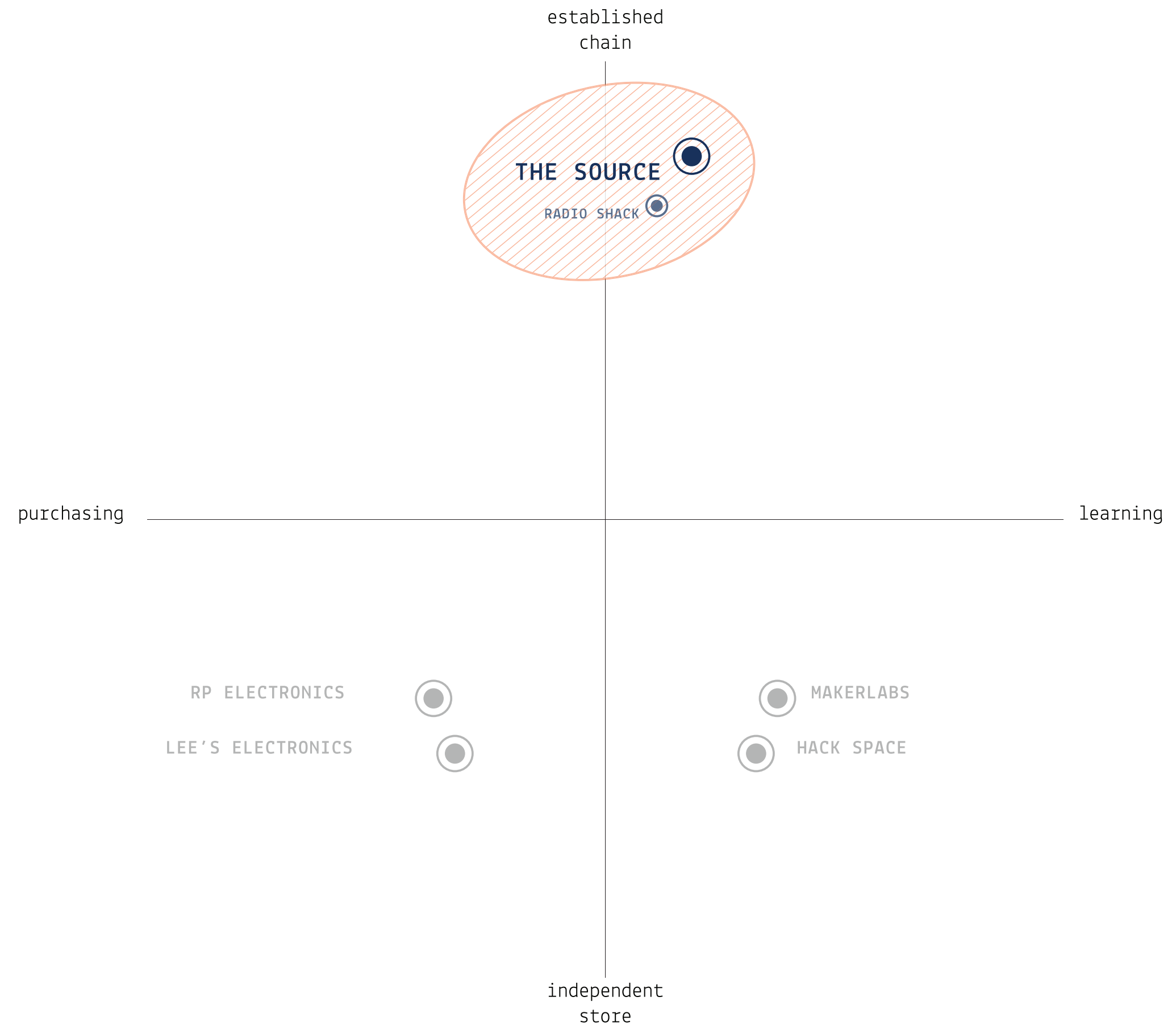
06.

Opening



06.

Opening



ZERO
-TO-
MAKER

Consumers who are inspired to invent by learning the requisite skills and having access to the necessary means of production.

MAKER
-TO-
MAKER

Makers who desire to collaborate and access the expertise of others through workshops and digital communities.

MAKER
-TO-
MARKET

Makers who invent for the broader audience and pursue market opportunities.

07.

Maker Segmentation

Dale Dougherty of Maker Media, Inc. identified three segments or stages of makers:

UNIVERSAL ACCESS
free information

OPEN SOURCE



THE SOURCE
via Maker Source

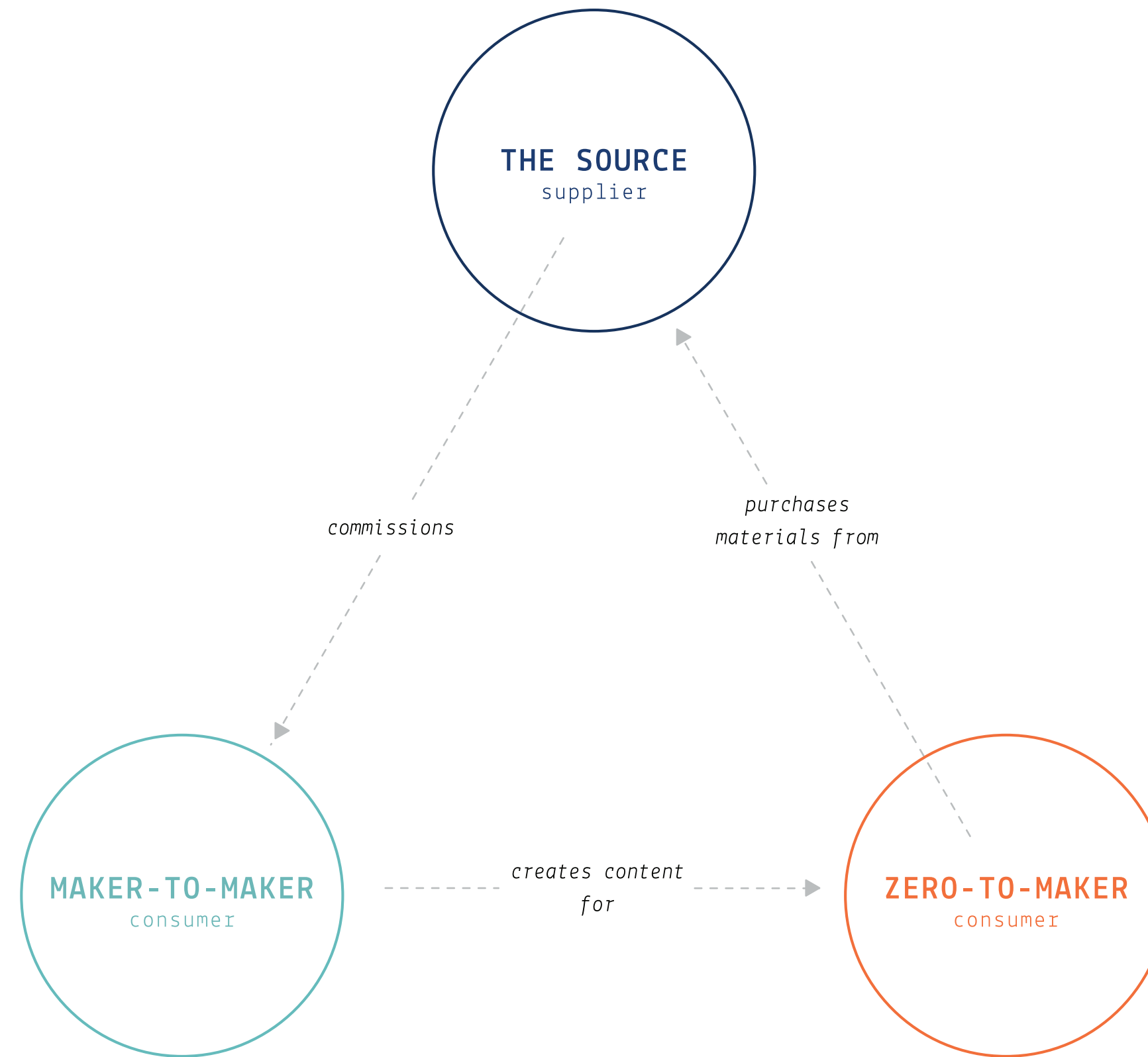
UNIVERSAL DISTRIBUTION
derived works

08.

Open Source

09.

Mutualistic
Symbiosis



10.

**Maker Movement
Principles**

- + Learning through doing
- + Open-source and open-design
- + Social environment
- + Embracing imperfection
- + Focus on the process

11.

