

ArchSummit

全球架构师峰会（深圳）2014



屏幕之外，皆为蓝海

潘昊

2014全球架构师峰会

进化中的 民间科技

从科幻到科技



从苹果电脑到3D打印机

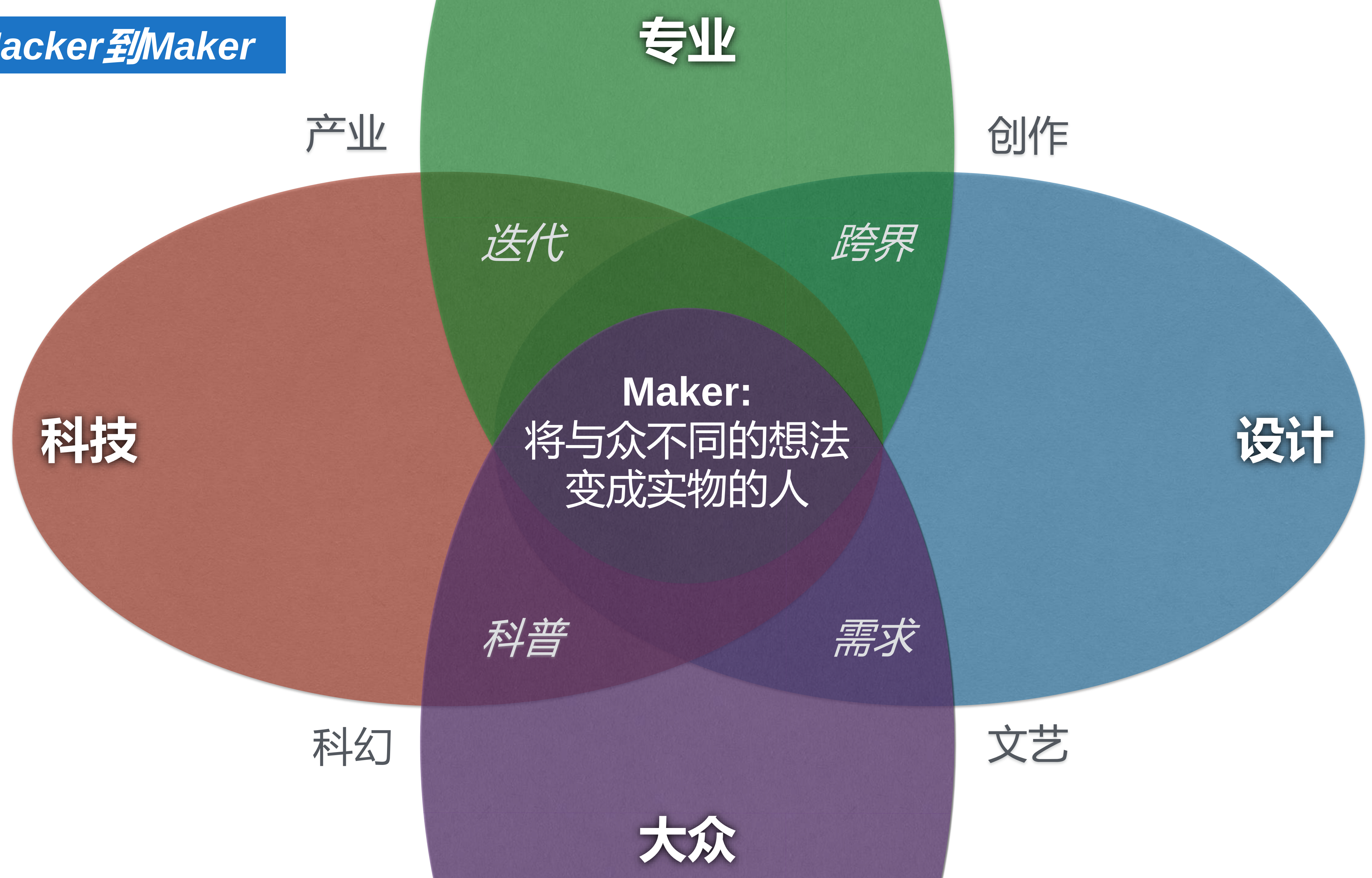


乔布斯和沃兹
家酿计算机俱乐部
1976



+ 将专业工具平民化
+ 爱好、热情驱动
+ 小团队跨界协作

Adam, Zack and Bre
NYCResistor
2009



新我手环，深圳，80后

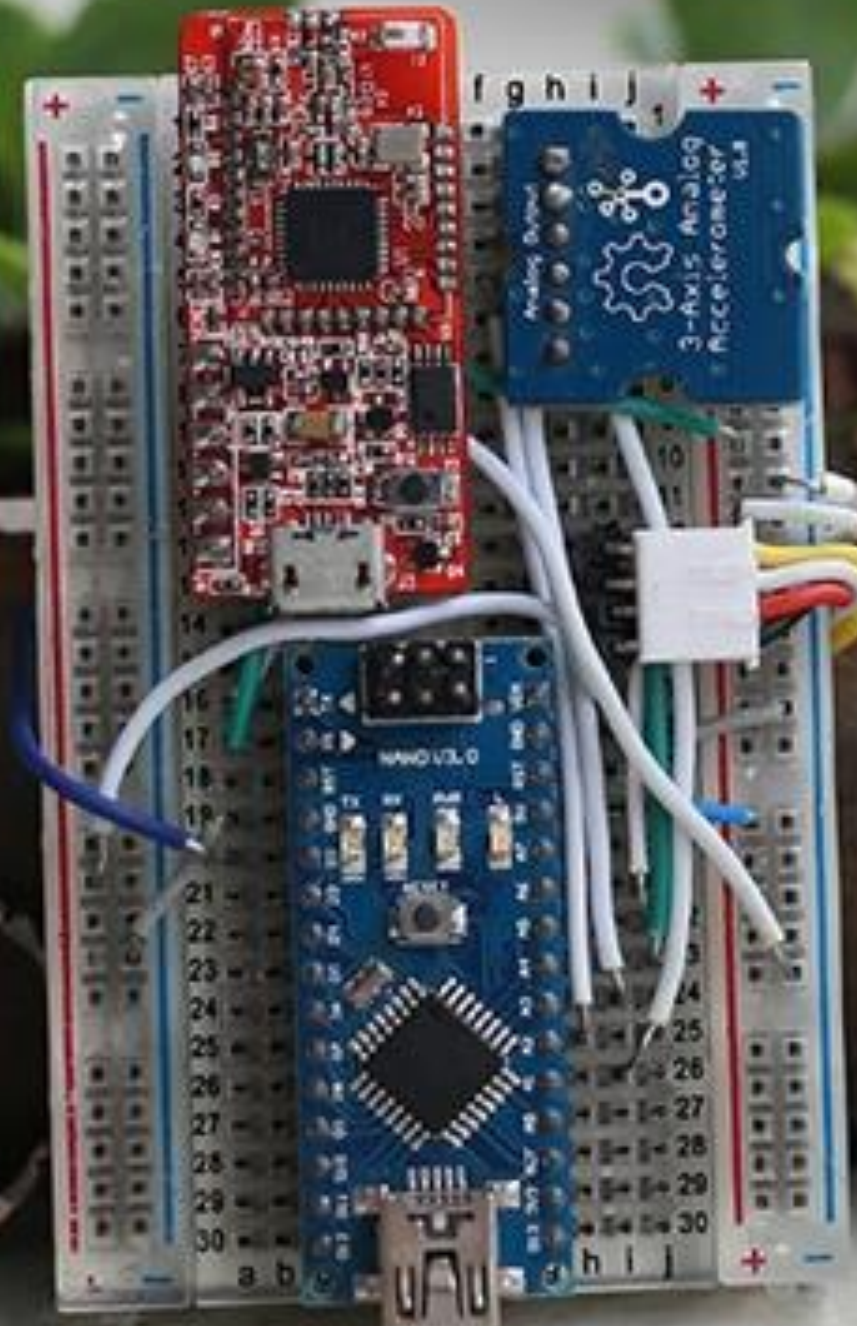
- + Arduino and etc
- + Open Hardware Modules
- + 3D printing

- + Curiosity
- + Inspirations

- + Agile Manufactur
- + Maker groups



1996
0
Idea



2012.9
0.1
Prototype



2013.1
1
Engineering Sample

- + Crowd Funding
- + SNS promotion



2013.8
1,000+
Mass Production

DoraBot , 深圳 , 80后



MakeBlock , 深圳 , 80后



Makeblock : Next Generation of Construct Platform

by Makeblock

Home Updates **12** Backers **609** Comments **100**

Shenzhen, China Robots

Funded! This project was successfully funded on Jan 21, 2013.

