

Interaction Space

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Abstract. In this Science Fiction prototyping article I present a future proposition of people interacting with technologically-designed or socially engineered producer entities. Entities customized specifically to solve complex societal problems. It is within this consumption/production interaction space that I propose that entrepreneurs will be able to exploit high revenue streams and develop business models and value chains from their innovations. I explore the concept of interaction space entities by means of a fictional reflection of how life might be in the interaction space in the future through two vignettes and a factual discussion of the research inspiring these views.

Keywords. Science Fiction prototyping, interaction space entities, business models

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