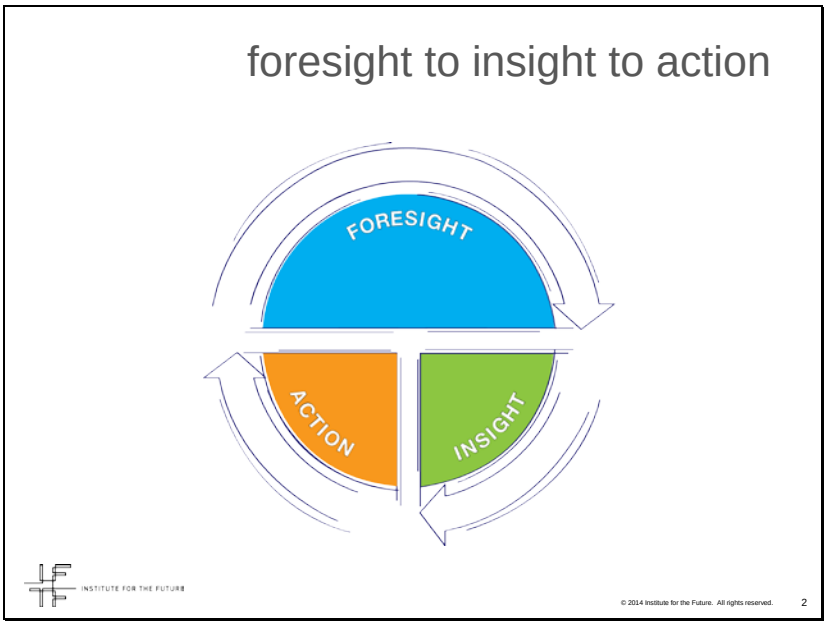
HARRT 2014 Retreat
Session 3
Friday, November 7, 2014

Slide 1

Slide 2


foresight to insight to action
FORESIGHT
INSIGHT
ACTION
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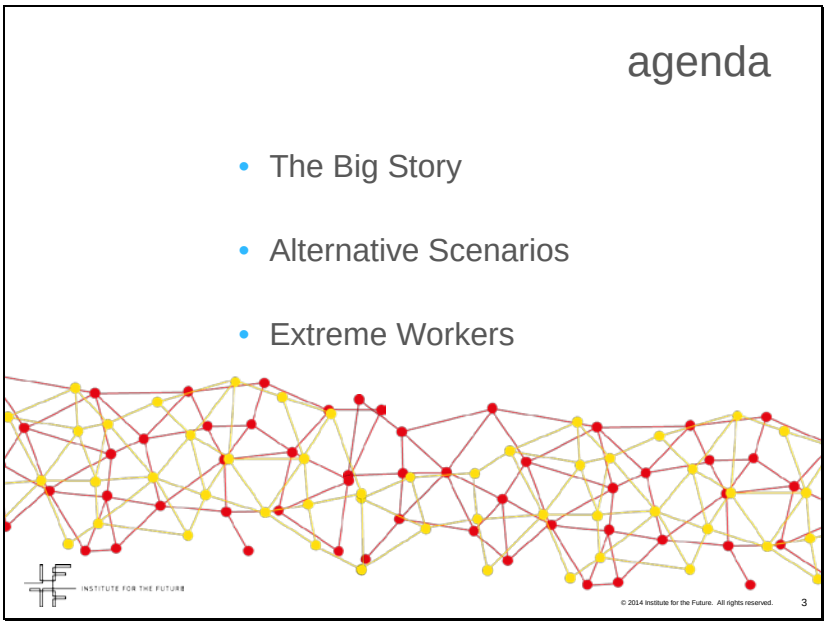
Slide 3


agenda
The Big Story
Alternative Scenarios
Extreme Workers
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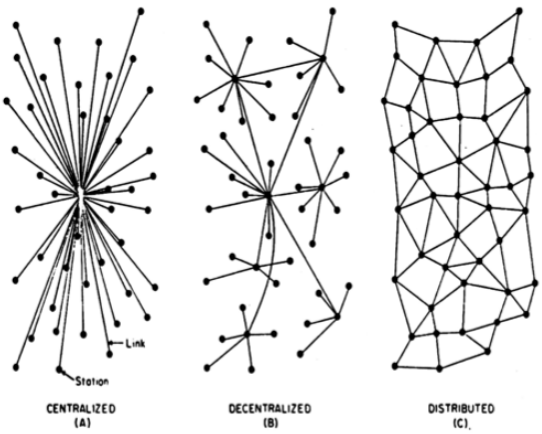