Construct Your Dreams!

open hardware

PLAY

609
backers

\$185,576
pledged of \$30,000 goal

0
seconds to go

Project by
Makeblock
Shenzhen, China

K First created · 5 backed

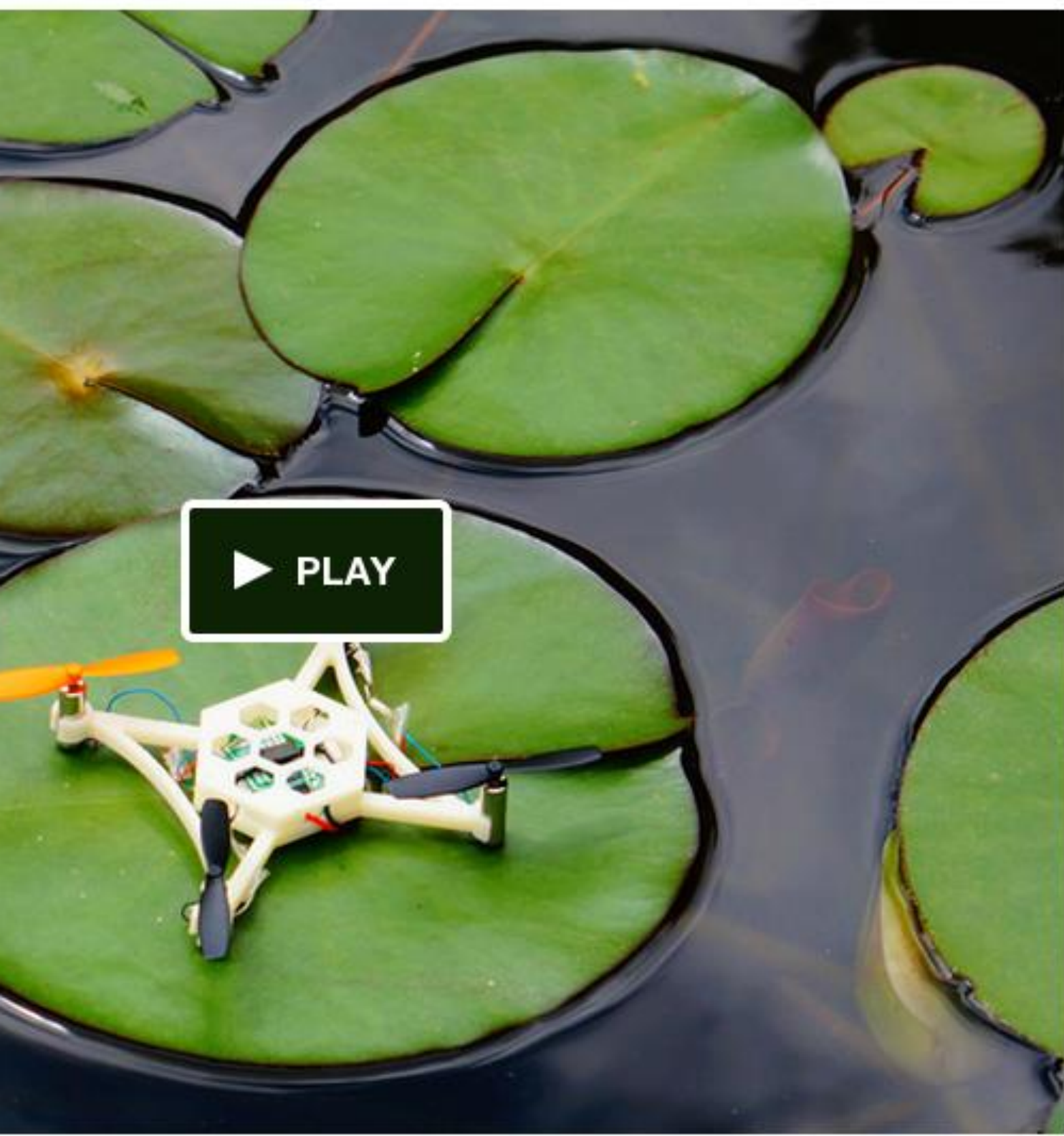
FlexAirBot , 贵阳 , 90后

backers 4,670

Comments 1,880

Los Angeles, CA Technology

Funded! This project was successfully funded on Oct 10, 2013.



