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## SENSORICA is an Open Value Network of multidisciplinary professionals, amateurs and affiliated research labs, providing sensing and automation

SENSORICA is committed to the design and deployment of intelligent, open sensors, and sensemaking systems, which allow our communities to optimize interactions with our physical environment and realize our full human potential. SENSORICA is an open, decentralized, and self-organizing value network. It is a commons-based peer-production network, focused on designing sensing and sensemaking technology.

There are two tracks of innovation within SENSORICA: sensing technology and the open value network model. The first is about integrating open source into ethical and open products. In other words, we design and manufacture open products (sensor devices and applications) to be exchanged on the market (see products). The second is about designing and implementing the open value network (OVN) model, a new organizational and business model.

As an organization, SENSORICA is

designed to facilitate large-scale co-creation and exchange of value

.....facilitates large-scale coordination and collaboration

.....secures transactions among affiliates and reduces transaction costs

.....facilitates resource management

.....allows multi-dimensional value accounting and fair redistribution of revenue

open: easy access to participation

horizontal: non-hierarchical governance, autonomy of affiliates, structure shaped by value-based relations rather than power-based relations

decentralized: bottom up allocation of resources, no central planning, no collective budget

emergent and adaptive structure, constantly changing with respect to internal and environmental conditions

SENSORICA is an ecosystem built on a value network.

SENSORICA is partially a market-based economy and partially a gift economy. For the first part, we find solutions to problems and exchange these solutions (products) on the market for revenue. For the second part, individuals and organizations are allowed to initiate projects that are mostly passion-driven, without expecting any extrinsic reward (financial compensation or other). SENSORICA offers the right balance between passion and duty, between freedom and constraint. SENSORICA is for benefit, NOT for profit (it is not a profit maximizing organization).

