What to Do Against Disruptive Business Models (When and How to Play Two Games at Once)

**Tesla Motors**
June 12: All Our Patents Belong To You

Elon Musk, CEO Tesla Motors:

“Tesla Motors was created to **accelerate** the advent of sustainable transport. If we **clear a path** to the creation of compelling electric vehicles, but then lay **intellectual property landmines** behind us to inhibit others, we are acting in a manner contrary to that goal. Tesla **will not initiate patent lawsuits** against anyone who, in good faith, wants to use our technology.”

**Disruptive Technology**
- Creating new markets
- Beyond traditional business models

**working question**
As a disruptive innovator, what value will Tesla gain beyond altruistic intent from releasing all of its patents?
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Scaffolding

What?
- Patents
- Automotive Industry
- Disruptive Technology
- Tesla Motors

Why?
- Significance

How?
- Secrecy and Privacy
- Open-Source and Proprietary Models
- Working Question
- Next Steps

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United States Patent
Frey et al.

BATTERY PACK EXHAUST NOZZLE

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Assignee: Tesla Motors, Inc., Palo Alto, CA (US)

Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.
Automotive Industry Norms

- manufacturing behind closed doors
- research and development
  - extremely expensive
  - extremely private
    - foundation of value of company
    - industrial espionage

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