4,670
backers

\$563,721
pledged of \$10,000 goal

0
seconds to go



Project by
Benjamin Black
Los Angeles, CA

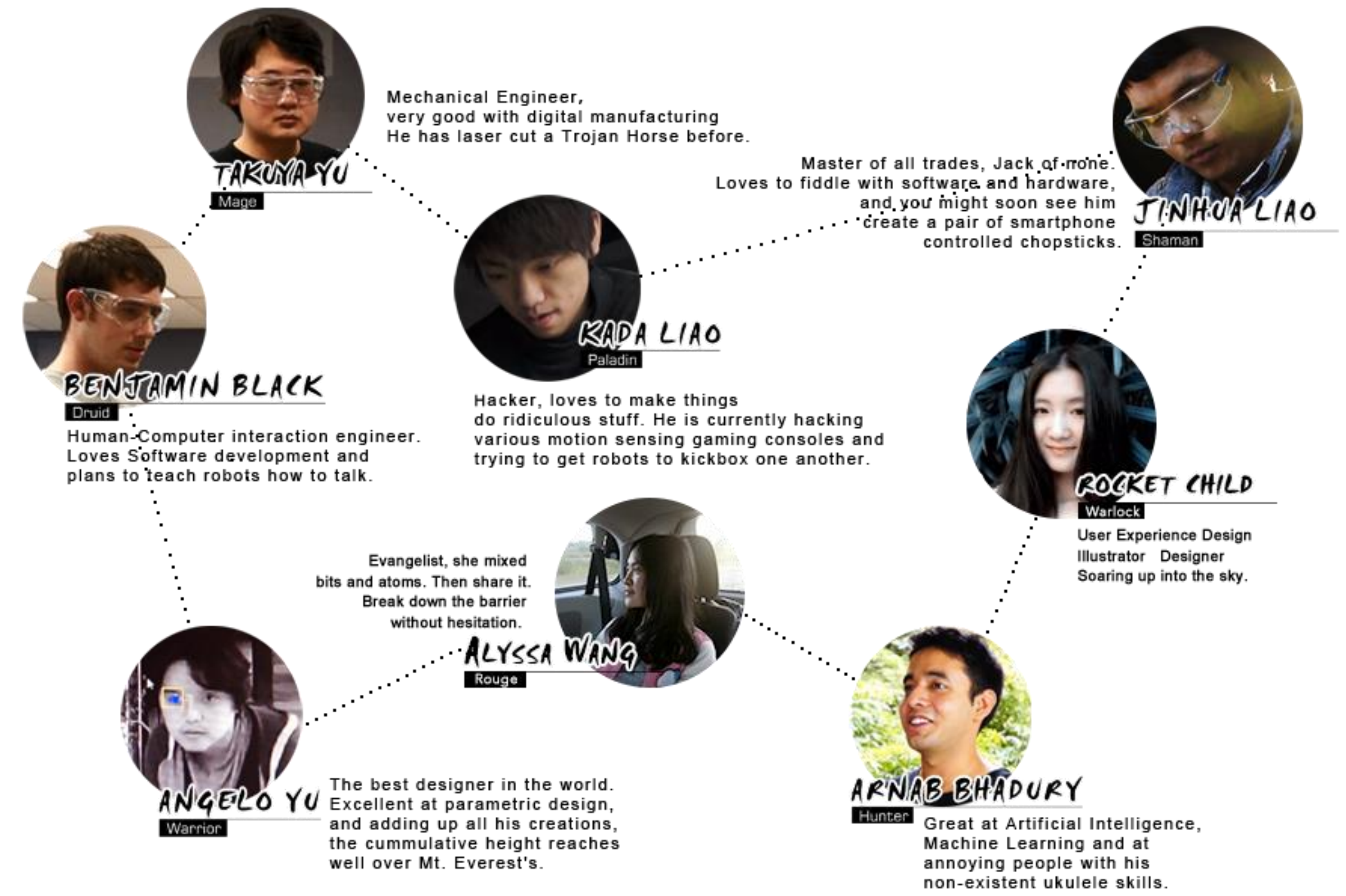
K First created · 1 backed

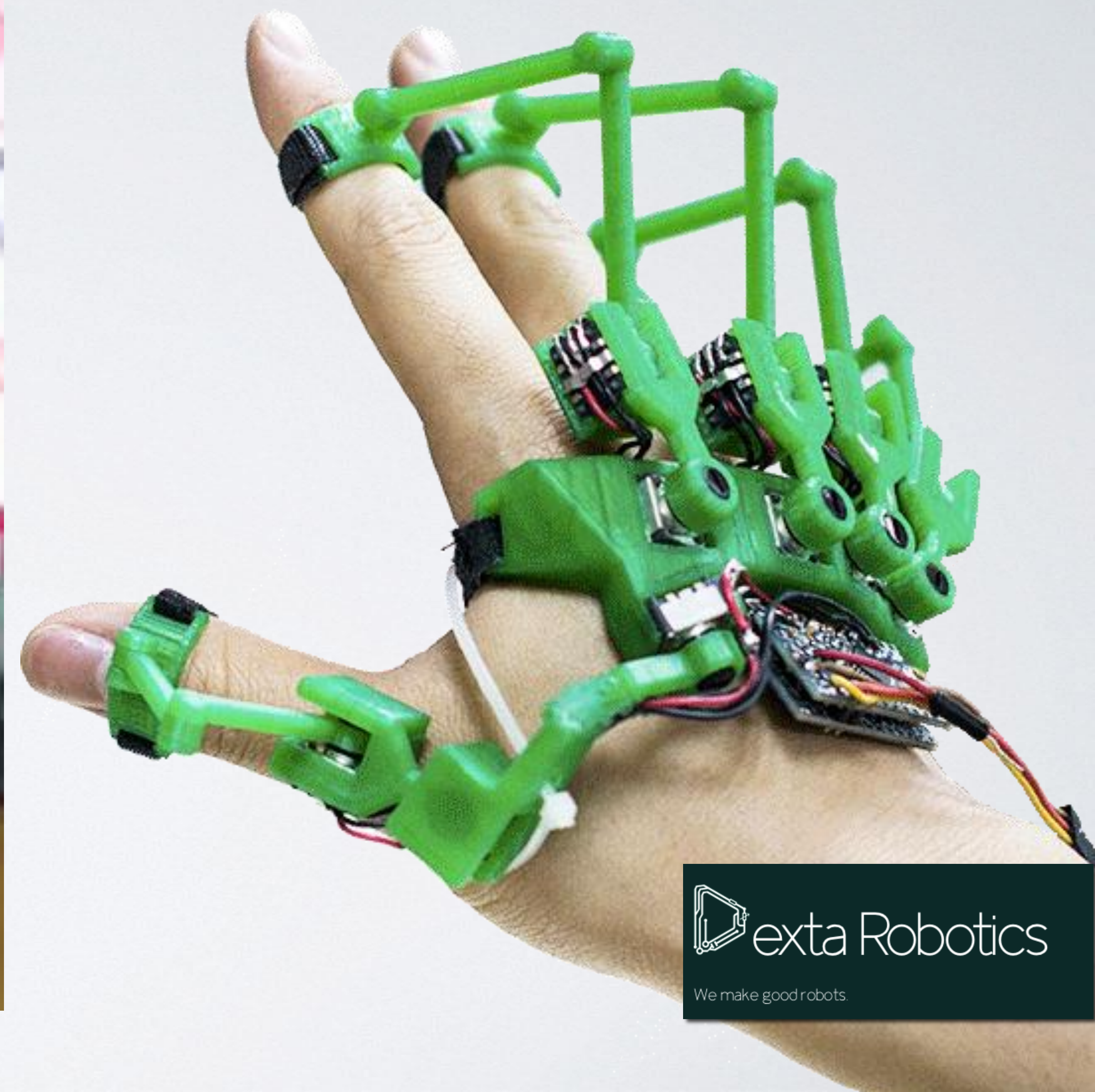
f Ben Black 246 friends

hexairbot.com

We were founded in 2013 as a product design company base on digital fabrication. Our design objective is to create shareable, minimalistic yet customized products. Our products are not only bringing people joyous but also promoting the democratization of manufacturing.

“Design, Make, and Share”
is our core philosophy.