User Goals

Experienced Makers



End Goals

- Showcase and contribute their own projects
- Find components for projects quickly

Experience Goals

- Network with the maker community
- Refine their skills and workflow
- Get validation by sharing

New and Prospective Makers



End Goals

- Showcase and contribute their own projects
- Find components for projects quickly

Experience Goals

- Network with the maker community
- Refine their skills and workflow
- Get validation by sharing

12.

**Core
Experiences**

+ Discovery

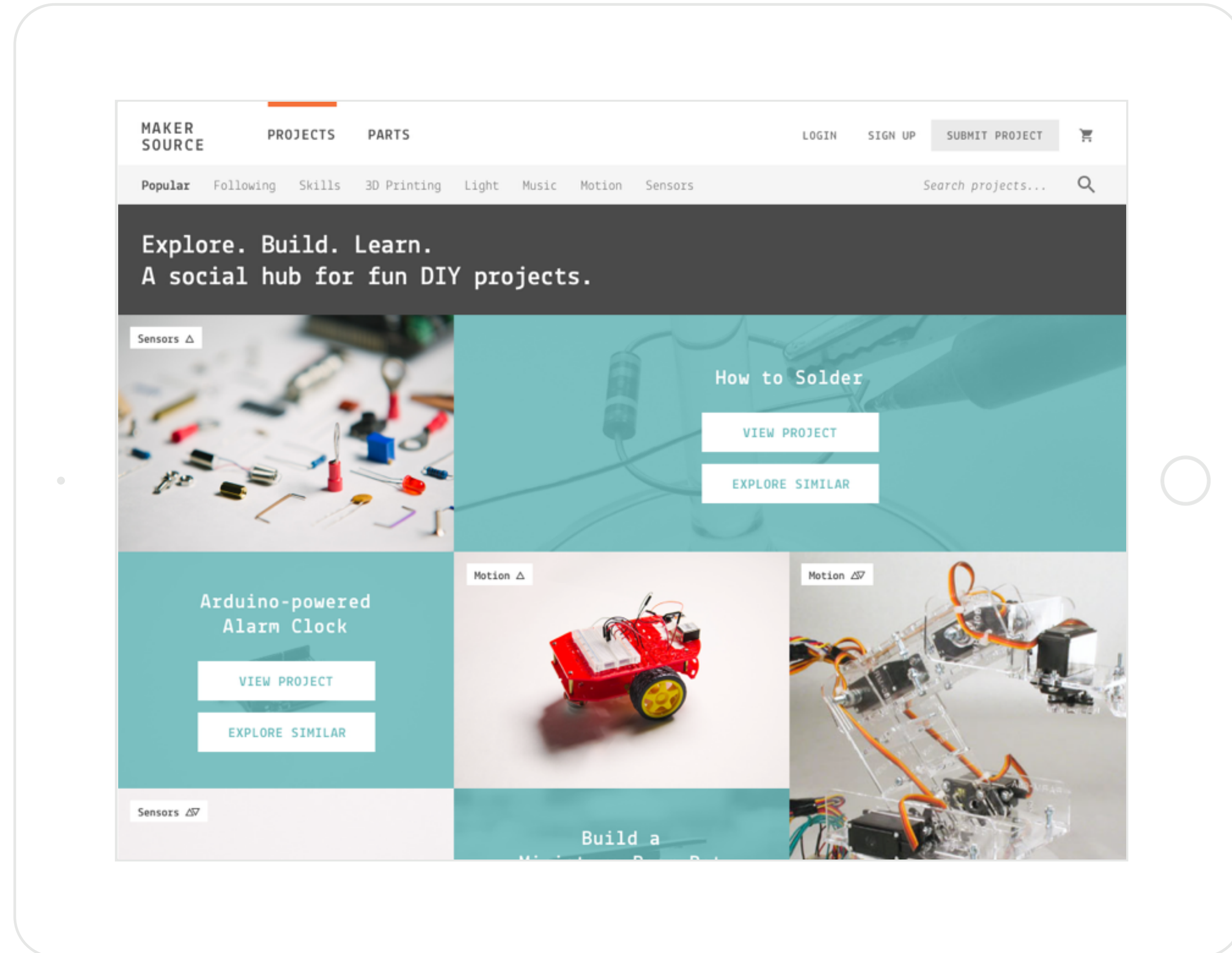
+ Project view

+ Authoring

+ Profile

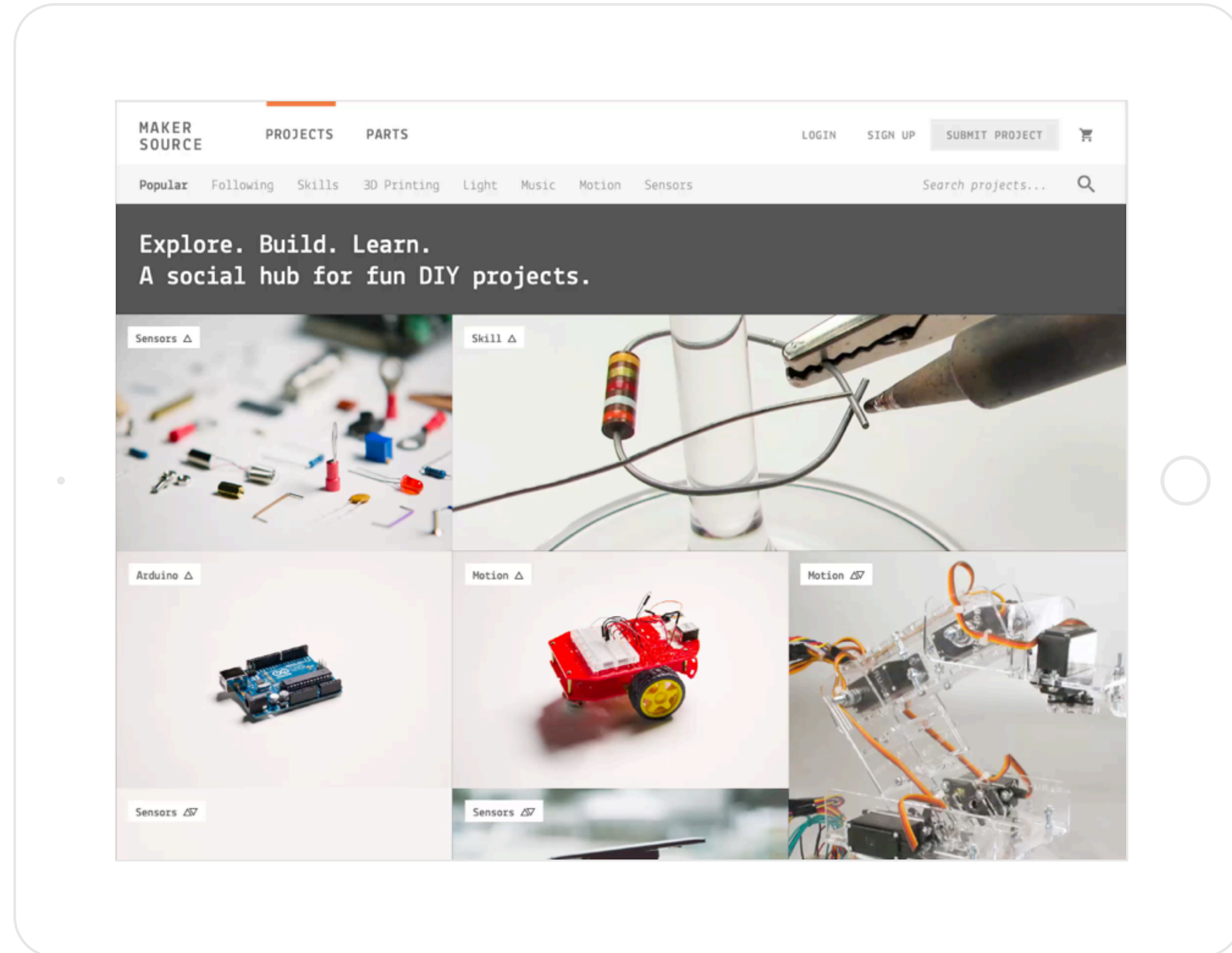
13.

