**Abstract**

***Is “Open Source” the Business Models for the Internet of Things?***

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The Internet of Things comes along with new technological features. More and more, small and low-value goods will be connected directly to the internet. At least, they will have a specific digital representation. The physical world of things merges with the digital world. A major factor to successfully commercialize these developments will be innovative business models, leveraging the upcoming opportunities.

Analyzing the emergence of Web 1.0 and Web 2.0 we can easily see that both had significant influence on existing business models and at the same time enabled new business models. The Internet of Things will again enable new business models.