Paul Baran, On Distributed Communications,1964

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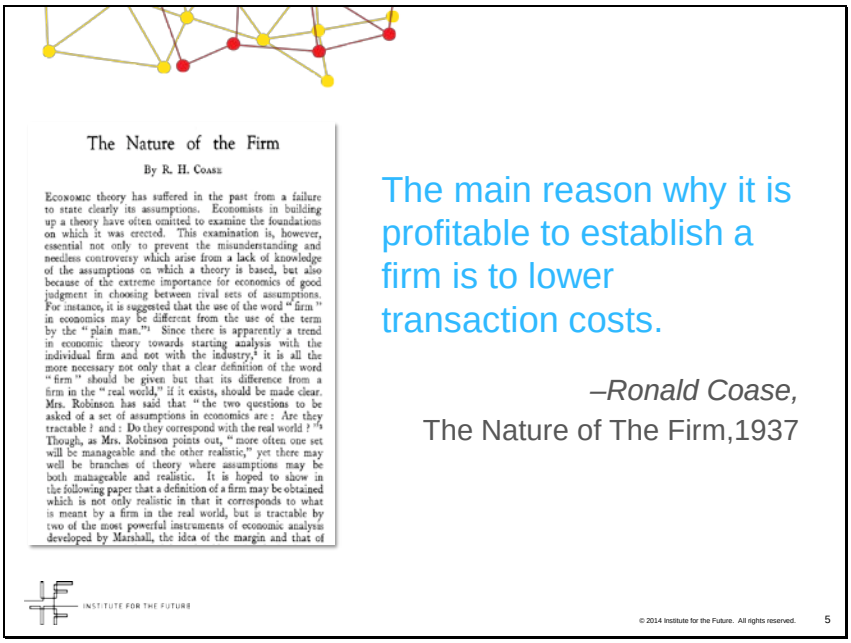
The Nature of the Firm
By R. H. Coase
Economic theory has suffered in the past from a failure to state clearly its assumptions. Economists in building up a theory have often omitted to examine the foundations on which it was erected. This examination is, however, essential not only to prevent the misunderstanding and needless controversy which arise from a lack of knowledge of the assumptions on which a theory is based, but also because of the extreme importance for economics of good judgment in choosing between rival sets of assumptions. For instance, it is suggested that the use of the word "firm" in economics may be different from the use of the term by the "plain man."