Discovery



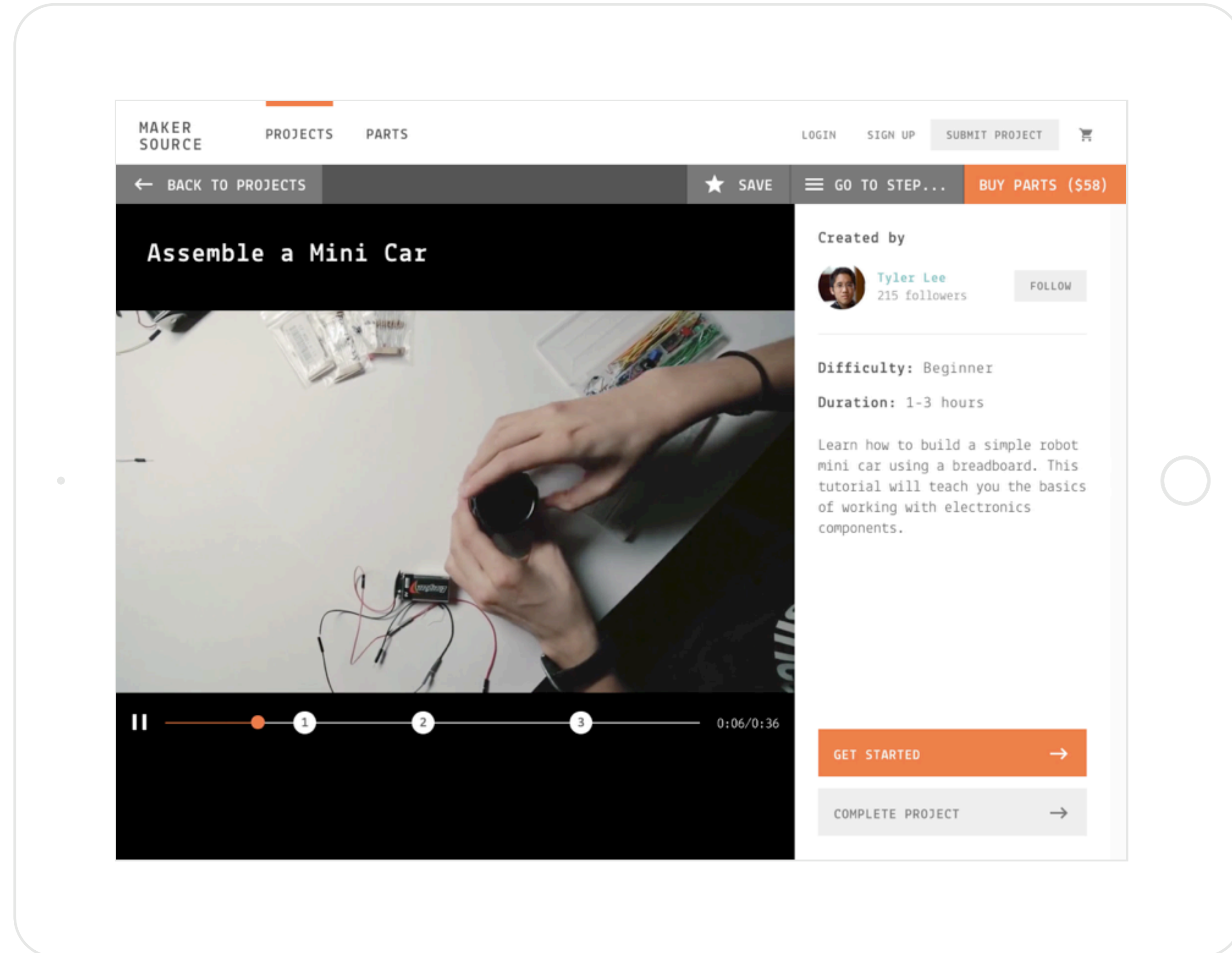
13.

Discovery



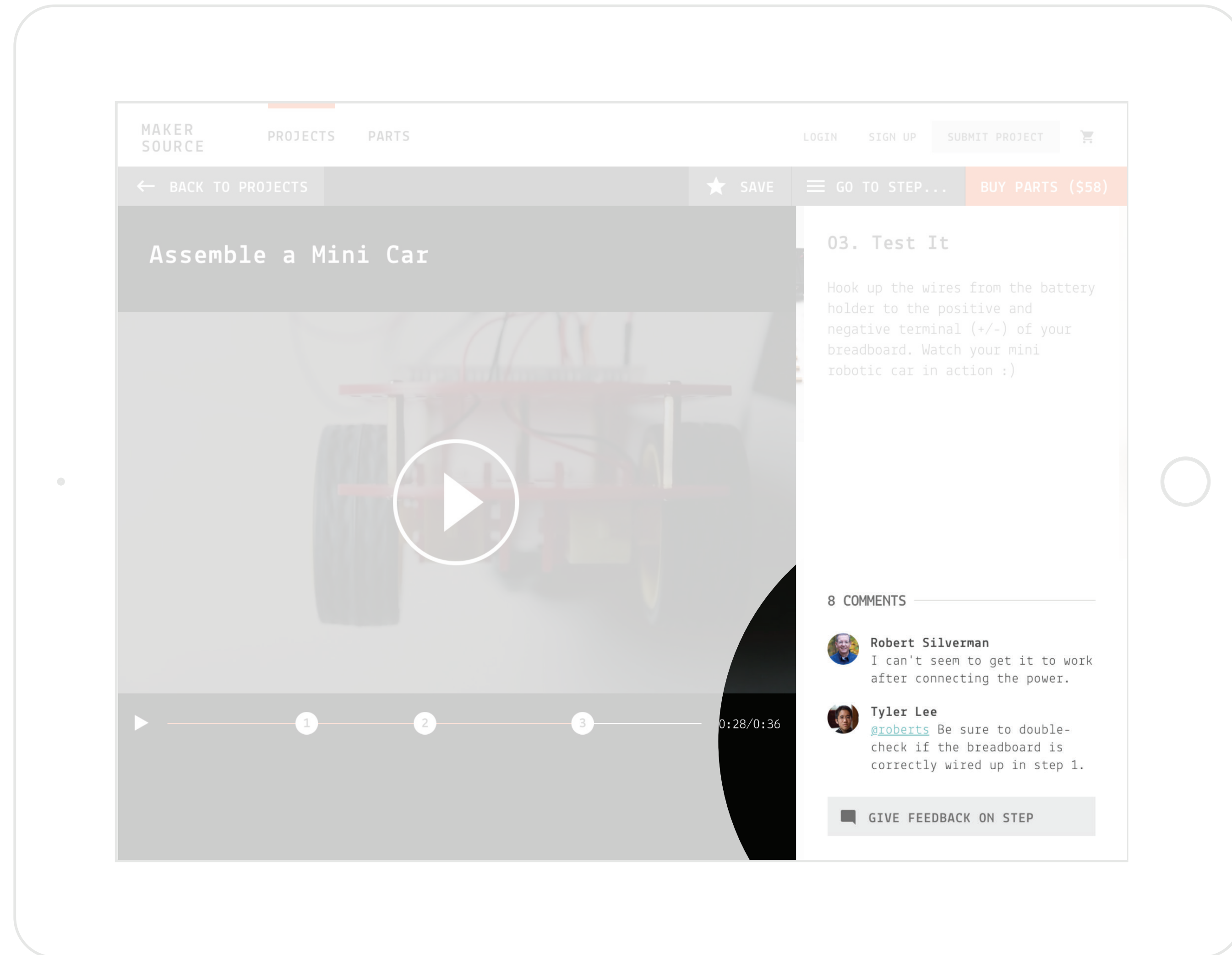
14.

