



Whatever it is you are currently working on:

**Your idea, your project,  
your startup, your dream.**

Go for it! Innovate! Build it!

**But build it**

**OPEN**

**Start dancing**

**on your desk and celebrate**

every time someone else  
creates something cool

**- by using**

your code, your

**artwork, your design, your sounds,**

**your thoughts, and your ideas.**

Talk to the guys with the

ties - and to the offbeats

with the funny hats.

**Break down the barriers**

between tradition and innovation.

**Invite your suppliers, intensify your partnerships, involve your**

**customers, and understand those who do not go for you yet.**

Find the best from all industries and combine it into a new

benchmark, artwork, piece of art, work of art, or monument.

The more knowledge, the more

ideas, the more experiences

**you give away,**

the more you will eventually

**get back.**

**Place the awards on your shelves, your accomplishments will make you smile.**

It's putting a dent in the universe that will make it all worth the effort. Of being open

**Because this world is a**  
hell of a lot more

*fun*

if everyone  
gets to enjoy it.

**Help others**

to learn what you do best. So you can jump on the

**next challenge.**

Tell others where you messed up.

**Make kids and paper planes instead.**

Ditch your club nights for hackathons. But don't forget to party.

**Discuss**

your ideas with your

**colleagues, your friends**

**and your enemies.**

Quarrel with your boss

The trillions who might follow you should do so, too.

**Don't go for walled gardens.**

Create open ecosystems

invite others to contribute. They will bring their domain knowledge. They might

**base their businesses on you. They will take**

**it to levels you could never have imagined.**

**Let others steal your ideas.**

It's a signal you're doing something valuable.

So they don't have

to make the same

**mistakes.**

Make money where

you are irreplaceable.

And you will remain

**irreplaceable.**

**Save**

the time and

paper you need

for NDAs.

**and challenge your grandma,**

knowing elder people are wise. And sometimes the

**good ol' things**

can be upcycled to rock the world.

**Mix up**

your communities

**because this world**

**is motley and wild.**

**Untie your company**

**and unleash your fantasy.**

**Don't be afraid**

to lose power,

**control, or market share.**

As long as you

remember to keep

your doors and your

minds open - and

get ready to receive.

Build on diversity, openness, and collaboration.

Go for real challenges and

**rock your open space, your jam, your meetup.**

**FIRST** «