[1] Since there is apparently a trend in economic theory towards starting analysis with the individual firm and not with the industry,[2] it is all the more necessary not only that a clear definition of the word "firm" should be given but that its difference from a firm in the "real world," if it exists, should be made clear. Mrs. Robinson has said that "the two questions to be asked of a set of assumptions in economics are: Are they tractable? and: Do they correspond with the real world?"[3] Though, as Mrs. Robinson points out, "more often one set will be manageable and the other realistic," yet there may well be branches of theory where assumptions may be both manageable and realistic. It is hoped to show in the following paper that a definition of a firm may be obtained which is not only realistic in that it corresponds to what is meant by a firm in the real world, but is tractable by two of the most powerful instruments of economic analysis developed by Marshall, the idea of the margin and that of
The main reason why it is profitable to establish a firm is to lower transaction costs.
–Ronald Coase,
The Nature of The Firm,1937
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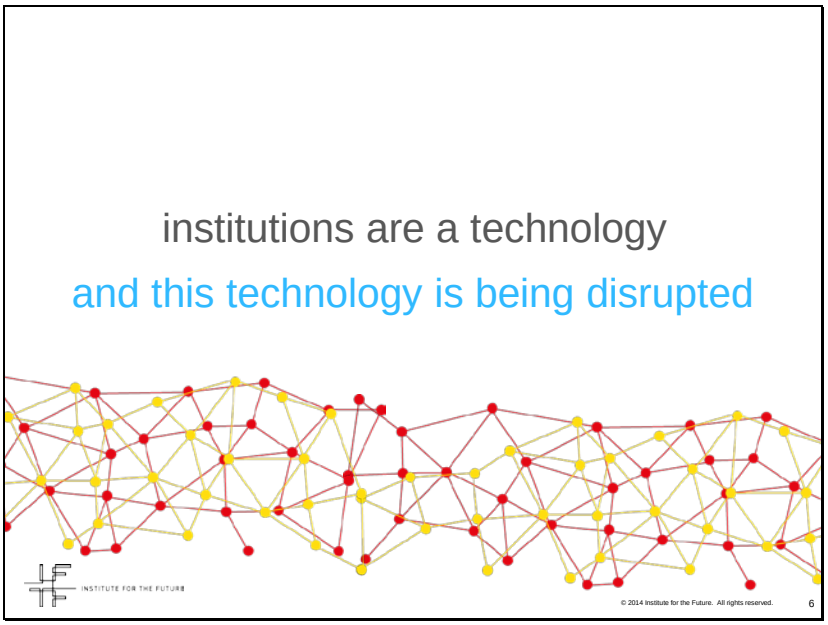
institutions are a technology
and this technology is being disrupted
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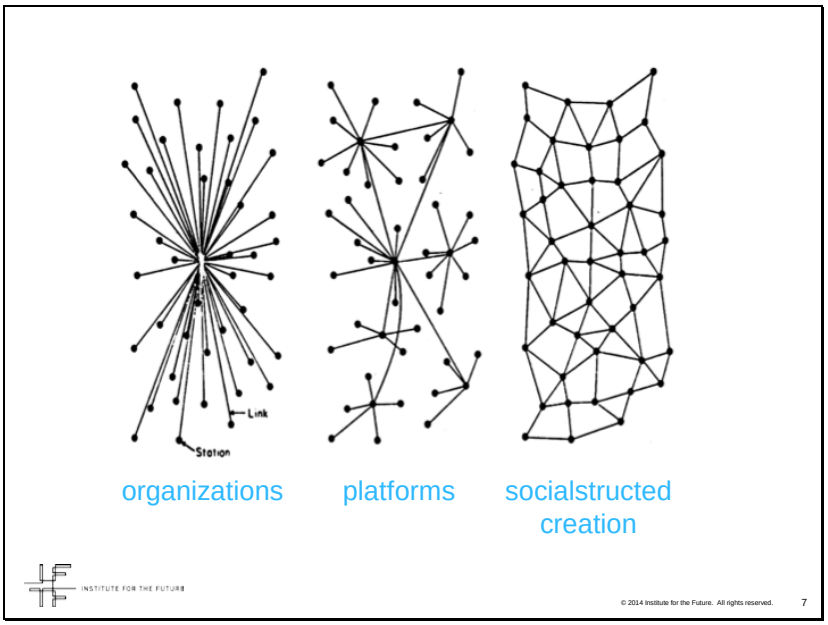
Link
Station
organizations
platforms
socialstructed creation
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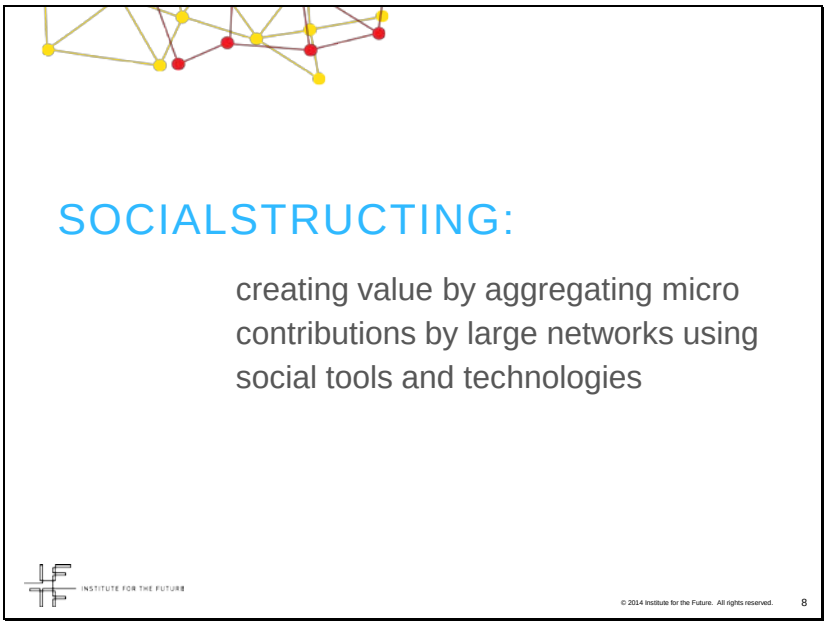
SOCIALSTRUCTING:
creating value by aggregating micro contributions by large networks using social tools and technologies
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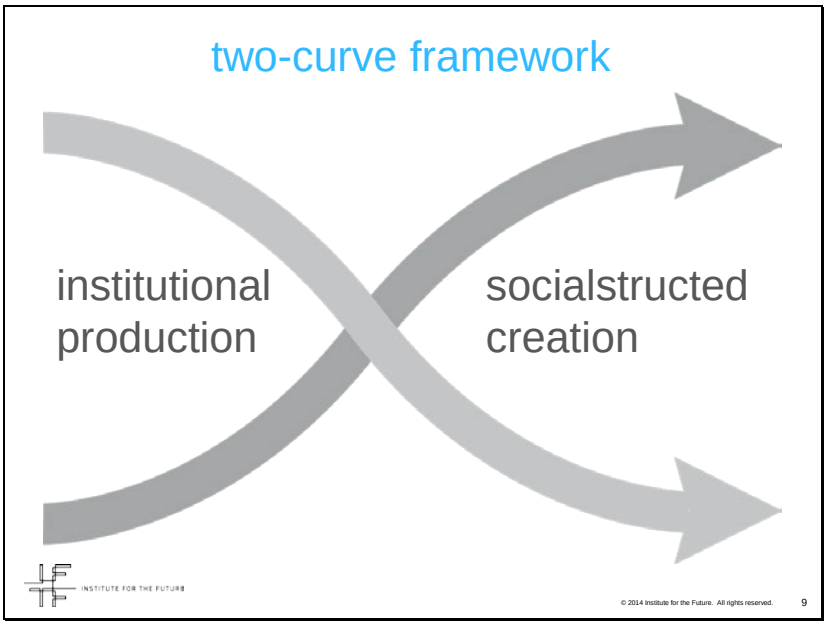
two-curve framework
institutional production
socialstructed creation
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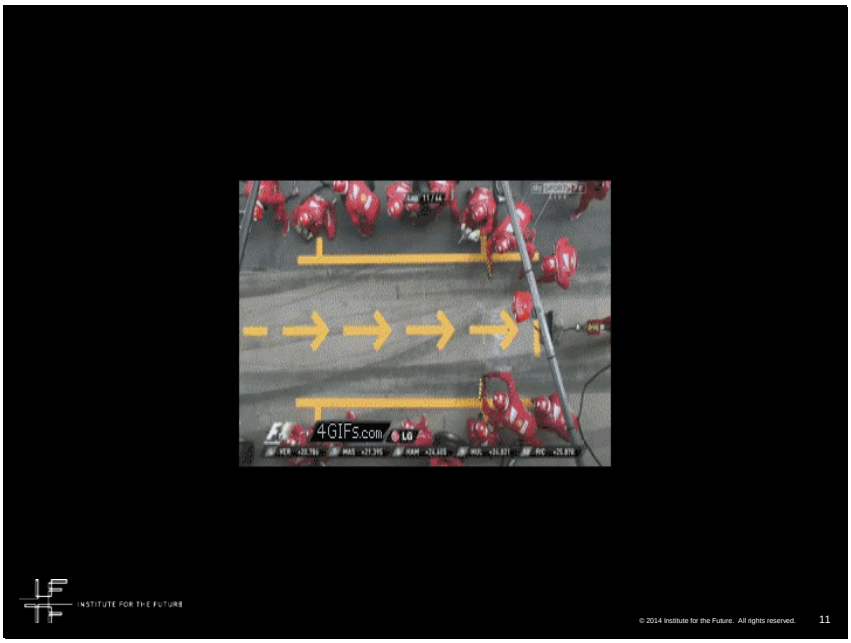
Slide 10