Project View



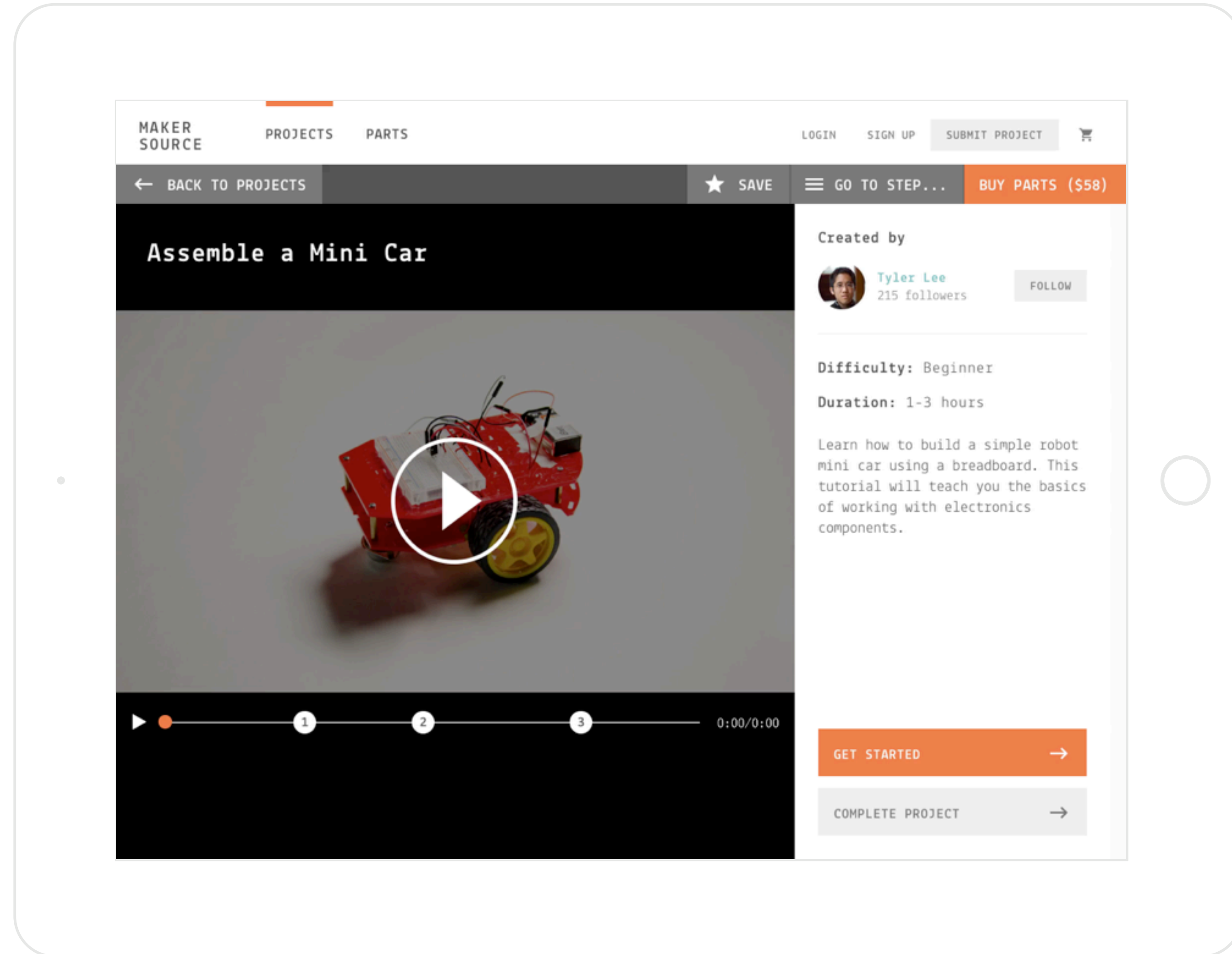
14.

Project View



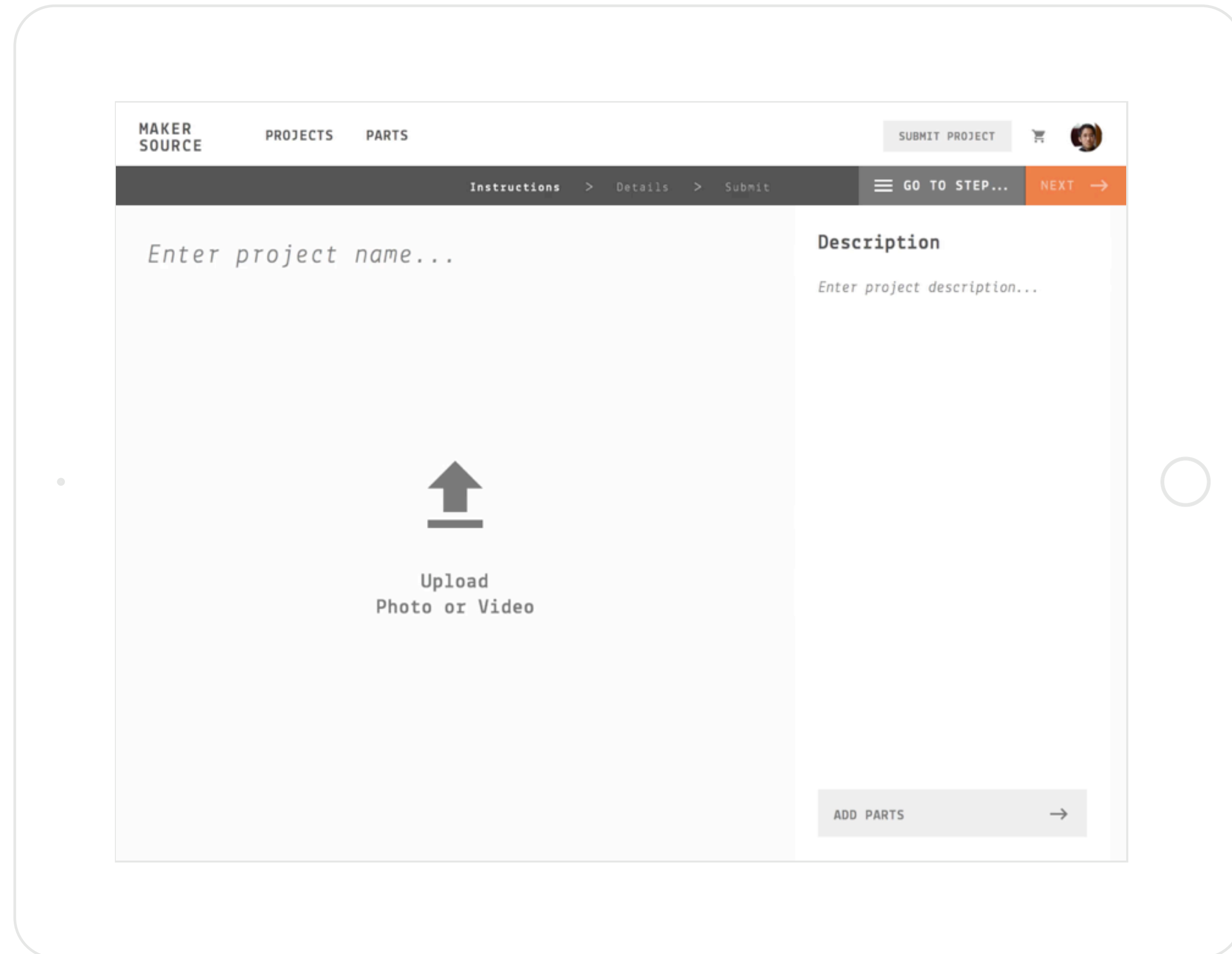
14.

Project View



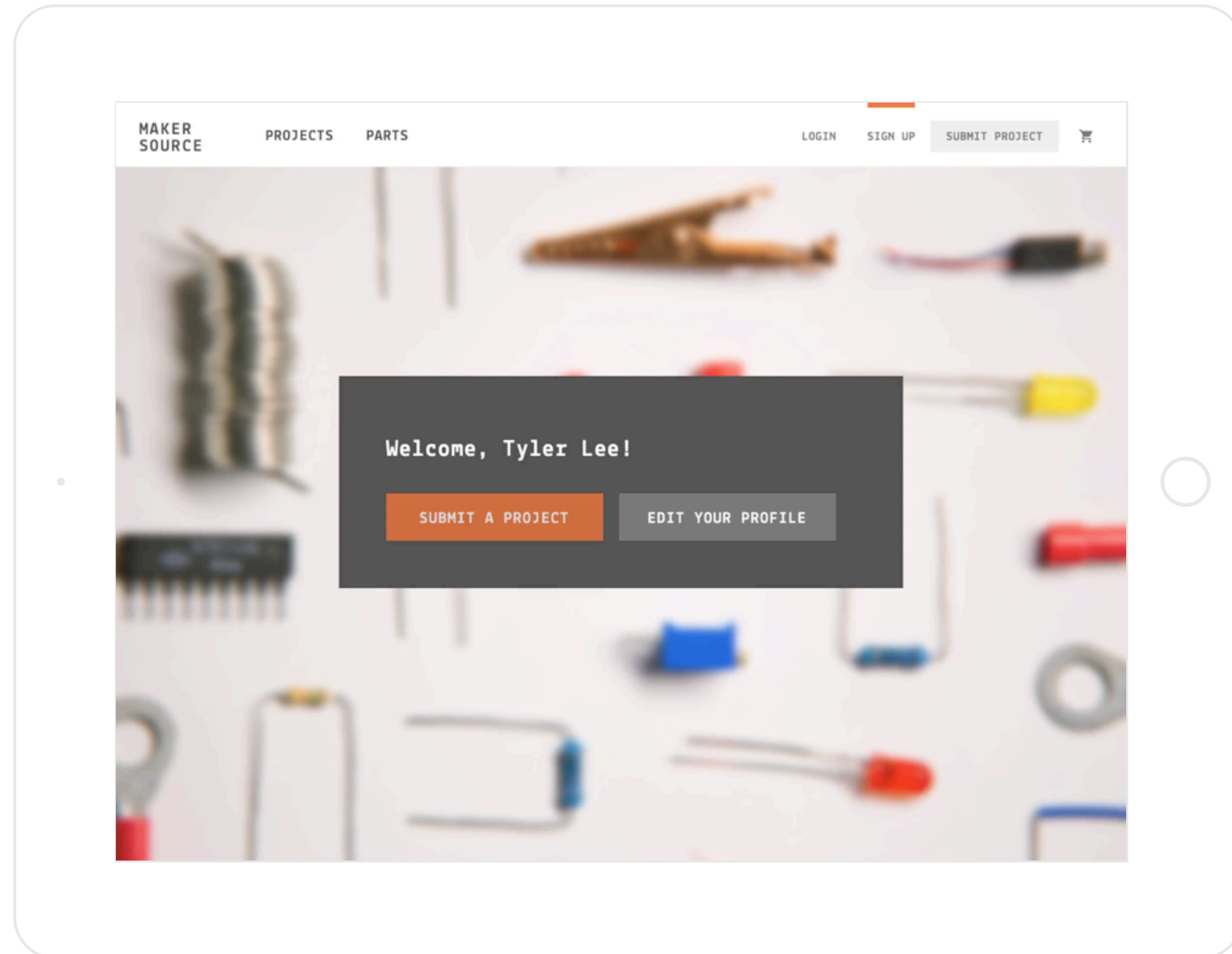
15.

