

ODL (draft, brainstormed, does definitely NOT APPLY in *all* details to *all* ODLs!)

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<p>1. Who are your key partners?</p> <p>Individual contributors</p> <p>Agencies, Corporations</p> <p>Universities, Schools</p> <p>Industry: Manufacturers</p> <ul style="list-style-type: none"> - Ubiquity of product - Push quality/quantity of product == push Appstore <p>Industry: Telcos</p> <p>as sponsoring partners: Dataplan/SIMs etc.</p> <p>Industry: Software</p> <p>as sponsoring partners</p>	<p>1. What are your key activities?</p> <p>Provide free testbed to use for everybody</p> <ul style="list-style-type: none"> - on-site (fixed or changing location), - optional: by lending out devices <p>Knowhow Transfer</p> <ul style="list-style-type: none"> - Workshops (on ODL premises or off-site) - Build a knowledge pool of tested issues and how a certain problem was solved <p>Maintaining the ODL</p> <p>Organizing the ODL</p>	<p>1. What are your value propositions?</p> <p>Raise awareness for necessity of real device testing</p> <p>Move the web and mobile (app) experience forward</p> <p>Enable designers and developers to test their work against a variety of devices</p> <ul style="list-style-type: none"> - enables them to extend their portfolio <p>Streamline elaborative processes</p> <ul style="list-style-type: none"> - save time and money and free this budget for optimization work 	<p>1. Your customer relationships?</p> <p>Local presence, accessibility, convenience</p> <p>Knowhow Transfer</p> <p>Benefit of *guided* testing</p>	<p>1. Customer Segments</p> <p>Developers</p> <ul style="list-style-type: none"> - Individuals - Companies <p>Designer/Conceptor</p> <p>Scientists</p> <p>Students</p> <p>Customer's customers</p> <p>The public (web / app users etc.)</p> <p>Industry: Manufacturers</p> <p>Industry: Telcos</p>

Media, Press

Key Resources

1. What are your key resources?

Hardware/Software

- Testbed: Devices, Workstation(s)
- Network gear: (Wifi/Femtocell/Router)
- Testing tools

Technical "Housekeeping"

- Initial Setup
- Maintenance
- 1:1 Support

Housing

- Storage, Furniture, Transport/Flightcase
- Security

Energy

Legal terms & conditions

Contract

Insurance

Connecting the industry to the community

Multiplying sponsor messaging

Channels

1. Channels

opendevicelab.com

Twitter, Facebook, g+

Social Media

Advertising and Promotion

ODL Website

- used to multiply sponsor messaging

Local and technology press

TODO: Create a central pool for creative commons licensed press facing material (texts, photos)

Industry: Professional Testing Services

Example:

bugfinders.co.uk

Cost Structure

1. What about your cost structure?

ODL infrastructure

- Devices
- Network gear
- Furniture
- etc.

Recurring cost

- Housing
- Energy
- Telco
- Insurance
- Lawyer
- Bookkeeping

Marketing cost

Network Infrastructure

Revenue Streams

1. What are your revenue streams?

Donations

- Funds
- Physical Resources
- Human Resources

Contact to local ecosystem

- match recruiting needs
- Networking
- Incoming Know How

Credibility for ODL Host

Acquisition / New projects for ODL host

- QA/QE jobs for customers