Slide 11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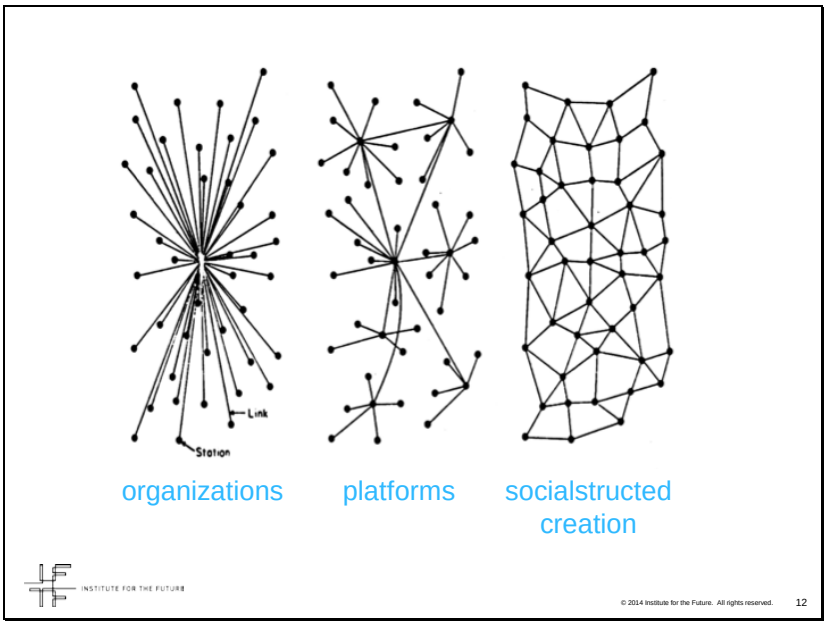
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platforms
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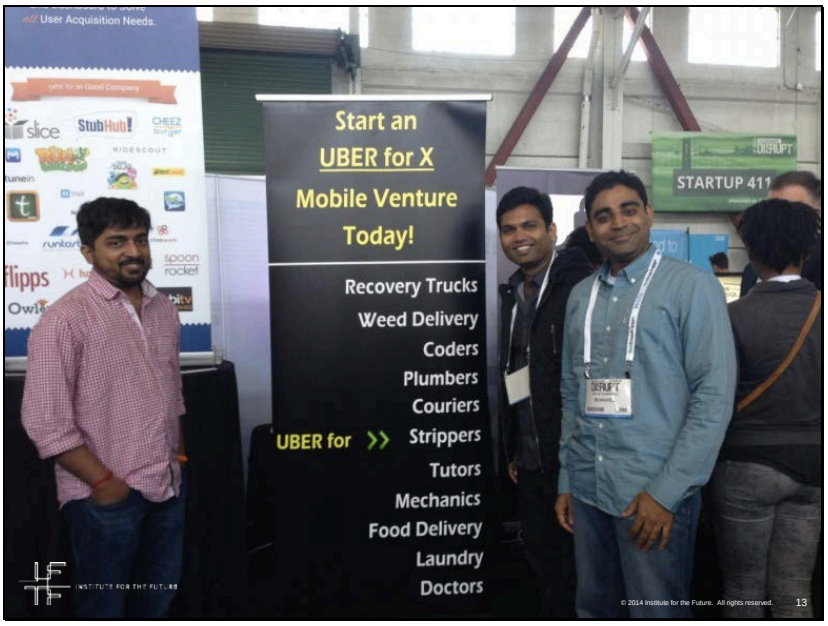
User Acquisition Needs.
Start an
UBER for X
Mobile Venture
Today!
UBER for
Recovery Trucks
Weed Delivery
Coders
Plumbers
Couriers
Strippers
Tutors
Mechanics
Food Delivery
Laundry
Doctors
STARTUP 411
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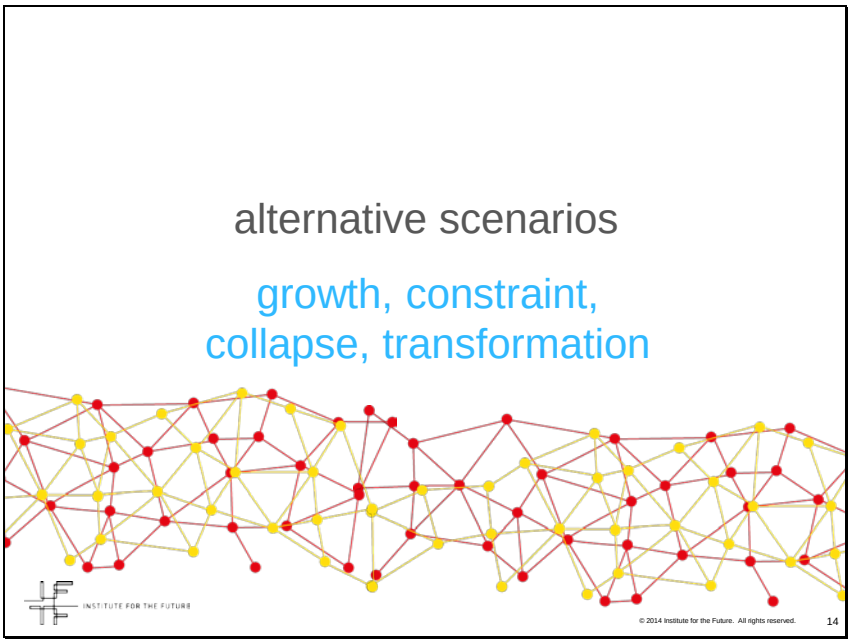
alternative scenarios
growth, constraint,
collapse, transformation
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growth:
Bifurcated Economy