Authoring

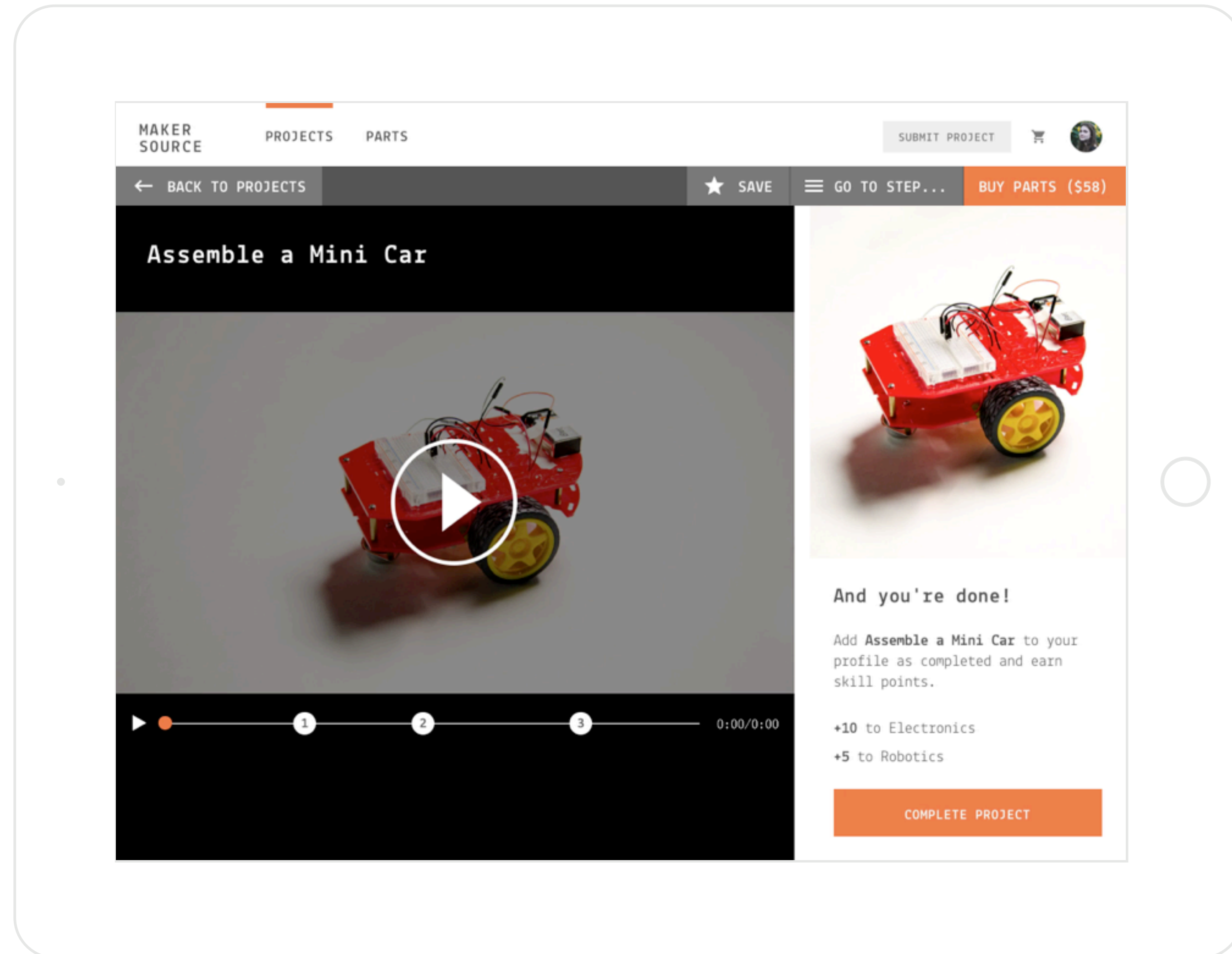


15.