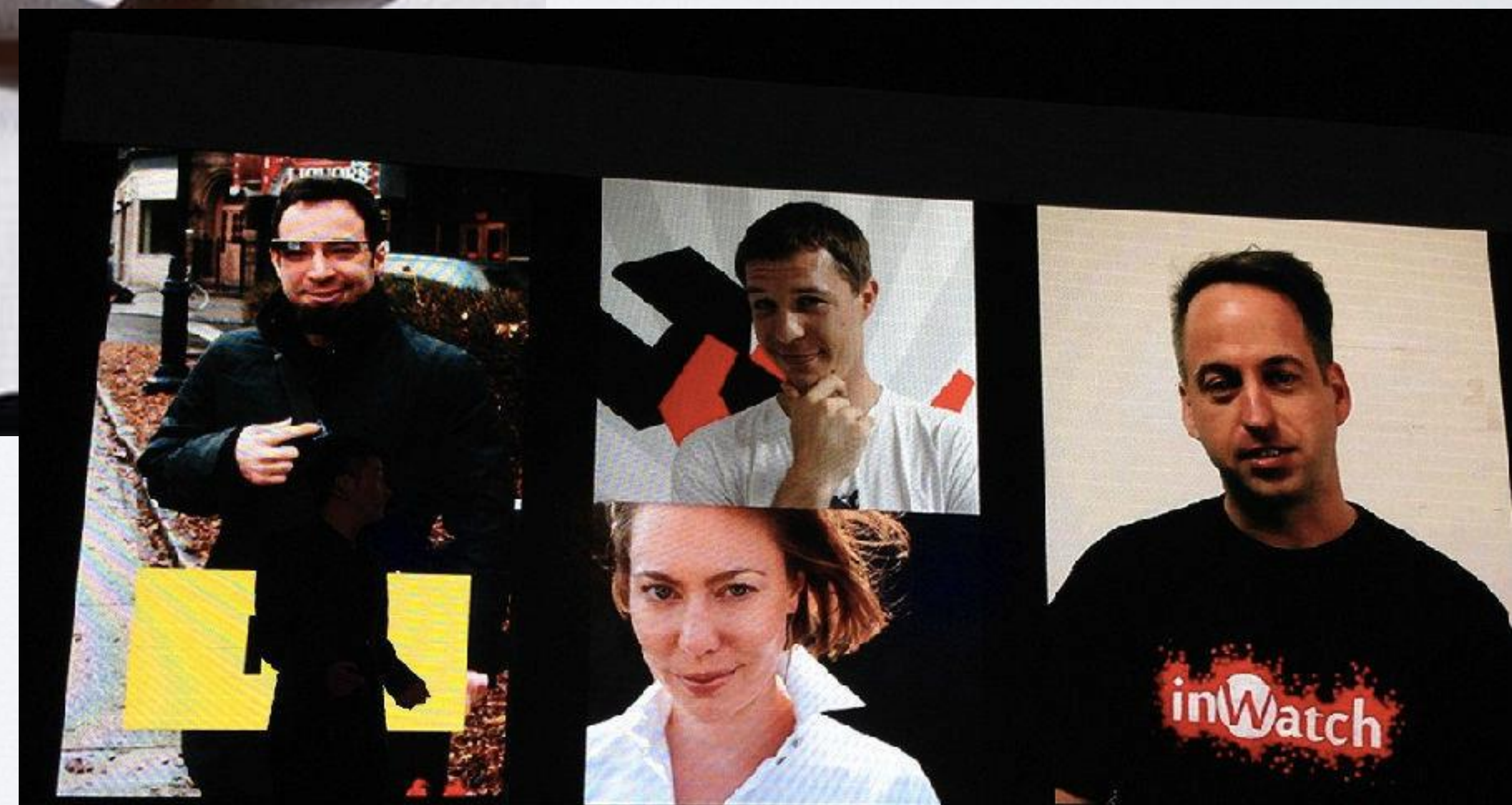




InWatch , 深圳 , 70后



融合国际创客与深圳力量

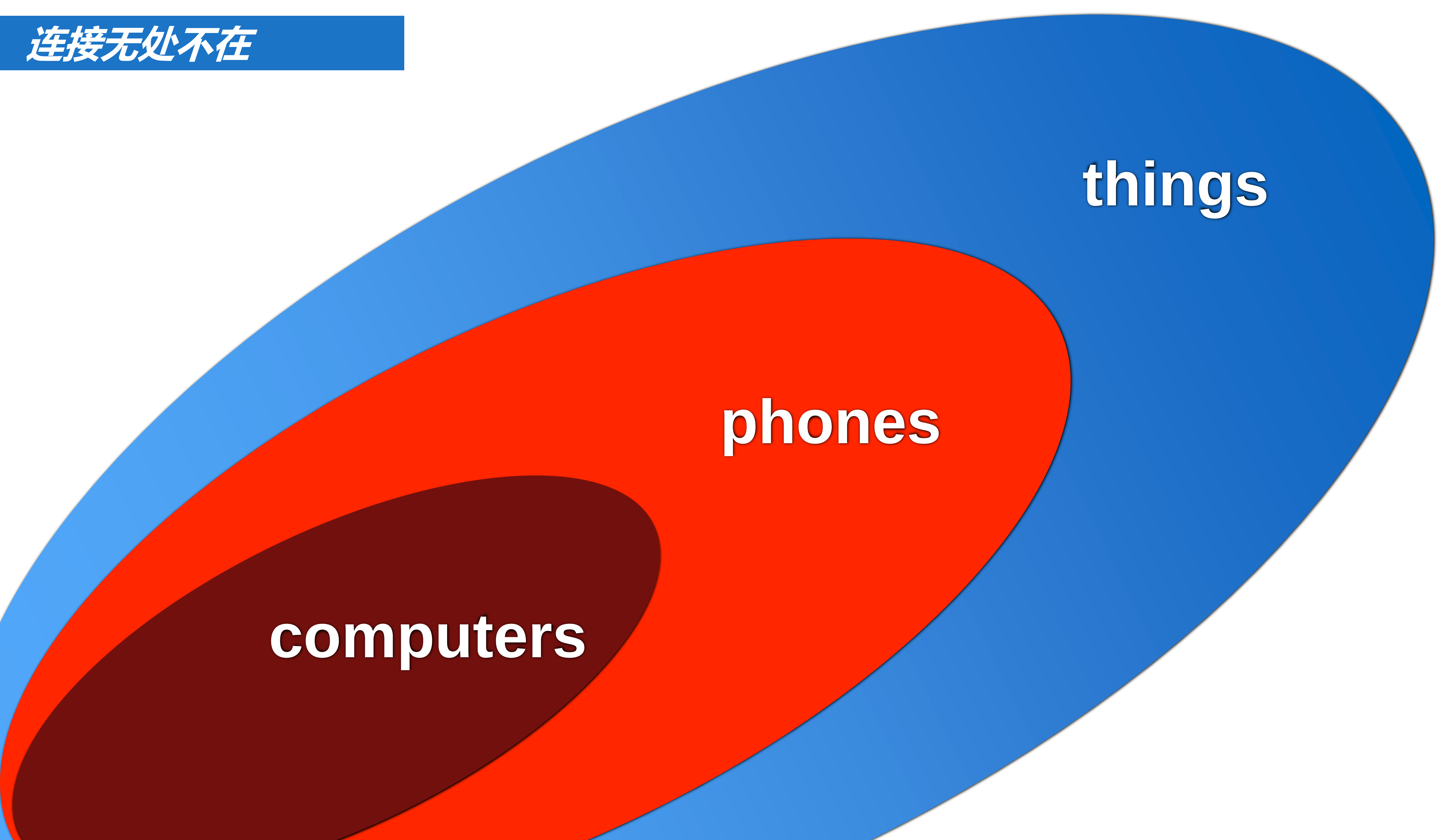


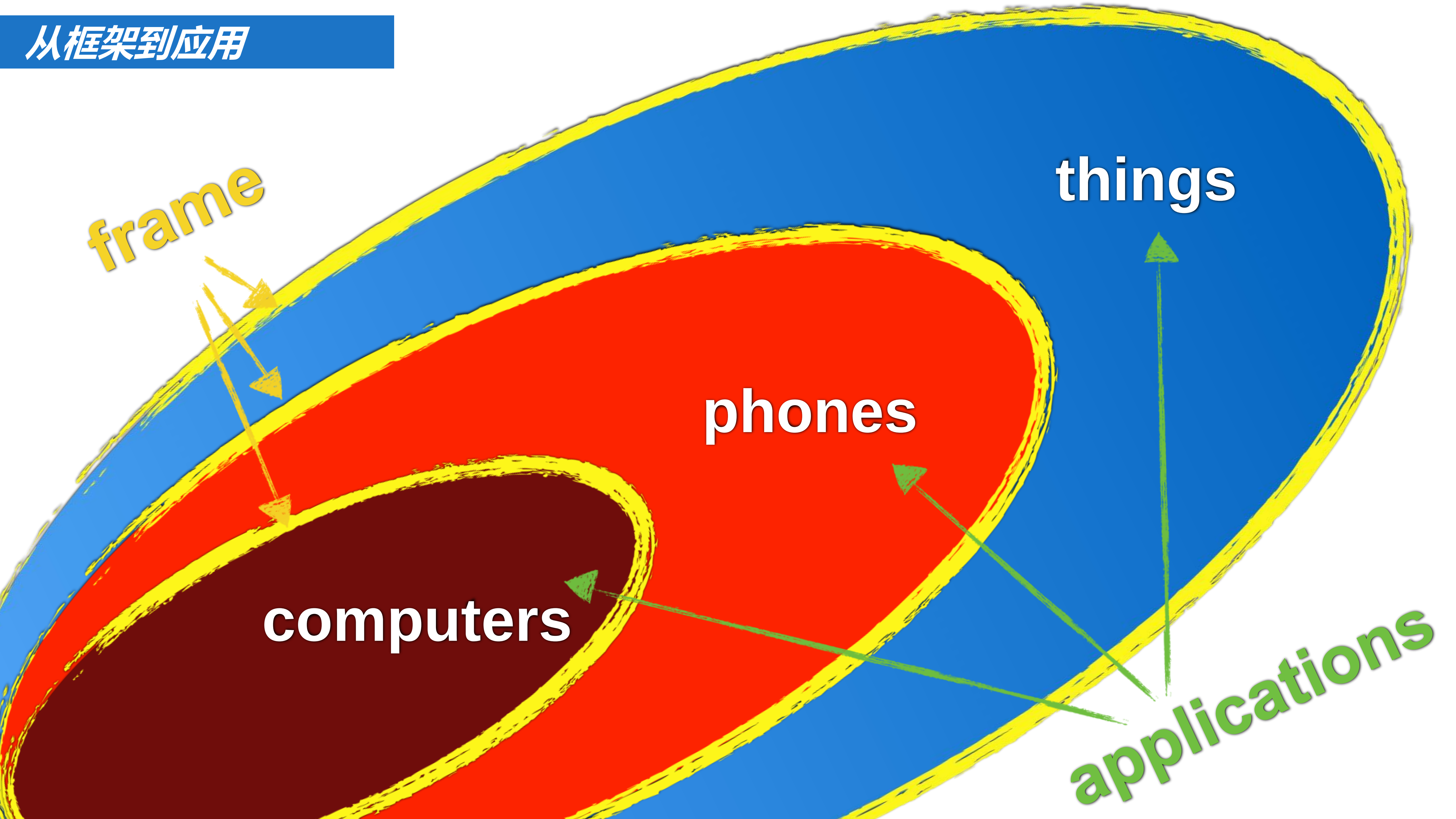
- + 大规模
(基数)
- + 开源科技
(基因)
- + 创客