Focus on high returns in capital markets drives search for disruptive innovation

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Slide 16

constraint:
oDesk
Environmental crises drive technological innovations in efficiency and coordination
oDesk
Love the way you work.
Hire Contractors
Find Work
How It Works
Log in
Sign up
Find a skilled contractor
Search
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collapse: Automated Out

Smart machines and software disrupt higher-paying knowledge and service jobs

Medco Automated Pharmacy, Willingboro, NJ

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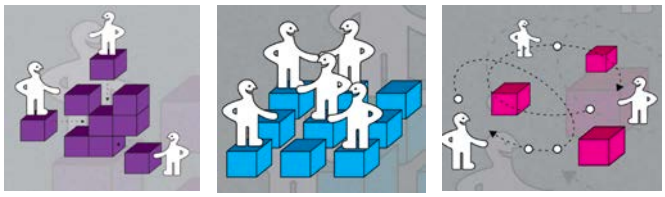
transformation: Economy of Amplified Entrepreneurs

Growth of coordination platforms enables explosion of solo or small ventures



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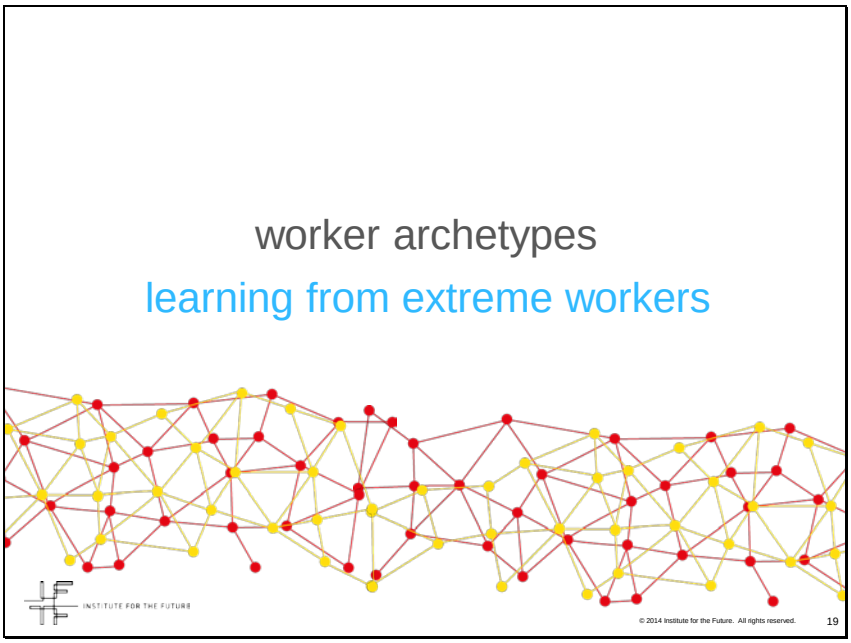
worker archetypes
learning from extreme workers
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Slide 20