Authoring

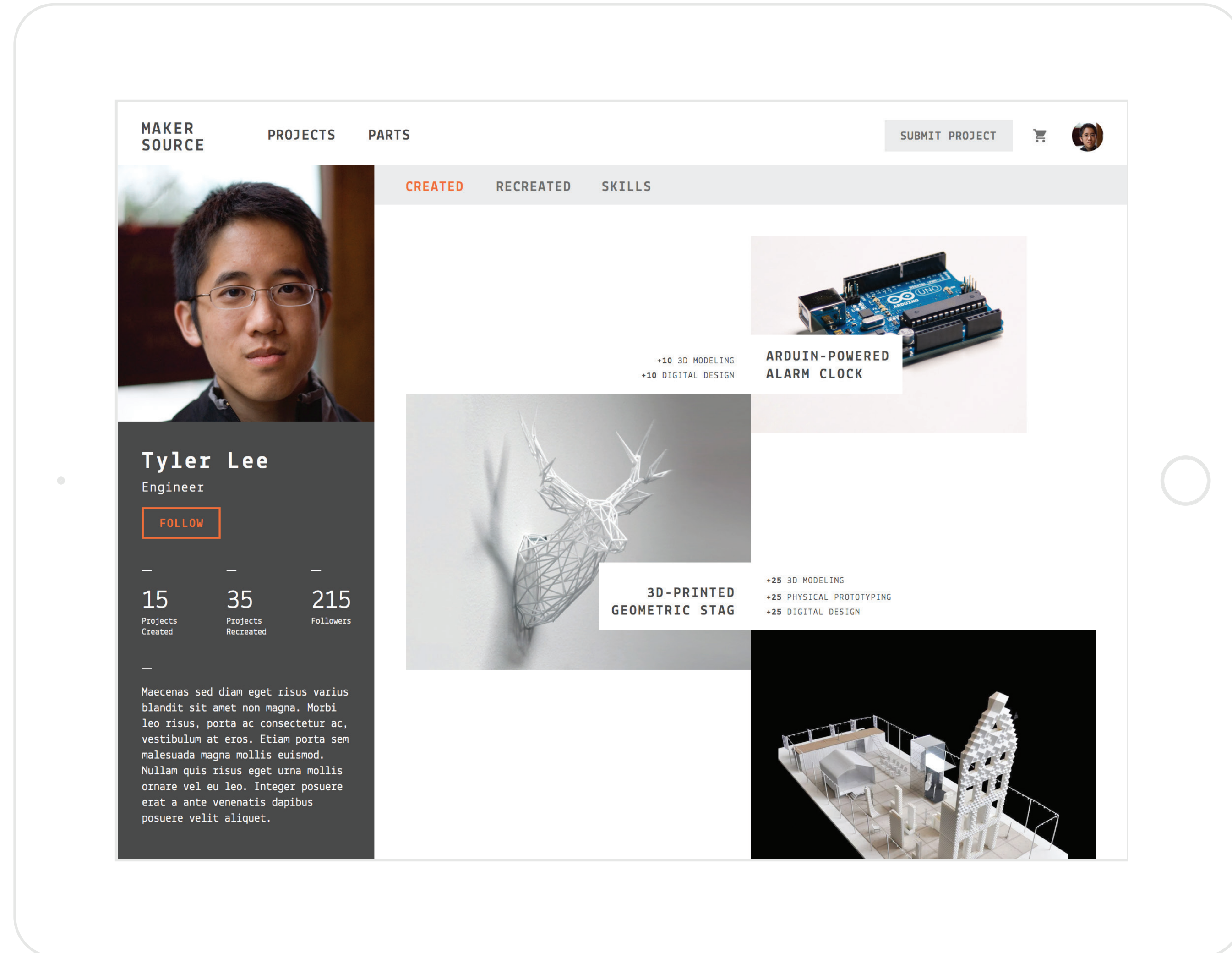


16.
Profile



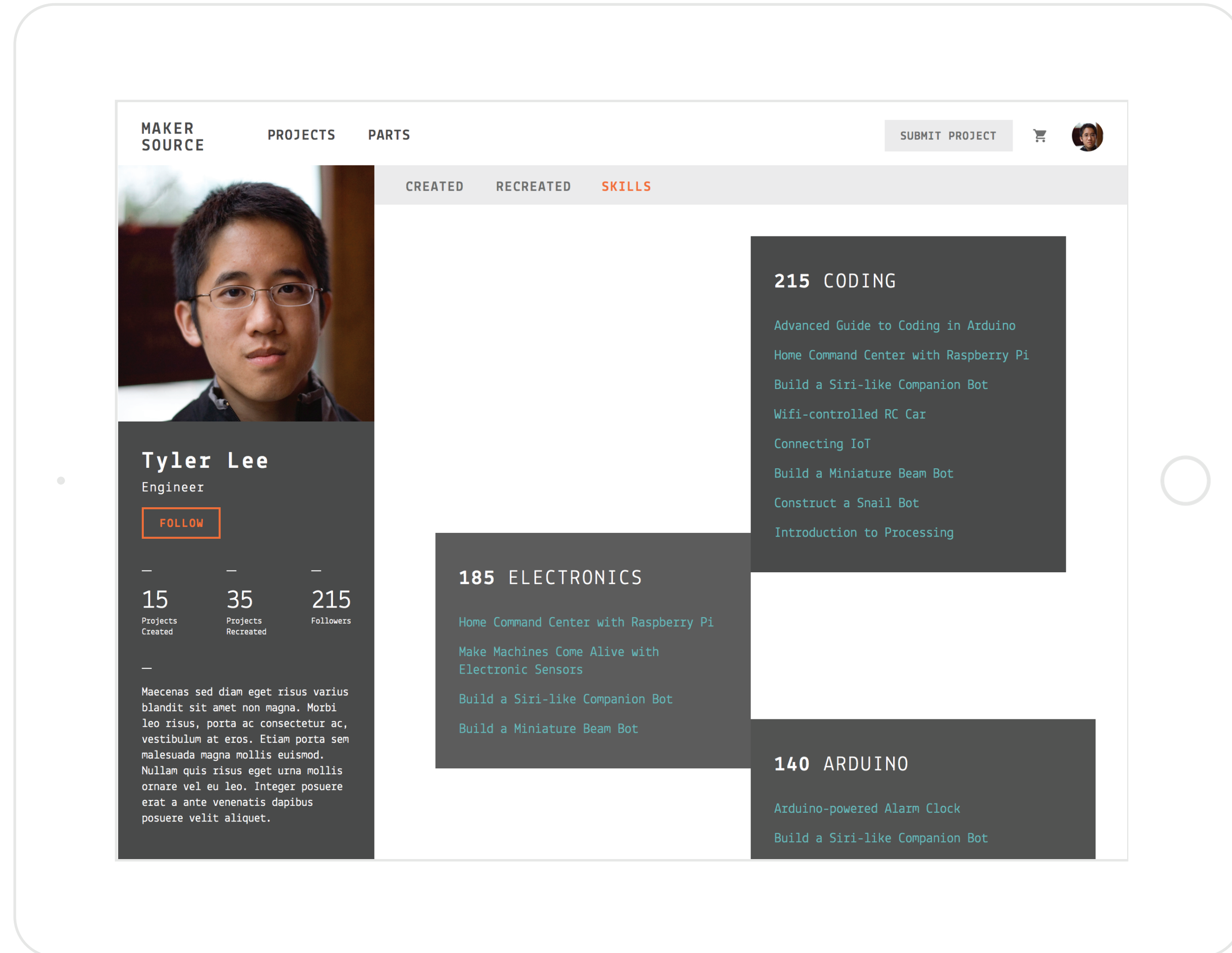
16.

Profile



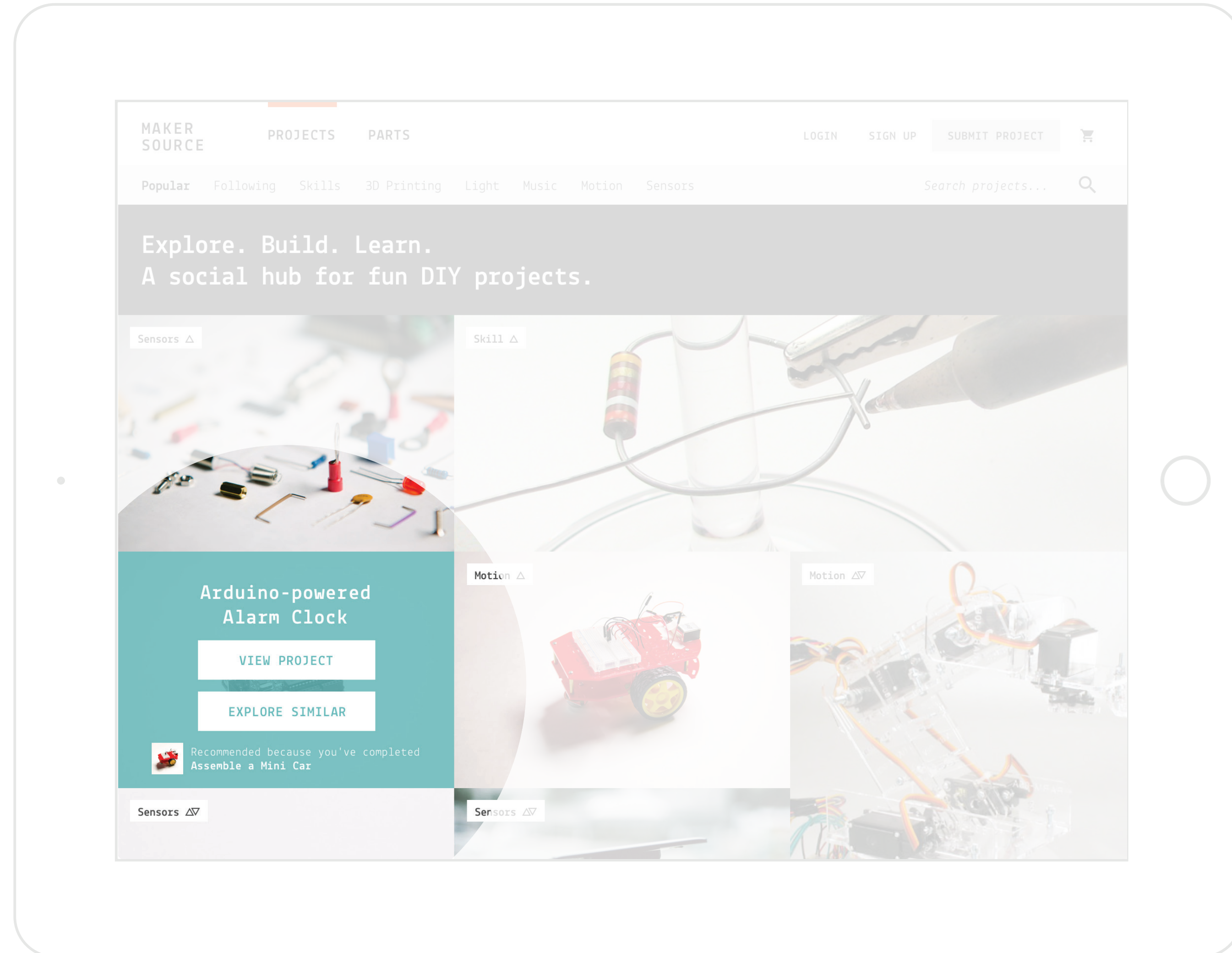
16.

