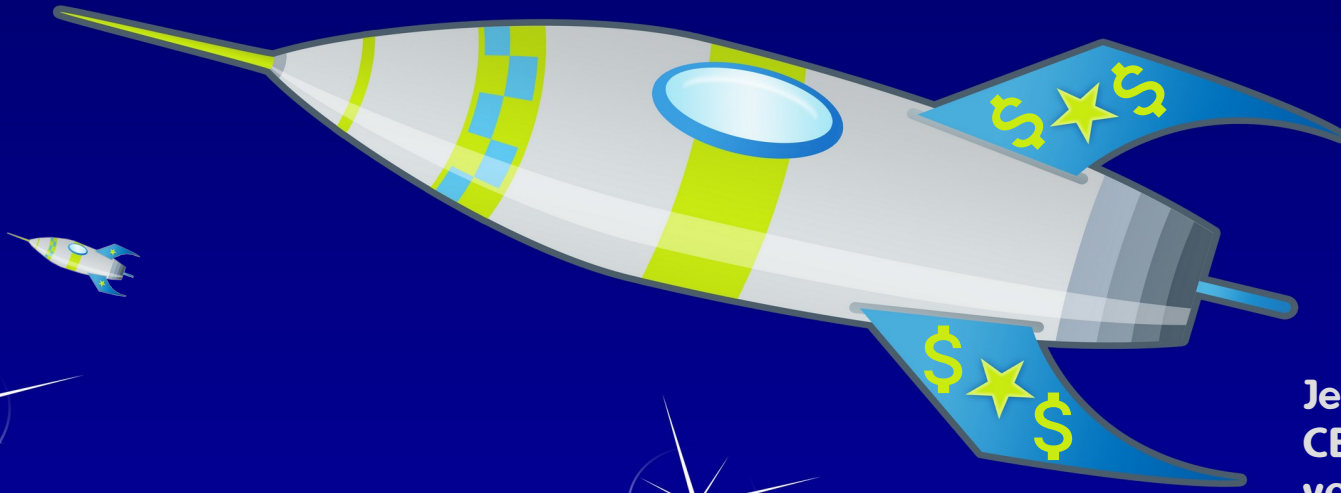


Welcome to:
How to survive with OS
in the rich man's world

How to survive with Open Source in the **rich man's** world



Jennifer Nerlich
CEO & Co-founder
vogella GmbH



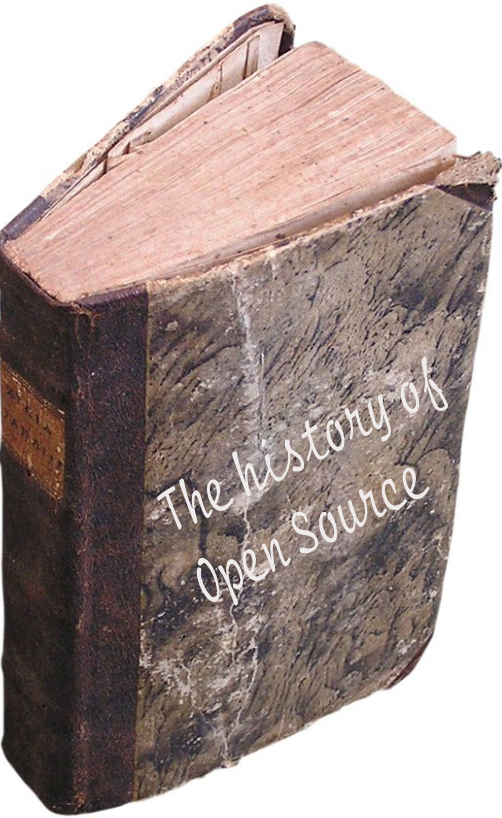
What is OS?

How to build a business based on OS?

How did we manage to survive?

I also want this





1980

driven by individuals

1990

became mainstream at IT Companies

2000

startups used it as a strategy to build a viable business

2010

70% Global Fortune 50 companies made a contribution to OS in 2018

2020

What is OS?

