



# FirstBuild: GE and Local Motors partnership to Pioneer New Model for Manufacturing Industry

This partnership will pair co-creation and micromanufacturing to bring the next evolution of innovative products and industrial solutions to market. Focused on speeding the time from mind to market, the partnership will leverage advanced manufacturing processes and an open innovation approach to engineering—delivering benefits for consumers and enterprise alike.

## Background

FirstBuild will source collaborative ideas online from a community of engineers, scientists, fabricators, designers and enthusiasts who will focus on identifying market needs and solving deep engineering challenges to unlock breakthrough product innovations. As part of the partnership, a new microfactory – a specialized facility focused on prototyping and producing a small batch of products at a rapid pace – will be established where community ideas will be built, tested and sold.

### Co-Creation: A new model open innovation

The most commonly known model for open innovation is crowdsourcing, which is one-way communication from a community of followers to the organizing body asking for ideas. The ideas generated are only starting points for innovation, and provide mostly an indication of the direction in which the company should proceed to innovate.

In contrast, co-creation engages the community in ideation, design, and eventually prototyping and manufacturing of real products. This process is less about harvesting ideas and more about developing a mature and capable community to solve complex engineering challenges in a way that meets the underserved needs of the community.



Image:  
<https://twitter.com/firstbuild>



## Opportunities for collaborating

The open platform, FirstBuild, will officially launch in the summer of 2014 and will be the home for a global community of innovators to prototype, iterate and refine existing GE products, as well as surface new designs. The most popular innovations may then be selected for testing, rapid prototyping and small volume production at the microfactory, which will be open to the public.

The first set of projects will focus on GE Appliances and the future of cooking, inviting community members to submit and discuss ideas to improve the performance of select major kitchen appliances. The first product is expected to be available to U.S. consumers by late innovative products and industrial solutions to market 2014. Looking to the future, GE will evaluate applications of this business model across the company's other business units.



Image:

<https://twitter.com/firstbuild>

## Benefits and Impact

Local Motors and GE will provide a powerful platform to discover innovators and, in turn, make revolutionary new products available to consumers. Rapid iteration, rapid development and rapid manufacturing that will make an enduring impression on the world's manufacturing history.

They are pioneering the future of work, fast tracking a new model for the manufacturing industry, and improving and expanding product offering to better meet future customer needs.

Information:

[-https://localmotors.com/blog/post/ge-local-motors-partner-to-pioneer-new-model-for-manufacturing-industry/1133/](https://localmotors.com/blog/post/ge-local-motors-partner-to-pioneer-new-model-for-manufacturing-industry/1133/)

[-http://makercon.com/speaker/taylor-dawson/](http://makercon.com/speaker/taylor-dawson/)

## Contact

### GE Media Contact

Sebastien Duchamp

646-682-5604

[sebastien.duchamp@ge.com](mailto:sebastien.duchamp@ge.com)

### Local Motors Media Contact

Amy Romano

480-371-0575

[aromano@local-motors.com](mailto:aromano@local-motors.com)

<https://firstbuild.com/>



Image:

<https://twitter.com/firstbuild>