BE A HERO.
POSTMATES
Microworker
Work is a string of tasks that shape the rhythm of work in any given day. These workers move in and of multiple microwork platforms
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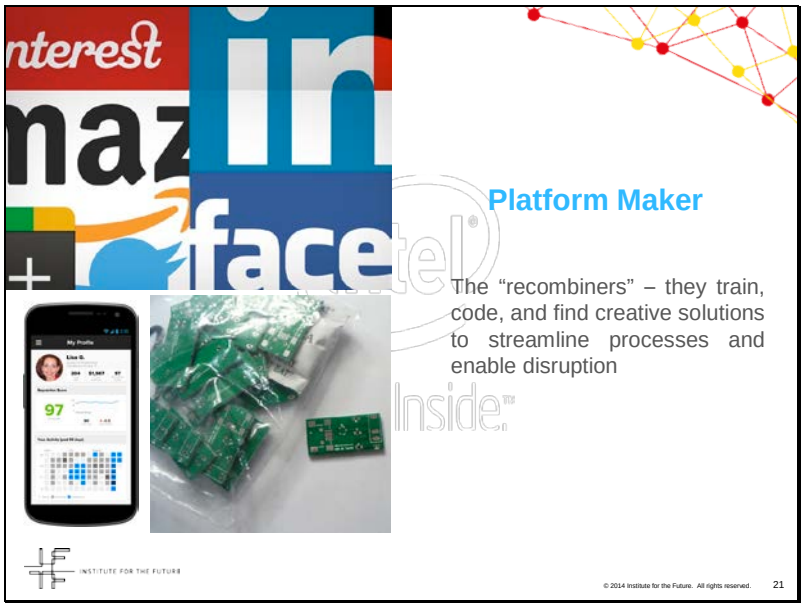
Platform Maker
The "recombiners" – they train, code, and find creative solutions to streamline processes and enable disruption
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Slide 22

oDesk
Hire Contractors
Find Work
How It Works
Find a skilled contractor
Search
taskrabbit
Amplified Entrepreneur
Work is an adventure for these self-starters, who reject career ladders and organize work as a series of passion-driven projects
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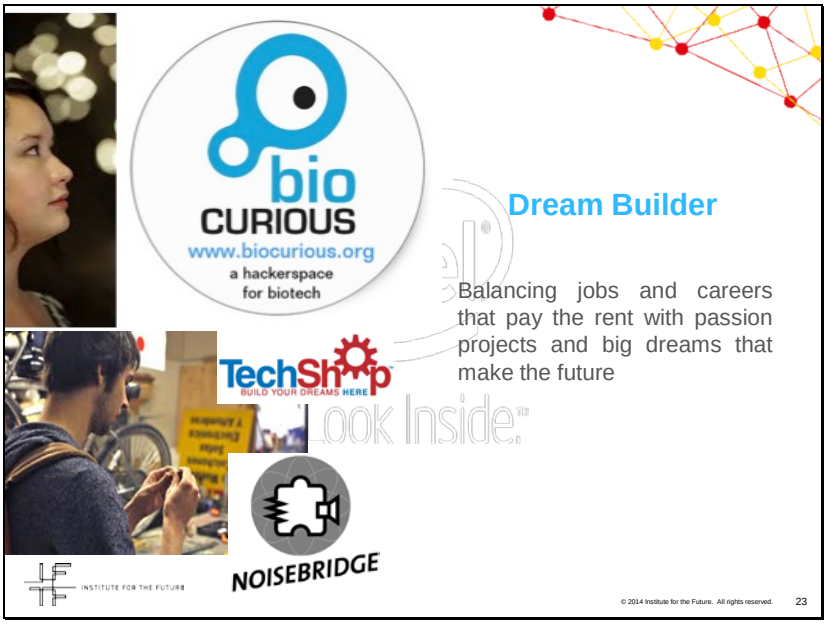
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a hackerspace
for biotech
TechShop
BUILD YOUR DREAMS HERE
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Dream Builder
Balancing jobs and careers that pay the rent with passion projects and big dreams that make the future
Look Inside
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Slide 24

FREESPACE
THE RED VICTORIAN
The Red Victorian is a hotel, residence, and social club for creative thinkers and innovators.
The Embassy Network
Be at Home Across the Globe
Culture Hacker
Hacking culture to break down divisions between work and life, colleagues and friends, profession and family
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