Anyone can use, inspect, modify, and distribute
source code

OS projects are not only about software code.

They are also about freedom, sharing and community;
they are about creation, beauty and what hackers call

„fun“



Methodology to develop SW



Release early, release often
Involvement of **talented** developers
Hackers by **passion**

For a developer, OS is good because ...

Power to adjust SW

Good feedback loop

Learn with and from others

Affordable

Based on meriocracy

A close-up photograph of a person's hands interacting with a silver, handheld electronic device, likely a PDA or early smartphone. The left hand holds a silver stylus, pointing it at the device's screen. The right hand rests on the side of the device. The device has a small screen and a circular button. The entire scene is reflected on a dark, glossy surface below. The text "For an end user, OS is good because ..." is overlaid in white at the top.

For an end user, OS is good because ...

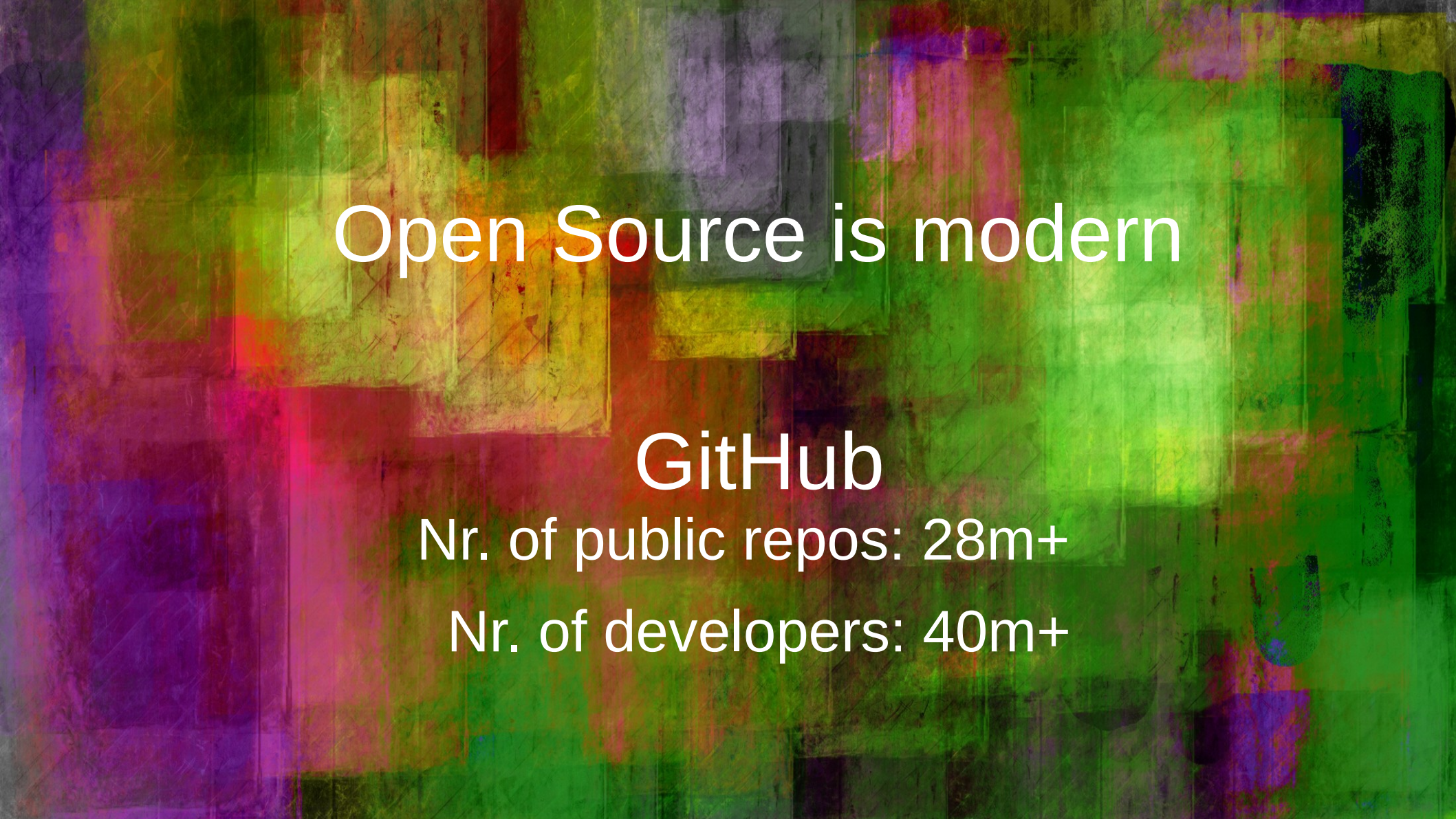
Freedom

Support and know-how

Good performance and security

The image features a collage of human eyes and two beetles. There are 14 human eyes with orange-brown irises and dark pupils, arranged in a circular pattern around the central text. The eyes are drawn with fine lines for eyelashes and eyelids. At the bottom of the collage, there are two beetles: a metallic blue beetle on the left and a dark, textured beetle on the right. The background is plain white.

With more eyeballs, bugs are shallow



Open Source is modern

GitHub

Nr. of public repos: 28m+

Nr. of developers: 40m+



NUMBER OF COMMITS

Contributors

Ansible
4788

Kubernetes
2367

VS Code
1029

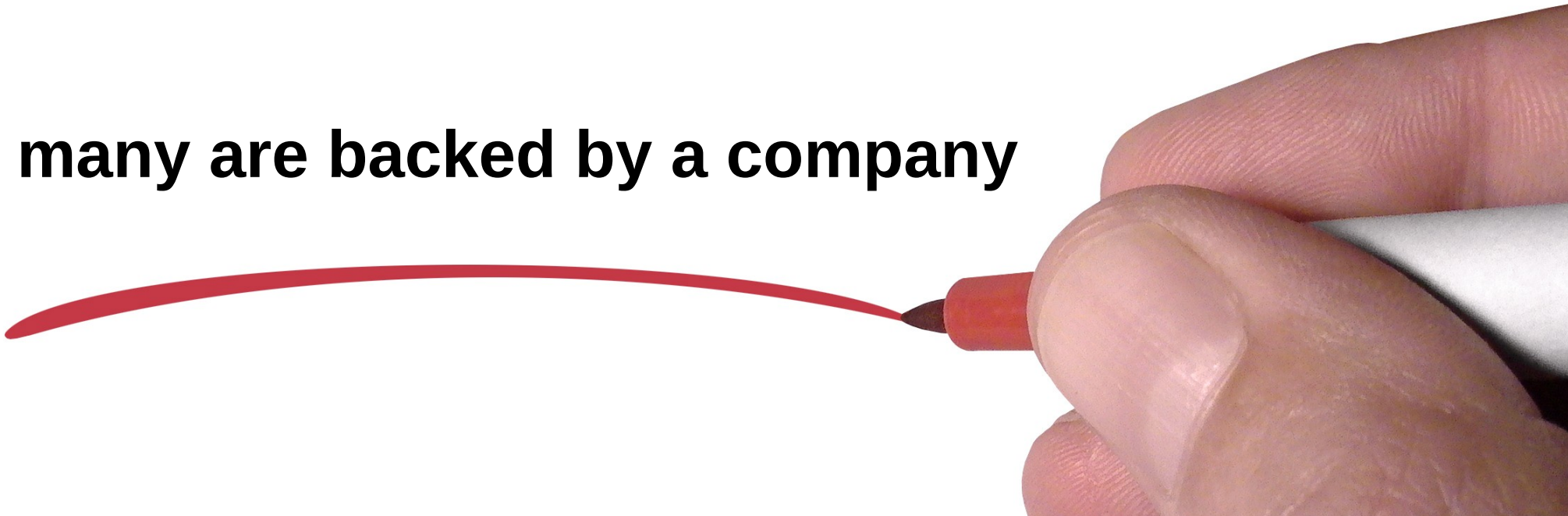
Tensorflow
2290

Linux Kernel
3814

React
1341

Elasticsearch
1311

many are backed by a company





Ok, I'm in!!!

