The Clothesline Paradox: How New Technologies Create Value

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PCAST
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Innovation Starts with Enthusiasts

Most people think that innovation starts with entrepreneurs and the venture capitalists who support them. Part of OATV’s strategy for early stage investing involves going even earlier in the innovation funnel - to find people who are exploring technology for the love of it. Like the members of the Homebrew Computer Club who just wanted to build their own personal computers or the early pioneers of the World Wide Web - they are so early that they are just beginning to see the commercial potential in an area that they have been pursuing just because it’s so fricking cool! Quantified Self and the Maker Movement are two of the areas that we’re following that are just beginning to make the transition from enthusiasm to entrepreneurship.
OMG, I could have my own computer!
O'Reilly created GNN, the first commercial website. Below is the GNN home page when it launched in August 1993. Recently, Tim O'Reilly and Dale Dougherty gave a presentation on GNN (and Viola) at an event organized by the Stanford Linear Accelerator Center (SLAC) called "The Once and Future Web." To see our presentation, click here.

GNN Home Page

The Global Network Navigator (GNN), an Internet-based Information Center, is a production of O'Reilly & Associates, Inc. and an application of the World Wide Web.

Welcome New Navigators! If you are new, please take a minute to learn more about GNN.

To subscribe to GNN:  GET  the online registration form.

GNN News
GNN Magazine (Issue #1)
The Whole Internet Catalog
GNN Marketplace
Navigator's Forum

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Just for Fun

From Wikipedia, the free encyclopedia

Just for Fun: The Story of an Accidental Revolutionary is a humorous autobiography of Linus Torvalds, the creator of the Linux kernel, co-written with David Diamond. The book primarily theorizes the Law of Linus that all evolution contributed by humanity starts for survival, sustains socially and entertains at last. Other than this the book explains Torvalds' view of himself, the free software movement and the development of Linux.

Just for Fun has been translated into numerous languages including the first official language of Torvalds's home country Finnish, and later to his own first language Swedish (Torvalds is a member of the Swedish-speaking minority in Finland). The kernel that Torvalds started (and still maintains) for fun is now a part of the operating systems used by over 60 million people on the desktop and even more in web services.[1]

Editions


References


This article about a biographical or autobiographical book is a stub. You can help Wikipedia by expanding it.
Reinventing the Faire

Low Tech Meets High Tech
These pre-economic markets are often “sharing economies”
There are all kinds of unexpected beneficiaries

“I built my business on open source software, and I want to give something back.”

- Hari Ravichandran
  Endurance International Group
If you put your clothes in the dryer, the energy you use is measured and counted, but if you hang them on the clothesline to be dried by the sun, the energy saved disappears from our accounting!
ISP Services - a $79 Billion market in the US alone

Web hosting and domain name registration - a $5 Billion market
It’s not just open source software. The “peer production” of web content powers the entire Internet economy.
Who is getting the free ride?

- Why do people keep saying that users won’t pay for content when they are paying the same amount for Internet access as they pay for cable TV?

- When Comcast (or other cable company) customers view cable TV content, Comcast pays content providers.

- When Comcast customers watch YouTube, spend time on Facebook or Twitter, or visit websites, Comcast gets its content for free, much of it created by the very customers who are paying for access!
Accidents can happen on the Island of Sodor. Watch your favorite tank engines: James, Henry, Thomas, Gordon, Ben, Spencer, Diesel 10 and their adventures - all in our second movie. And... There is a surprise at the end.
VIDCON 2013

First, to say what doesn't need to be said...thank you. Thank you for bringing yourself and your energy and your talents and your humor to VidCon. From my perspective (and hopefully from yours) the event was a huge success and it seems like everyone had a pretty fantastic time. I know I did.

