

CEO DECISION SIGNAL · RAYMOND VAN ECK · FAIRPHONE

The Phone That Makes Keeping It a Business Decision

Repairable design is only the beginning. Parts, software and support must make continued ownership possible.

01 / 05 · VISUAL INTELLIGENCE

Selling a longer relationship with an object

A repairable fault should not force replacement. Judge the promise through parts access, repairs completed and support delivered.

02 / 05 · VISUAL INTELLIGENCE

A modular design must be usable

Diagnosis, parts and clear instructions must connect. Agency includes assisted repair, not an obligation to do everything yourself.

03 / 05 · VISUAL INTELLIGENCE

The consequential news is maintenance

Physical repairability and dependable software sustain one another. A long promise earns trust through ordinary fixes that work.

04 / 05 · VISUAL INTELLIGENCE

The business model has to survive the promise

Warranties, parts and software commitments need resources beyond the launch. Measure useful service, full cost and customer effort.



MEDIA
Why These Matter

EDITORIAL INTELLIGENCE
16 OCTOBER 2026

05 / 05 · VISUAL INTELLIGENCE

Why This Matters

Innovation can mean keeping. Judge longevity through repairs completed, support delivered and choices preserved.

Research and context

Rechecked 15 October 2026 (Eastern Time) · Editorial responsibility: Kelly Dowd, MBA, MA

What the evidence can support

Repairability is a design feature, not a guaranteed lifetime or universal purchase recommendation. A warranty, future software support and a local repair journey are distinct commitments. WTM has not performed a teardown, audited unit economics or independently tested the update. The editorial examines ownership and institutional obligations.

Visual and publication boundaries

All six plates are original illustrative scenes with fictional adults. They are not photographs of the named executives, actual product models or documented company events. Exact WTM lettering is composited from the production master. No endorsement is implied. The six web assets match the six PDF plates. The scheduled release requires its own fresh news and role check.

[1] Launch release · 18 August 2026

fairphone.com · Company-stated product features and support promises; not proof of future delivery.

[2] Official update · 28 September 2026

forum.fairphone.com · A staged release notice; not an independent test of every reported fix.

[3] Global E-waste Monitor 2024

itu.int · The 2022 statistics concern all electronic waste globally, not smartphones alone.

[4] Repair options and guides

fairphone.com · Documented self-repair and assisted service do not prove local availability or cost.

[5] CEO account · 8 October 2026

us.fairphone.com · A corporate first-person account, not a WTM interview or independently established causation.

[6] US warranty summary

us.fairphone.com · Up to five years subject to applicable terms; battery coverage differs. Consult binding documents.