(变异)



躯体涅槃
灵魂永存

连接无处不在





那些被过度解决的问题



软件边际成本趋近于0，
导致软件能解决的问题被过度解决，
而需要硬件才能解决的问题没有足够的关注

屏幕之外的蓝海



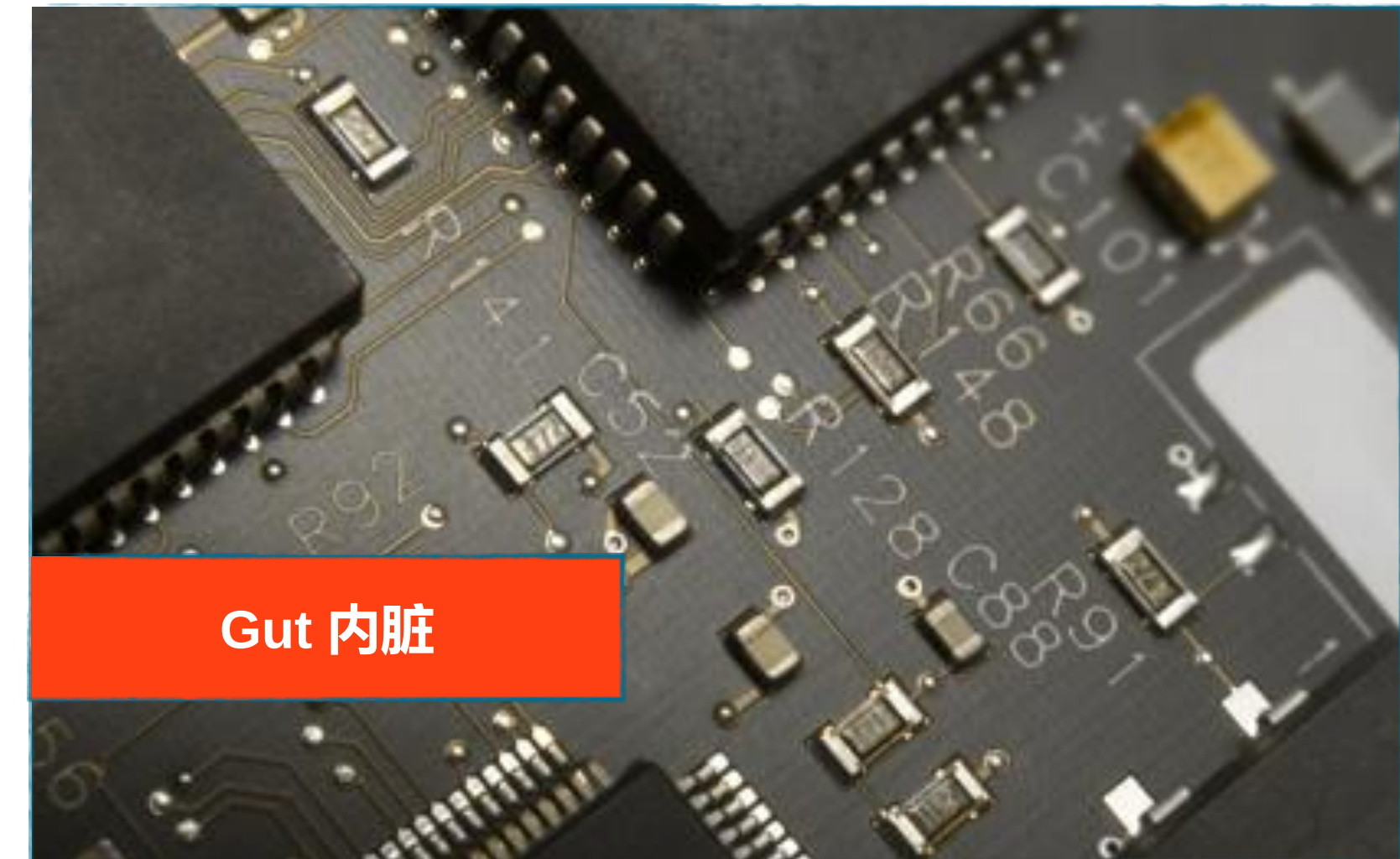
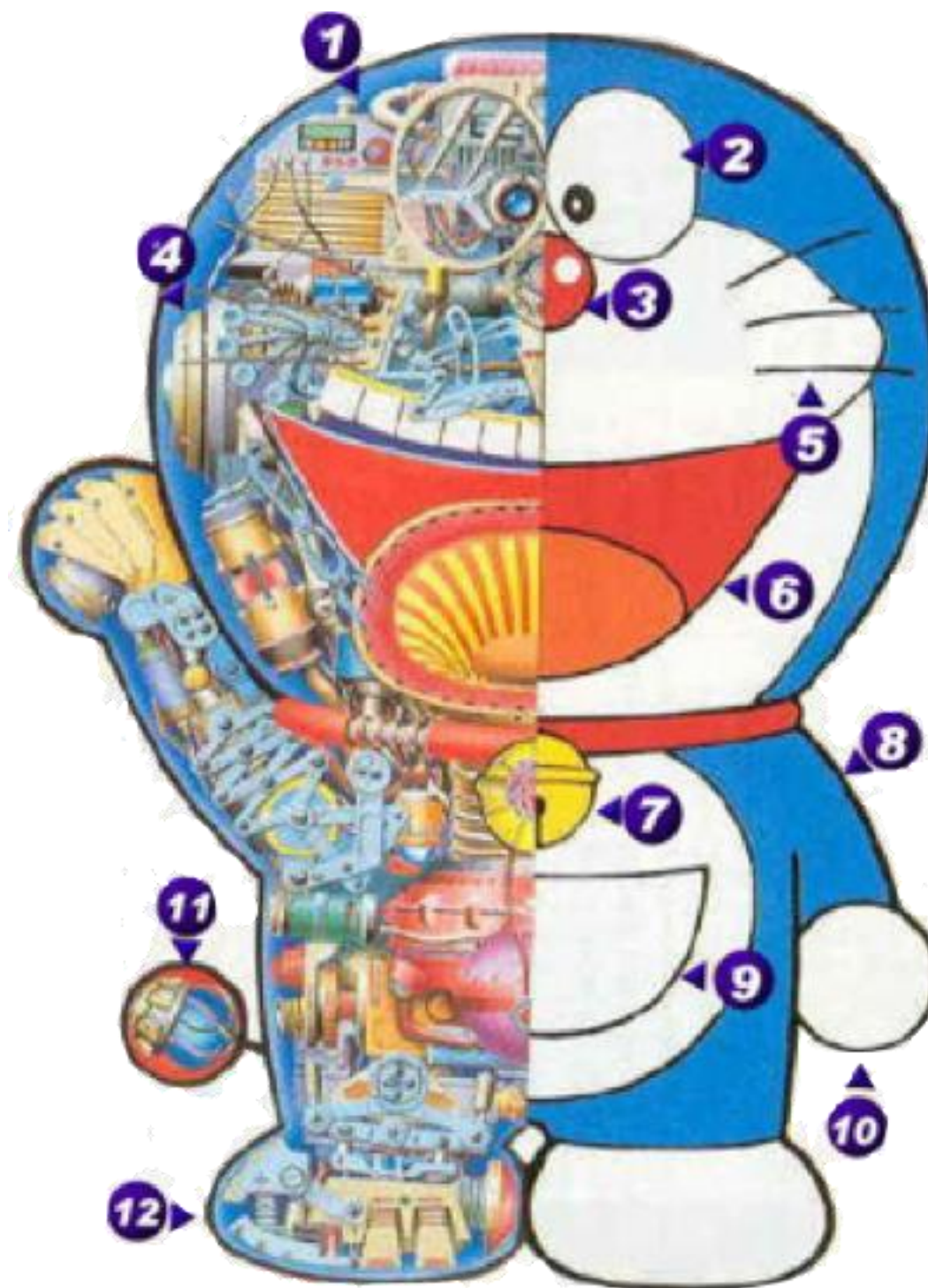
makerism

