

flintbox[®]

The Open
Innovation Platform



AGENDA

Systems and the Network Effect

- Reach
- Scale

Flintbox and Wellspring

Communities

- Knowing your community
- Communities of Interest



Systems and the Network Effect Reach

Visibility

– 30k visitors a month

Global Reach

- 10k Licenses**
- 136 Countries**
- 1503 Cities**



Systems and the Network Effect

(top 70 results on 10k licenses other than Canada and USA)

United Kingdom	11.41%	Portugal	1.28%	United Arab Emirates	0.50%
Australia	6.91%	Argentina	1.24%	Romania	0.45%
China	6.87%	Philippines	1.24%	Poland	0.41%
Germany	4.63%	Austria	1.16%	Estonia	0.37%
Other / Unspecified	4.14%	Belgium	1.08%	Hungary	0.37%
India	3.85%	Sweden	1.08%	Iraq	0.37%
Italy	3.60%	Peru	1.03%	Algeria	0.33%
Spain	3.23%	Chile	0.95%	Russian Federation	0.29%
France	3.14%	Ireland	0.95%	Viet Nam	0.29%
Indonesia	2.03%	New Zealand	0.95%	Czech Republic	0.25%
Switzerland	2.03%	Denmark	0.91%	Ghana	0.25%
Netherlands	1.82%	Israel	0.91%	Jordan	0.25%
Brazil	1.78%	Saudi Arabia	0.87%	Morocco	0.25%
Japan	1.78%	Hong Kong	0.70%	Puerto Rico	0.25%
Korea, Republic of	1.78%	Nigeria	0.70%	Albania	0.21%
Norway	1.65%	Thailand	0.70%	Botswana	0.21%
South Africa	1.65%	Cameroon	0.66%	Iceland	0.21%
Taiwan	1.49%	Columbia	0.66%	Kazakhstan	0.21%
Finland	1.45%	Egypt	0.66%	Pakistan	0.21%
Malaysia	1.32%	Greece	0.62%	Yugoslavia	0.21%
Mexico	1.32%	France Metropolitan	0.58%	Bulgaria	0.17%
Singapore	1.32%	Lithuania	0.58%	Croatia	0.17%
Turkey	1.32%	Kuwait	0.50%	Afghanistan	0.12%



Scale

Wellspring expects over 160 research institutions to be using Flintbox by this time next year (all Wellspring products use open source technologies and an open API to Flintbox will be published under Wellspring).

The assumption is that the more activities we engage in on the same platform, the more interactions, information exchanges, and collaborative relationships (offline) will emerge (the Network Effect)

Network effects open up a variety of ways to create value from community interactions (and technology vending may not be at the top of the list).



Systems and the Network Effect Communities

The Flintbox Community

Accounts	8605
Organizations that Created Accounts	4709
Countries	136
Profiles	630



Systems and the Network Effect

- Systems lower **access** barriers to global communities
- Engaging global communities can happen **quickly**
- Data is increasingly available about who they are
- Finding, assembling, and then understanding your community is important to determine where you can create value.



Systems and the Network Effect

Flintbox Cities factoring out Vancouver, Toronto, Calgary, Edmonton

City	Licenses				
		Surrey	0.54%	Bogotá	0.34%
Boston	1.84%	Winnipeg	0.54%	East Aurora	0.34%
Ottawa	1.77%	Hong Kong	0.51%	Lima	0.34%
Van	1.33%	Madrid	0.51%	Palo Alto	0.34%
Bethesda	1.23%	San Diego	0.51%	Philadelphia	0.34%
Montreal	1.12%	Beijing	0.48%	Regina	0.34%
Hamilton	1.09%	Chennai	0.48%	Seattle	0.34%
kaohsiung	1.09%	Guelph	0.48%	Swansea	0.34%
Victoria	1.09%	Indianapolis	0.48%	Ankara	0.31%
Chicago	1.02%	Pittsburgh	0.48%	Bandung	0.31%
San Antonio	1.02%	Sudbury	0.48%	Johannesburg	0.31%
Baltimore	0.99%	Brisbane	0.44%	Lethbridge	0.31%
Kingston	0.99%	Singapore	0.44%	Melbourne	0.31%
New York	0.82%	Sydney	0.44%	Minneapolis	0.31%
Los Angeles	0.78%	Brampton	0.41%	Oakville	0.31%
South Surrey	0.75%	Barrie	0.37%	Oxford	0.31%
taipei	0.68%	Berlin	0.37%	Paris	0.31%
Cambridge	0.61%	Gainesville	0.37%	St. Catharines	0.31%
Houston	0.58%	Haifa	0.37%	Ulm	0.31%
Tucson	0.58%	Madison	0.37%	Amsterdam	0.27%
Seoul	0.54%	Perth	0.37%	Atlanta	0.27%
		Bangalore	0.34%	Birmingham	0.27%



Systems and the Network Effect

Your community may not be who you think they are:

Flintbox community is:

35% University, College

35% Hospitals, Associations, Medical Clinics and other NFP

30% Industry



Systems and the Network Effect

As systems scale
and provide reach
and allow global communities to be built.

There will be opportunities to create communities of interest around specific types of research and these COI's may best be served by have both open and closed characteristics.



Thank you!

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