

GE Appliances FirstBuild:
when 900 acres aren't enough

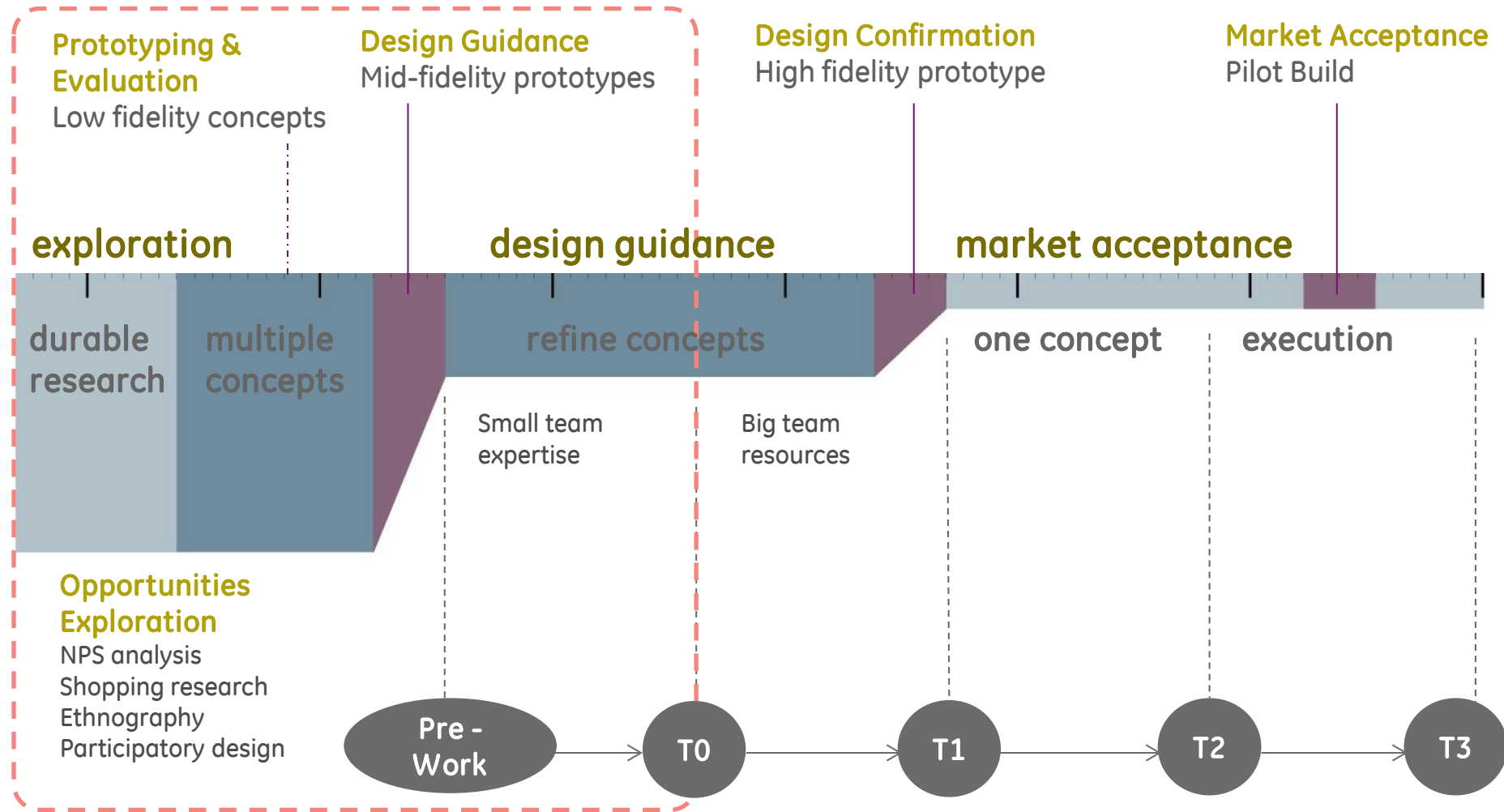
GE Appliance Park, Louisville KY 40225



reshore and reinvest



find and filter ideas

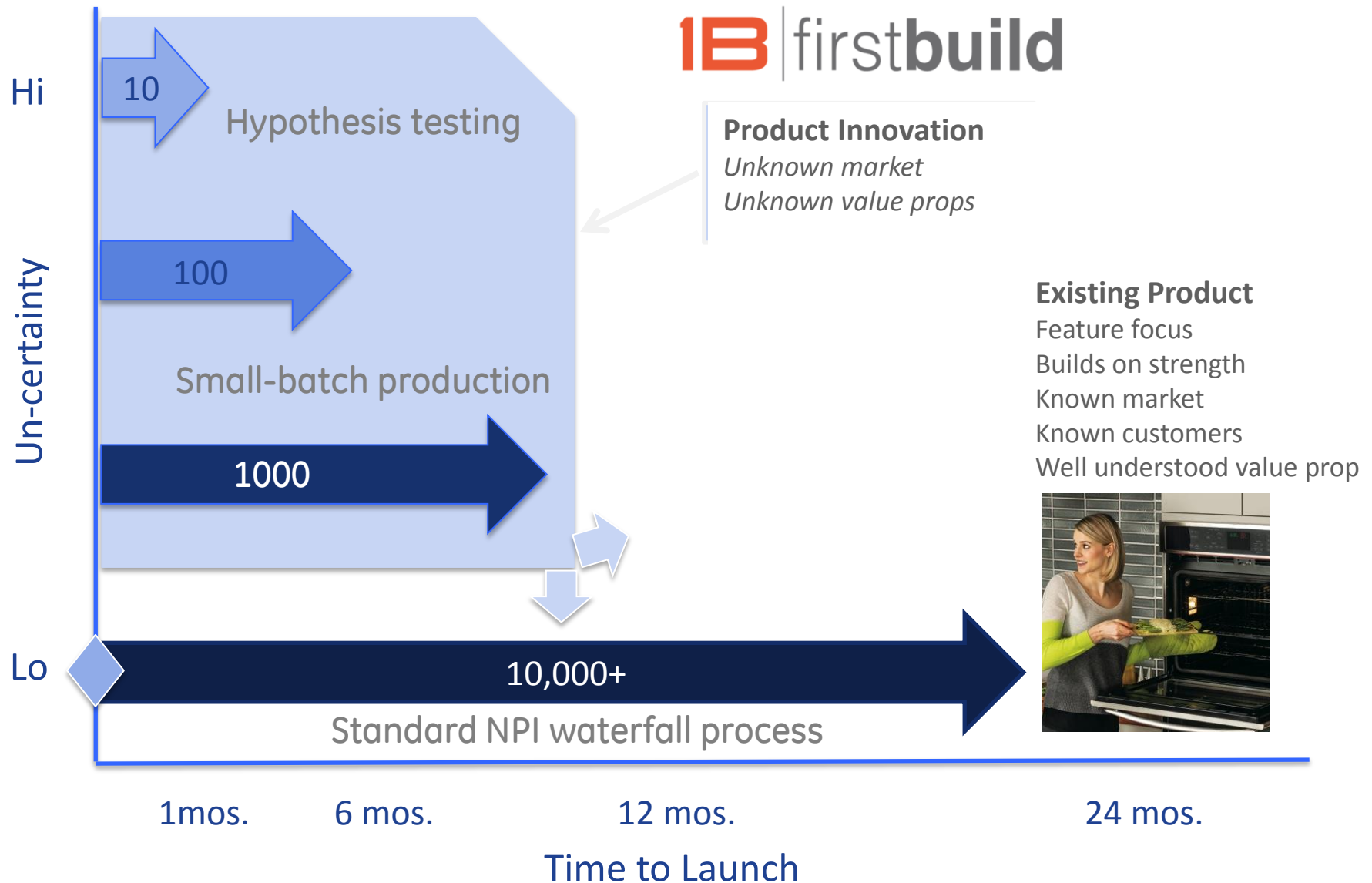


core business innovations

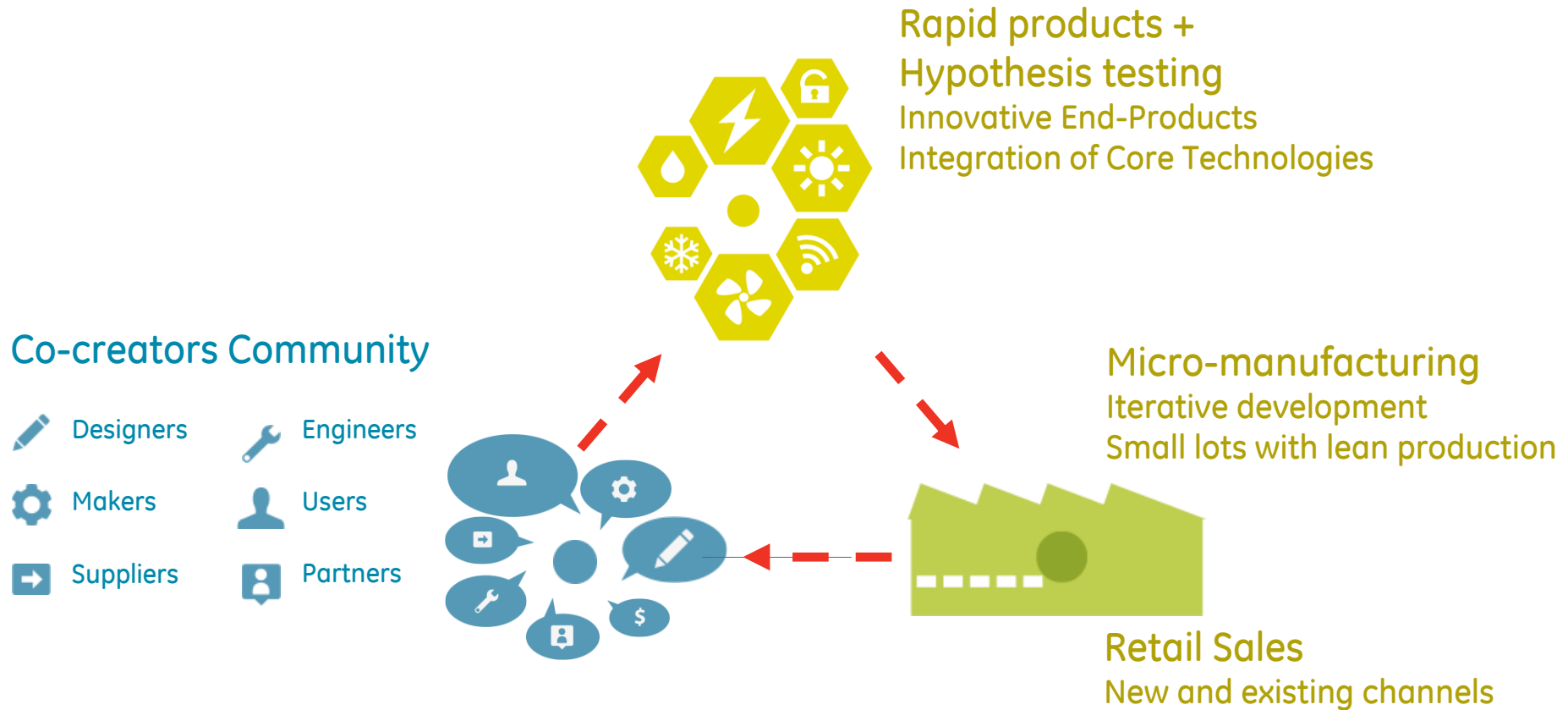


Focus:
Known market
Known customers
Well understood value prop
Execution focus
Build on core strength

risk and scale



Co-creation + Rapid product + Micro-manufacturing



333 East Brandeis Ave., Louisville, KY



Compensation

Compensation: Ideas

Concept Leader

\$1,000 initial award per concept plus a 0.5% royalty of feature sales per concept.

Key Contributors

Up to \$500 initial award to a maximum of \$2,500 per concept plus up to 0.25% of feature sales to a maximum of 0.5% per concept.

Start

Initial award and royalties will be awarded upon the first sale of the product.

End

Royalties continue for a period of 4 years beyond the date of sale of the first product.

Compensation: Challenges

MicroKitchen Challenge – July 2014

1st Place	\$2500.00
2nd Place	\$1500.00
3rd Place	\$1000.00

Intellectual Property



8 simple member guidelines

How To Make Friends

at FirstBuild

1. Be awesome to each other.
2. FirstBuild membership has it's perks, like using this space
Join Today!
3. Ignorance Hurts. **Get trained** on the equipment before using it.
4. You show me yours and i'll show you mine. **Share your work** online with the community.
5. **Build Responsibly.** For personal projects pay for raw materials, or bring your own.
6. **Need Help? Just Ask.** Someone asks? Just Help.
7. **Keep it clean.** Return all tools and store projects before leaving.
8. **Personal Projects:** They dont have to go home, but they can't stay here.



Power Tools



Power Tools

if you decide to go...

It's the community.

Speed beats control.

Lead, don't manage.

It's not free, but close?

Join FirstBuild. Really.

thank you

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www.firstbuild.com