Profile



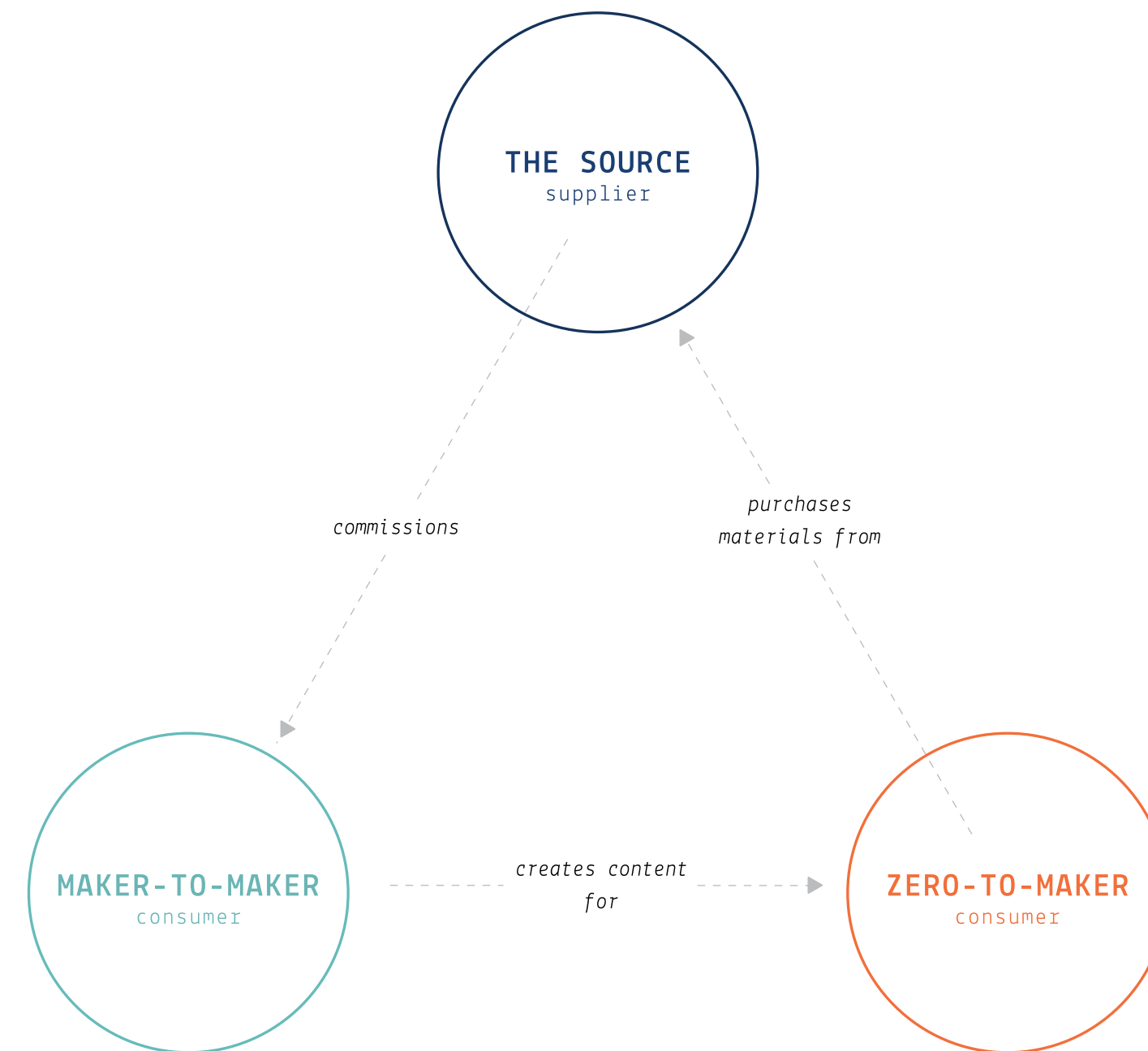
17.

Smart System



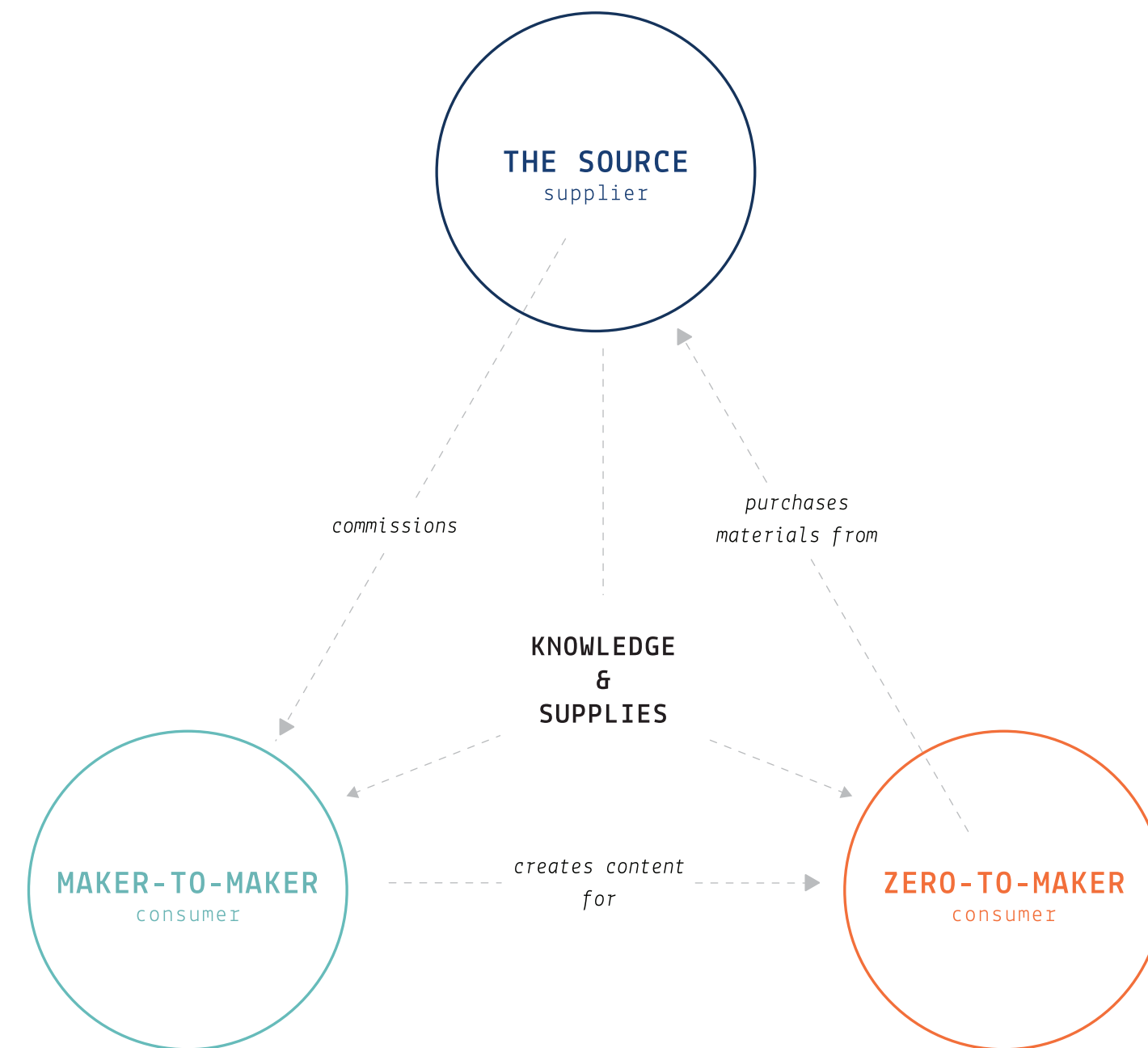
18.

**Mutualistic
Symbiosis**



18.

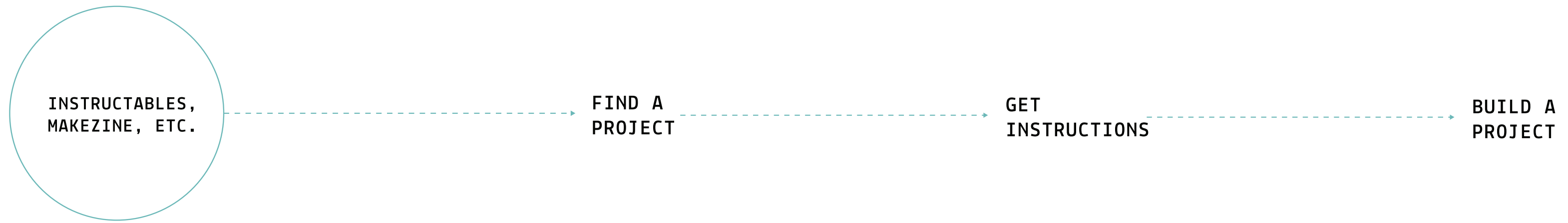
Mutualistic
Symbiosis



18.