I wanted to ask a quick favor...just, for no particular reason, could you keep August 1, 2013 to August 4, 2013 free on your calendar? OK, no sense in being mysterious, we've locked in those dates for 2013 at the Anaheim Convention Center. Officially unannounced, but we wanted to let you know ASAP.
Charlie McDonnell - YouTube

CHARLIEISSOCOOLLIKE!!!
AN ENGLISH TWENTY-SOMETHING WHO MAKES VIDEOS

Charlie McDonnell

1,524,004 subscribers
247,026,718 video views

Featured | Feed | Videos

DAY 1

About Charlie McDonnell
So there was this one time when I made a video about tea and now YouTube is my job or something.
JK Wedding Entrance Dance

Our wedding entrance dance to Forever...yeah, forever. For more information or to make a donation towards violence prevention.

Buy "Forever" on:
- AmazonMP3
- iTunes
- Web design
- SEO
- Ad agencies
Having a web site increases the productivity of small businesses by 10%
So that’s where the value gets captured - by everyone!
We worked with EIG’s Bluehost unit on a study to show the benefits of open source software to the SMB market.
Of the 700,000 SMBs in the Bluehost data...

<table>
<thead>
<tr>
<th>Reported Revenue</th>
<th>% of Respondents</th>
<th>No of Firms in Segment</th>
<th>Segment Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than $5 million</td>
<td>0.94%</td>
<td>6674</td>
<td>$33 billion</td>
</tr>
<tr>
<td>$1-5 million</td>
<td>2.61%</td>
<td>18531</td>
<td>$46 billion</td>
</tr>
<tr>
<td>$500,000-$999,000</td>
<td>2.83%</td>
<td>20093</td>
<td>$15 billion</td>
</tr>
<tr>
<td>$250,000-$499,000</td>
<td>3.81%</td>
<td>27051</td>
<td>$10 billion</td>
</tr>
<tr>
<td>$100,000-$249,000</td>
<td>8.22%</td>
<td>58362</td>
<td>$10 billion</td>
</tr>
<tr>
<td>$50,000-$99,000</td>
<td>9.16%</td>
<td>65036</td>
<td>$4.8 billion</td>
</tr>
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<td>$10,000-$49,000</td>
<td>16.31%</td>
<td>115801</td>
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</tr>
<tr>
<td>Less than $10,000</td>
<td>31.93%</td>
<td>226703</td>
<td>$1.1 billion</td>
</tr>
<tr>
<td>Prefer not to answer/ don’t know</td>
<td>24.18%</td>
<td>171678</td>
<td>NA</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>709929</td>
<td>$124 billion</td>
</tr>
</tbody>
</table>
“Sharing” economies end up creating real value that is captured elsewhere in the economy.
What do all these things have in common?

- The personal computer
- The World Wide Web
- Linux and other open source software
- Facebook, Twitter, and YouTube
What do all these things have in common?

1. They began with enthusiasts
2. Their early stages include a large “sharing economy”
3. They eventually monetized, but in unexpected ways
4. They are all “platforms”
Government as a Platform
Other Examples of Government as Platform Tech Policies

- National Weather Service
- Open Data Initiative
- Unlicensed Broadband
- Open Access to Federally-Funded Research
- Meaningful Use (Electronic Medical Records)
How the Hi-Tech Act sparked Health IT job creation

HiTech Act (Meaningful Use) passed

Health IT Job Post Trends - normalized

- all jobs
- health it

Year:
- 2007-01
- 2007-03
- 2007-07
- 2007-09
- 2008-01
- 2008-03
- 2008-05
- 2008-07
- 2008-09
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- 2012-05
- 2012-07
- 2012-09
- 2013-01
- 2013-03
Unanswered questions for “The Race Against the Machine”

- What are the enthusiasts now doing with robots?

- What is the significance of the “sharing economy” in the Maker Movement?

- What is the crucial platform for the robotics revolution?
Policy Recommendations

1. Stop focusing so much on startups. Look earlier, at preconditions for new industries, often shown by enthusiasts.

2. Focus on platforms

3. Don’t protect incumbents from disruptive innovation that doesn’t yet have a business model