- 迭代
- 多元
- 长尾



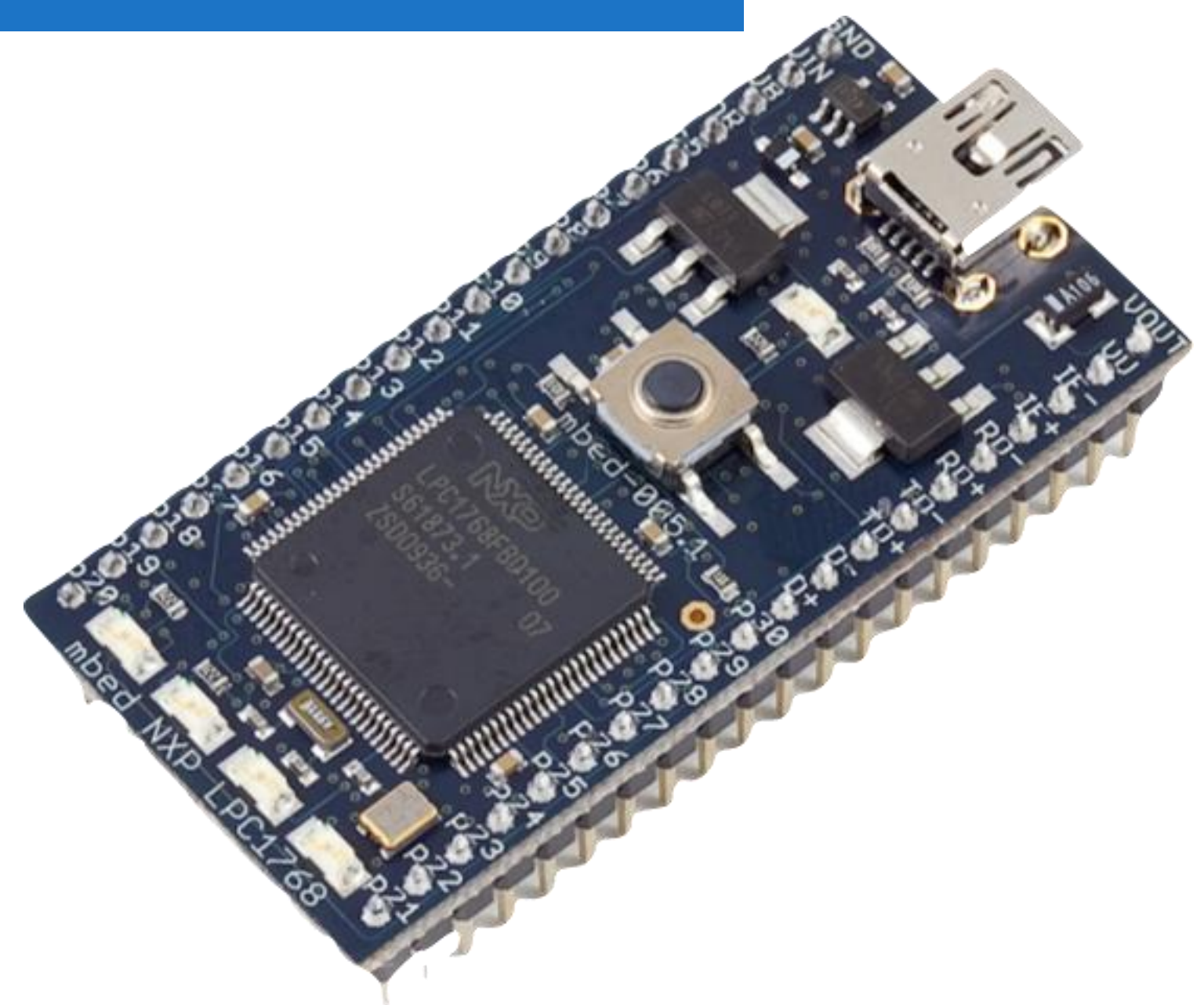
Disassembly of hardwares

软件边际成本趋近于0，导致软件能解决的问题被过度解决，而需要硬件才能解决的问题没有足够的关注

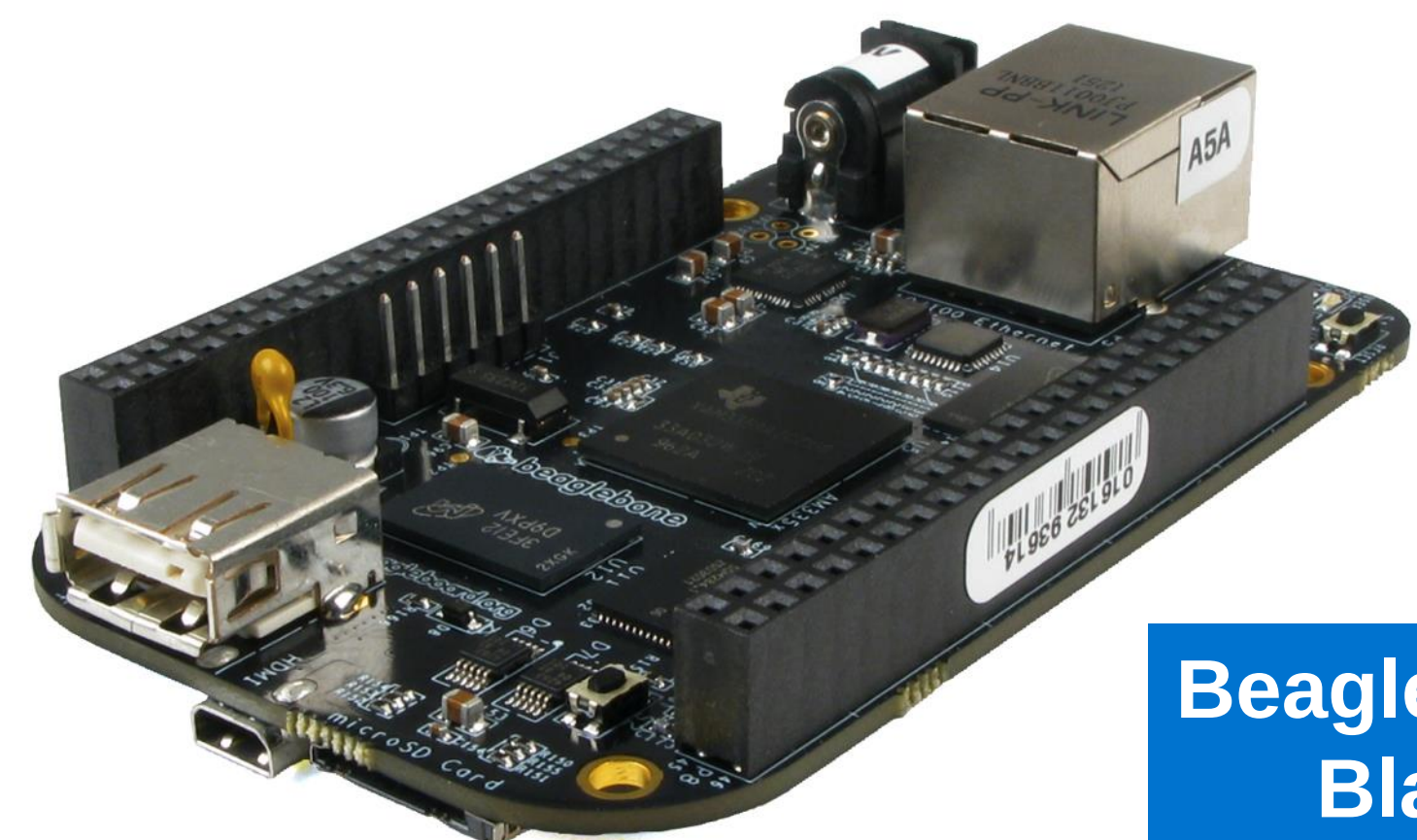


Convenient Guts

mbed



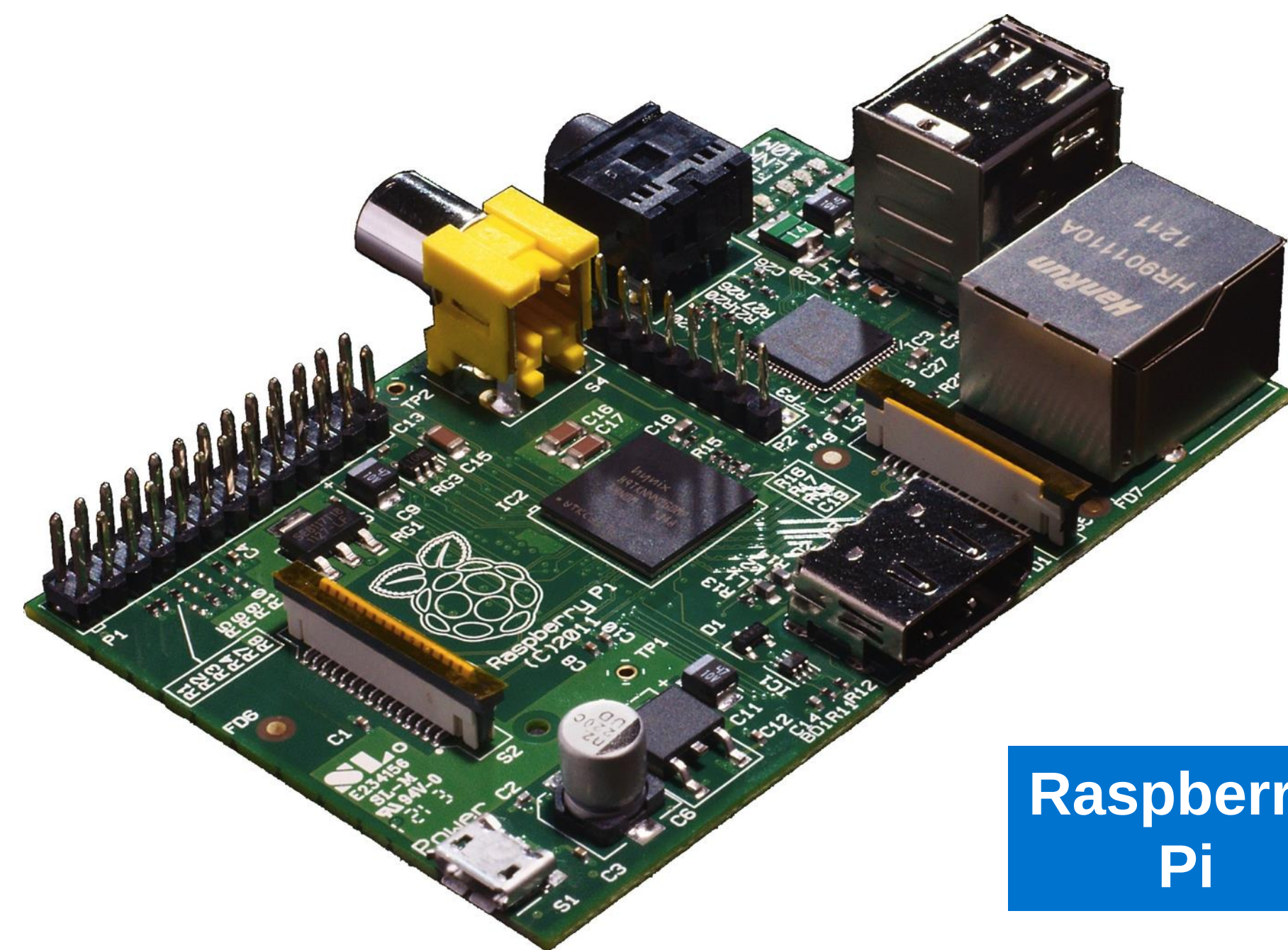
Beagle Bone Black



Arduino



Raspberry Pi



Improvised Skeletons



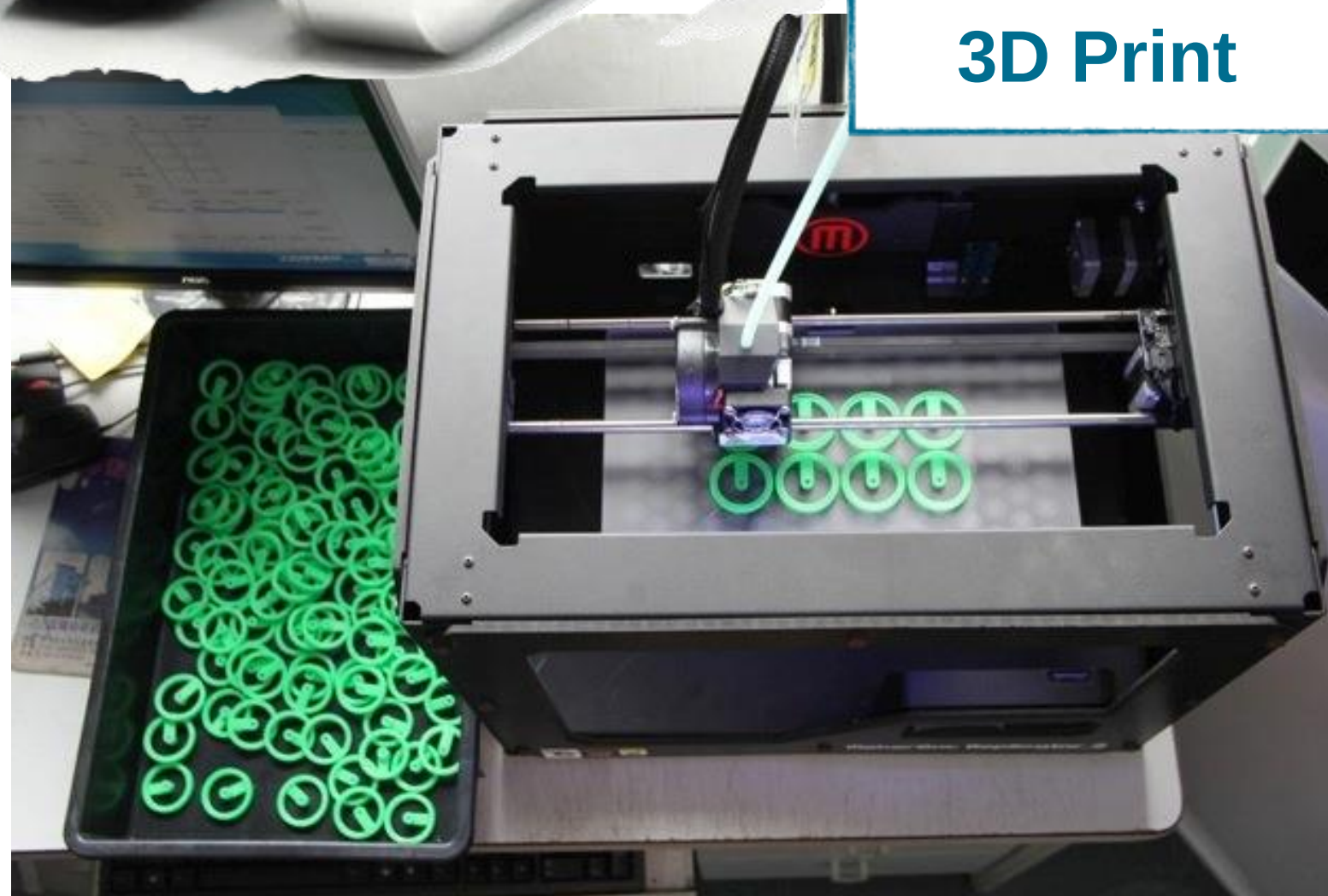
decent yet agile

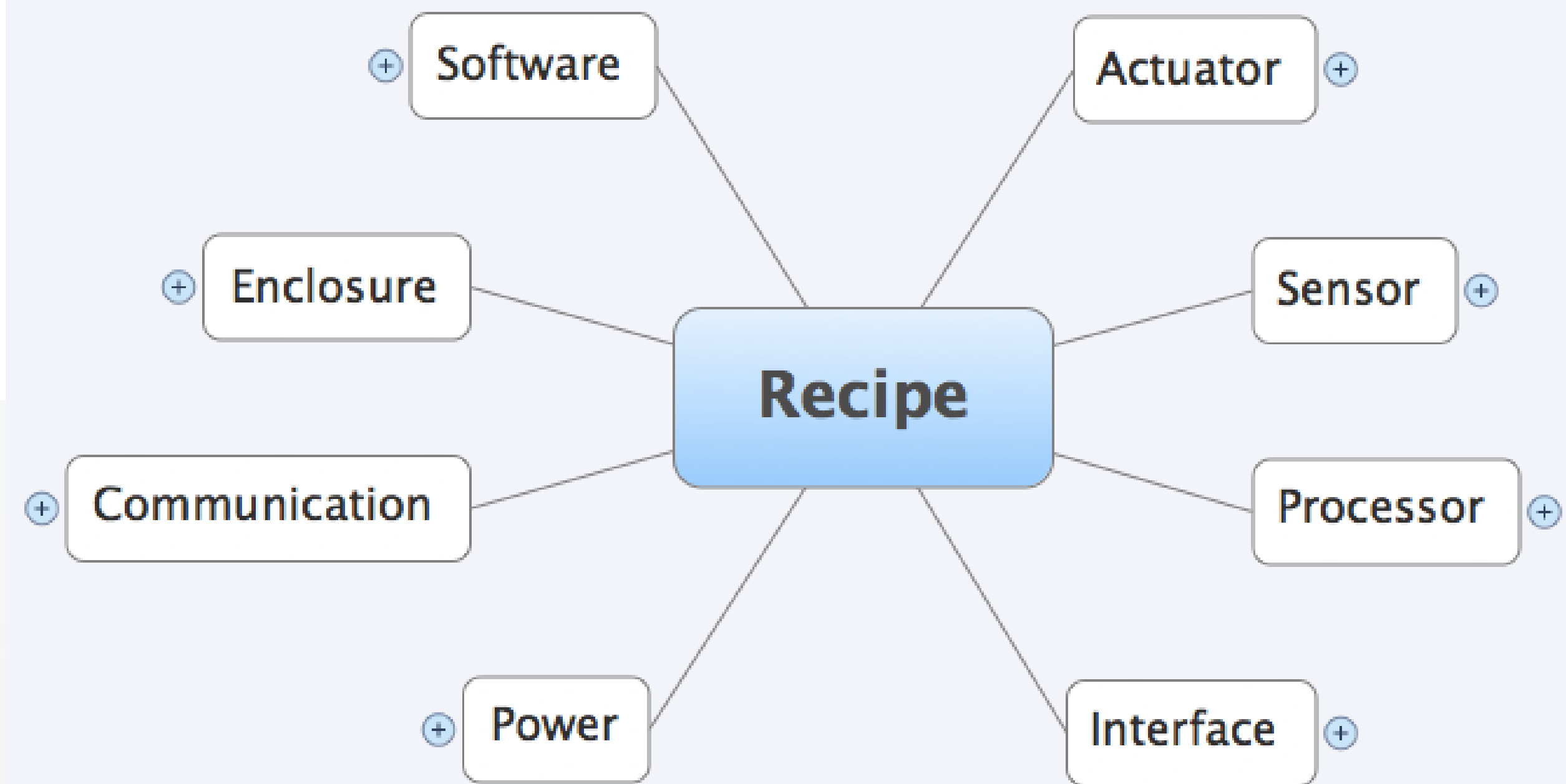
CNC

Laser cutting

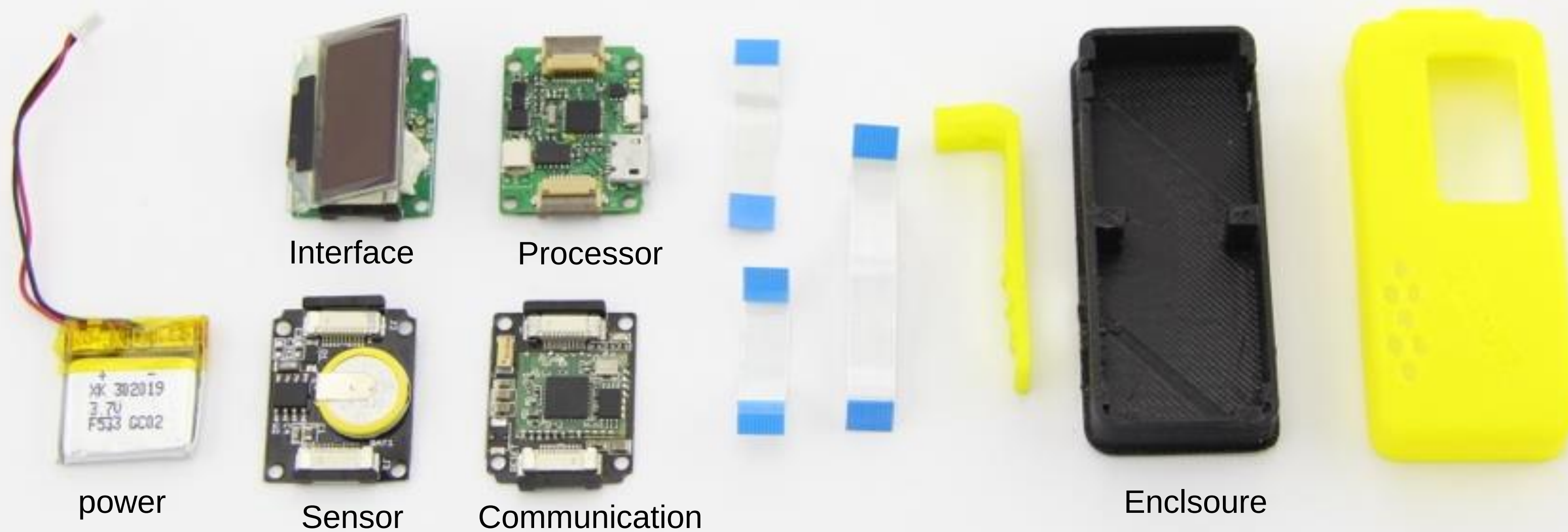
3D Print

Modular Mold



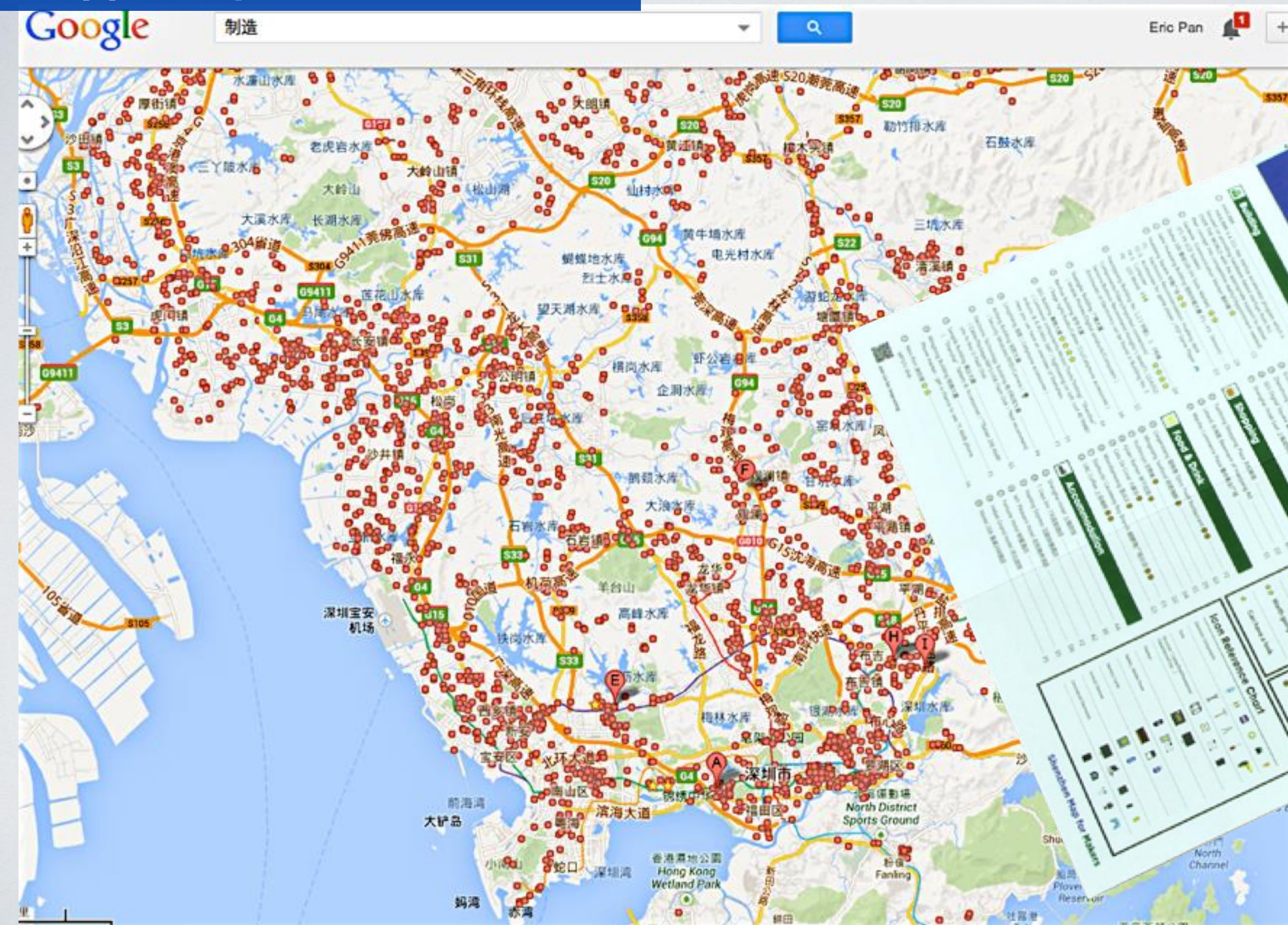


Guts and Skeleton



科技随手可得
创意野蛮生长

创客的好莱坞



科技创业公司的新大陆



那些创客大佬在深圳 Maker Faire 上说了什么？

<http://www.forbeschina.com/news/news.php?id=32180>



Hacking Shenzhen - Why southern China is the best place in the world for a hardware innovator to be

<http://www.economist.com/news/special-report/21593590-why-southern-china-best-place-world-hardware-innovator-be-hacking?from=timeline&isappinstalled=0>

Make:

Maker Faire Shenzhen a Seminal Event for Makers in China

<http://makezine.com/2014/04/16/maker-faire-shenzhen-a-seminal-event-for-makers-in-china/>

theguardian

Making in China: Maker Faire Shenzhen highlights the global politics of the 'maker movement'

<http://www.theguardian.com/science/political-science/2014/apr/24/making-in-china-maker-faire-shenzhen-global-politics-maker-movement>

future tense ASU | NEW AMERICA | SLATE

This Manufacturing Hub Is Also Becoming the Center of Chinese Creativity

http://www.slate.com/blogs/future_tense/2014/04/06/shenzhen_maker_faire_manufacturing_hub_is_also_home_to_the_chinese_diy_movement.html

新周刊

NEW WEEKLY

《深圳：山寨之都会变成创客之城吗？》

<http://www.newweekly.com.cn/newsview.php?id=5120>

POPSCI

"Seed Studio, an 'open hardware' company in Shenzhen, China, helps tinkerers move their concepts onto the assembly line."