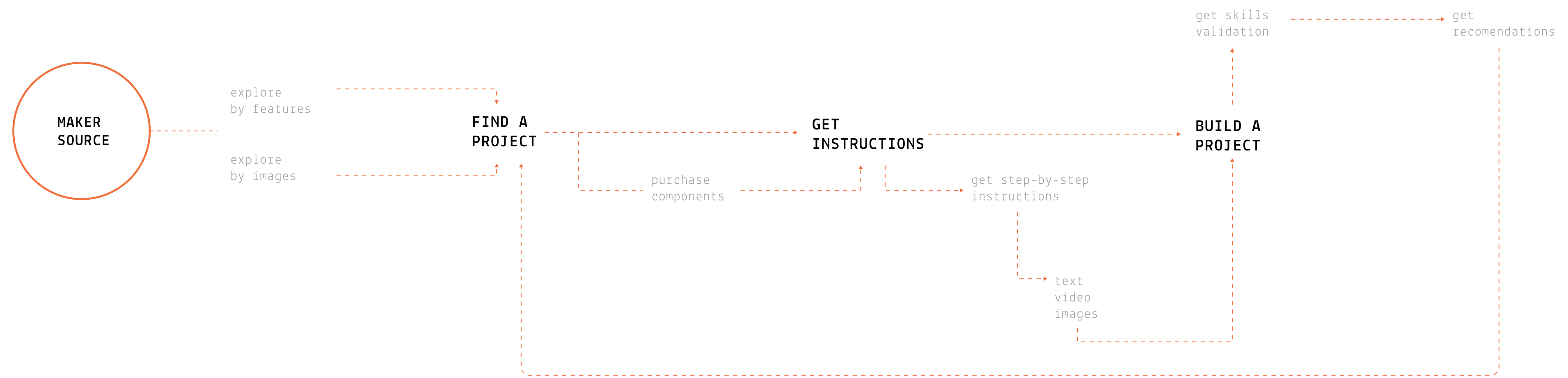
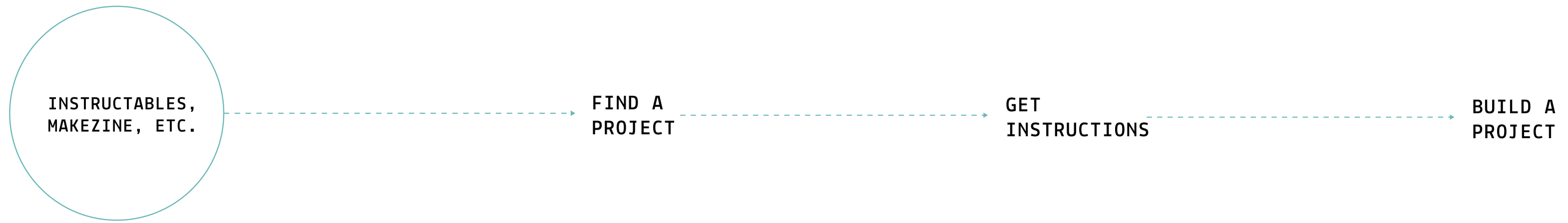
Mutualistic Symbiosis





19.

Knowledge Platform Analysis



19.

Knowledge Platom Analysis

**Makers
Value**

RELIABLE SOURCE
OF SUPPLIES (TANGIBLE)

EDUCATIONAL RESOURCES
(INTANGIBLE)

VALIDATION IN
SHARING (INTANGIBLE)

OPEN SOURCE &
OPEN DESIGN (ASPIRATIONAL)

**MAKER
SOURCE**

Value

FOCUSED
BRAND (INTANGIBLE)

INCREASED
PROFIT (TANGIBLE)

BUILD COMMUNITY
(INTANGIBLE)

CORPORATE SOCIAL
RESPONSIBILITY (ASPIRATIONAL)

**Business
Value**

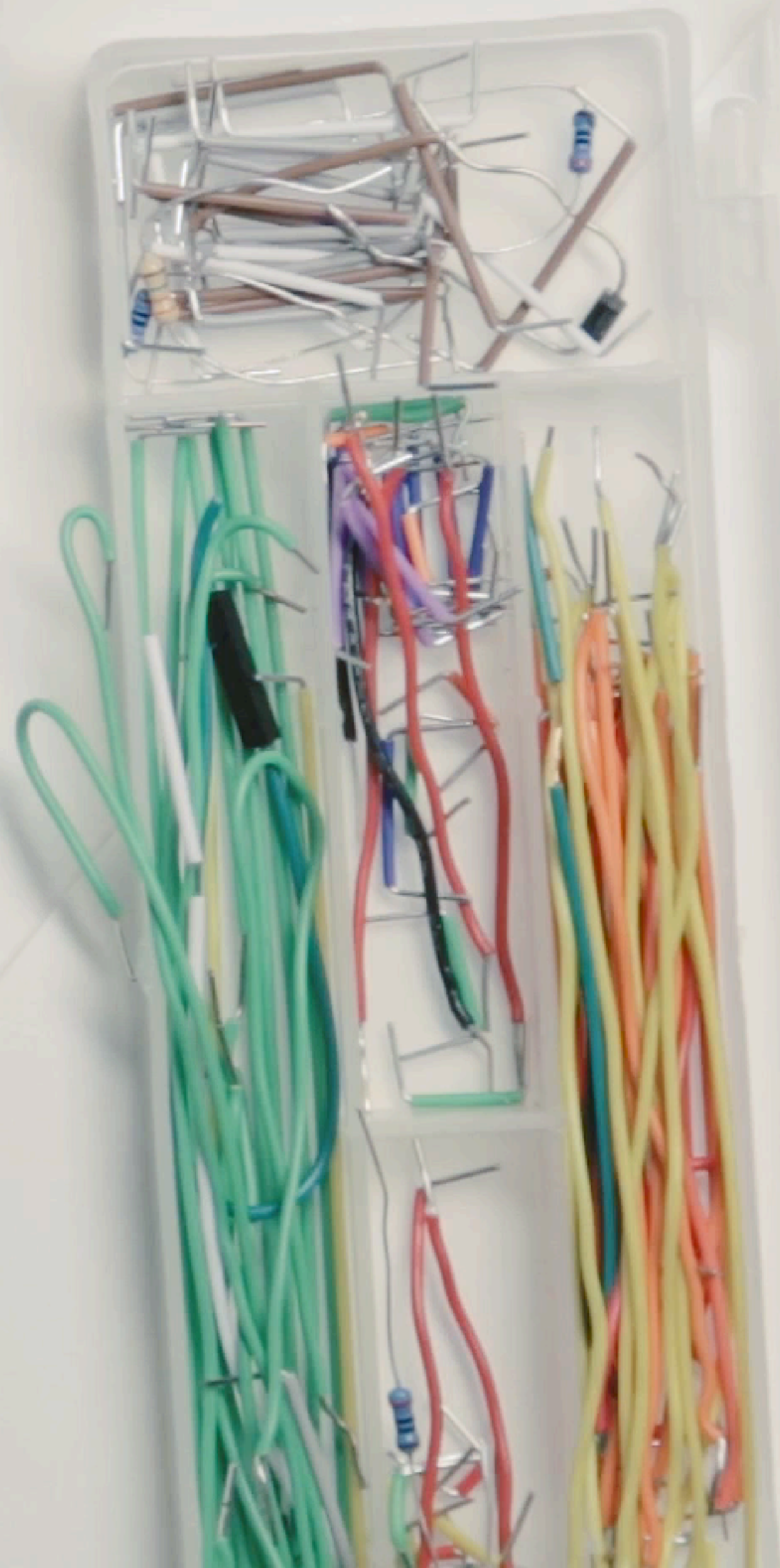
21v.

**Sector-Wide
Implications**



The Maker movement will emerge as the dominant source of livelihood as individuals find ways to build small businesses around their creative activity and large companies increasingly automate their operations."

– Dale Dougherty
(Founder of Makerfaire)



References

<http://business.financialpost.com/news/retail-marketing/the-source-proves-smaller-is-better-in-retail-box-store-battle>

https://en.wikipedia.org/wiki/Maker_culture

<http://www.newswire.ca/news-releases/bell-to-acquire-national-electronics-retailer-the-source-537261281.html>

<http://www.theatlantic.com/technology/archive/2015/04/the-dilemmas-of-maker-culture/390891/>

<http://www.businessinsider.com/why-radioshack-business-is-hurting-2014-6>

http://www.huffingtonpost.com/brit-morin/what-is-the-maker-movemen_b_3201977.html

to be the best mobile products retailer

http://www.dealerscope.com/common/items/biz/ds/audio/2015/03/DS0315_Top101.pdf?c373d9

http://www.dealerscope.com/common/items/biz/ds/audio/2015/03/DS0315_Top101.pdf?c373d9

<http://time.com/104210/maker-faire-maker-movement/>

<http://www.adweek.com/news/advertising-branding/which-big-brands-are-courting-maker-movement-and-why-156315?page=2>

<https://webgate.ec.europa.eu/socialinnovationeurope/sites/default/files/sites/default/files/SIE%20-%20Making%20Good%20our%20Future%20-%20May%202015.pdf>

<http://www.economist.com/news/business/21592656-etsy-starting-show-how-maker-movement-can-make-money-art-and-craft-business>

<http://www.economist.com/news/science-and-technology/21643461-radio-shack-lost-its-way-when-it-ditched-its-hobbyist-customers-making-it>

<http://www.economist.com/news/technology-quarterly/21615064-following-example-maker-communities-worldwide-hobbyists-keen-biology-have>