——An Open Hardware Company Manufactures Your Electronics Idea

<http://www.popsci.com/diy/article/2013-02/open-hardware-company-manufactures-your-electronics-idea>



《闯出一条新路子 潘昊助创客创新》

“山寨是创新的必经过程：先去学习别人怎么赚钱，才能知道自己要怎么赚钱。但如果止于山寨，只会不断地抄袭，早晚都会被淘汰。——潘昊”

财经天下周刊

ECONOMIC WEEKLY

——《无中国，不创客》

<http://www.txweekly.com/index.php?m=content&c=index&a=show&catid=14&id=1138>

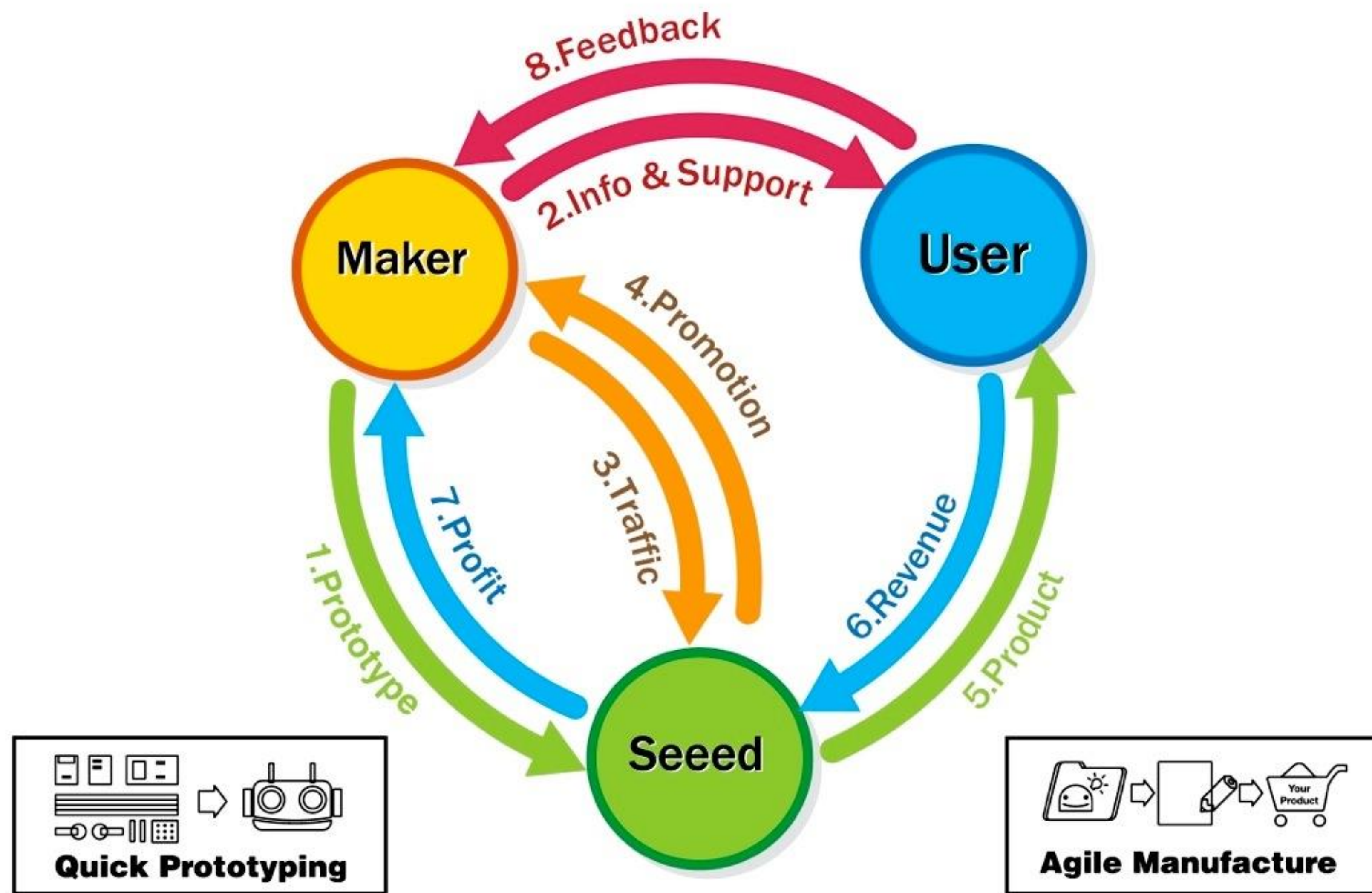
Shenzhen Maker Faire - 2012-2014



增加一些照片



**MAKER FAIRE SHENZHEN
MARCH, 2015**



INDUSTRY RESOURCES

传统工业资源



seed
Grow the Difference

**GROW
THE
DIFFERNECE**



10k+
1,000

Mass Production
Hardware Corporations

Indie Products
Hardware Startup

Engineering Sample
Veteran Maker

Prototype
Maker

Idea
Dreamer

量产

为创客定制的供应链

敏捷化制造

试产

新产品导入

样品

一站式打样服务

原型

开源硬件解决方案

创意

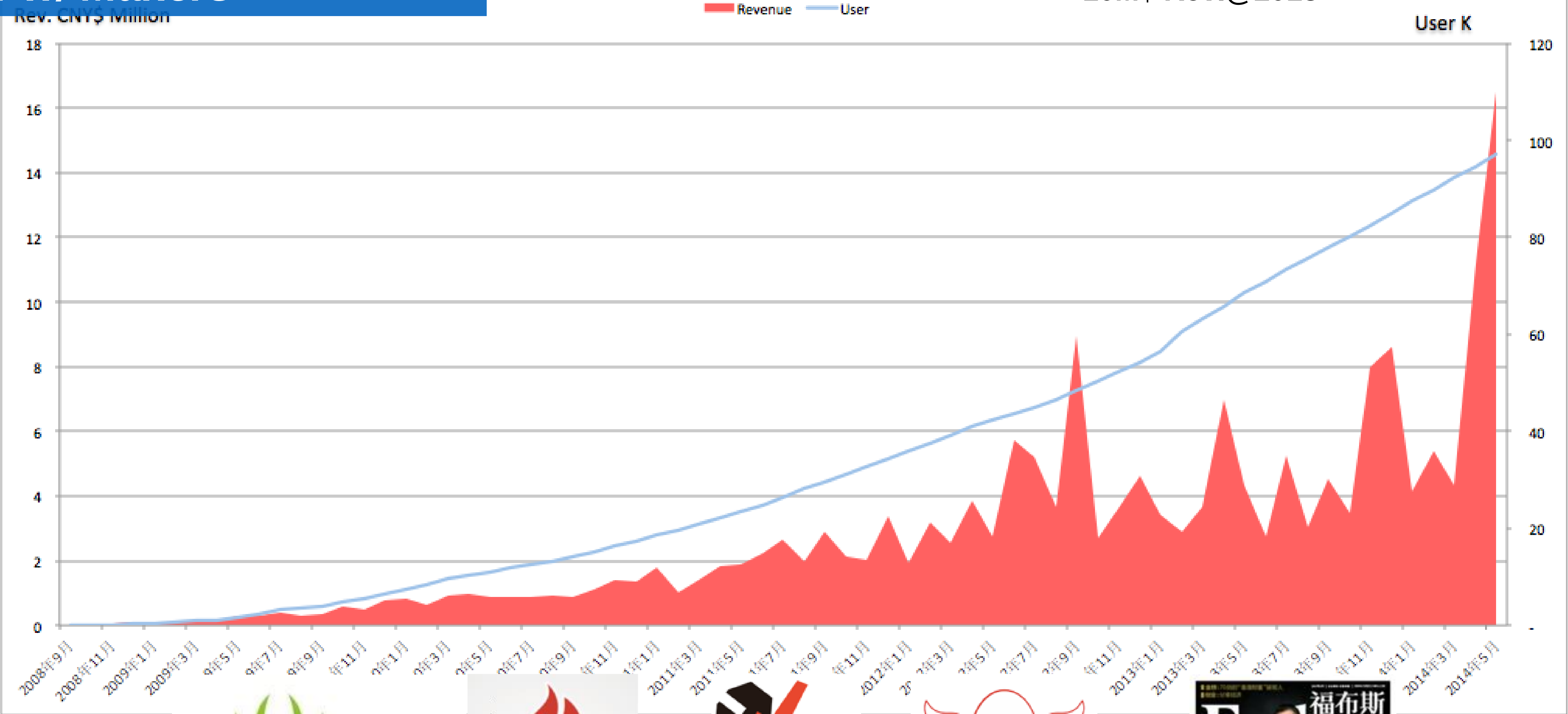
MAKER BUSINESS PYRAMID

创客商业金字塔

Grow w/ Makers

2008-2014 Growth of Seeed

10M\$ Rev.@2013



谢谢！

**INNOVATE
WITH
CHINA**

we are hiring



we are hiring! =>

reference:

<http://www.humblefactory.com/search/label/SSG%20Design?max-results=1>
<http://lowereastkitchen.com/wp/>
<http://blog.safecast.org/>
<http://www.shenzhenmakerfaire.com/>
<http://chaihuo.org>
<http://Haxlr8r.com>
<http://seedstudio.com>

<http://seedstudio.com>



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无论电子、机械、软件、艺术
不管三年五年没有经验

只要你是个真的Geek敢于直面极具挑战的设计
或厌恶教条不屑于没有灵魂的作品
或怀揣漫天创意哀叹无用智之地

加入我们吧！

以前所未有的方式一起来
挑战工业化量产的霸权！

有意者可将简历发送到：HR@seedstudio.com

查詢及可將您寄發圖樣: HK@2666dstudio.com

排路工亦怀喜乐的望怀！

以節米食之