I also want a
piece of
open source

It's so easy to go Open Source

Think of a good name for your project. Upload your project to a hosting provider such as **GitHub** or **GitLab** and set your project to be public. Then add a kickass **readme** including everything you could think of and written in a way that everybody can follow and understand it. The readme should include a good definition of the project, an installation description for users and developers (taking into consideration the different operating systems out there), a code of conduct, and a description on how to contribute to the project. Last but not least you need to add an open source **license** to your project and select one that fits your needs best. Don't worry there is already a long list of possible licenses. To name just a few, GPL, AGPL, LGPL, EPL, APL, BSD, MIT, MPL, etc. If you don't find one that fits you and you like to deep dive into the world of the laws, you can still write your own license. Now the technological part is done and you have to start dealing with the topic of how to **attract people's** attention to your project. There is a variety of communication channels that can be used. But remember, there is always a bit of luck involved in whether your project will become highly attractive to other open source enthusiasts. You might have a brilliant idea but the timing is not correct. So **keep up the good work and believe in open source.**

A man with short, dark, curly hair and a beard is shown from the chest up. He is wearing a dark, possibly black, jacket. His hands are raised to his face, with his fingers spread, covering his eyes. He is wearing a watch on his left wrist and a ring on his right hand. The background is dark and out of focus. The overall mood is somber or contemplative.

How to build up an OS community



Starting point?

Have an **excellent idea**

Reach out to the „**right**“ people



A photograph of a tiled floor with shadows of hands reaching out, overlaid with the text "If you want an OS community be OPEN". The image shows a grid of light-colored tiles. Several dark shadows of hands are visible, reaching out from the left and right sides, as if someone is lying on the floor. The text is centered in white, with the word "OPEN" in a larger, bold font.

If you want an OS community be **OPEN**

“Collaborating with a community is about more than developing code.

Collaboration is the freedom to ask questions and offer improvements - that's the open source way.”



Red Hat

Do not ...

Abandon the project

Take others time for granted

Be ungrateful

Reject ideas

Be rude



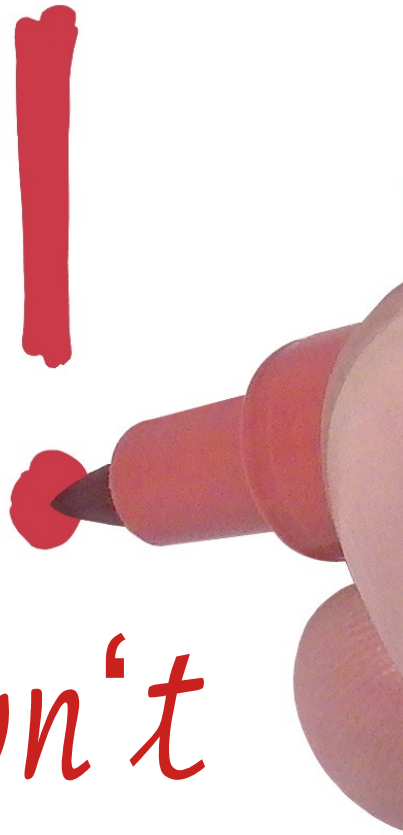
We are aware, that the People programming the [REDACTED] modules are probably not professional developers.

Dear [REDACTED] (?),

Providing the template as body of the request is not very meaningful and does not make much sense.

And ... we're back to field one, quickly proposing and supporting unreflected new variants and letting others spend time on evaluating your "ideas".

RTFM - RTFC



Don't

“Be awesome to each other!”

aka: Show respect and behave professional



Mike Milinkovich, Eclipse Foundation

If you screw up ...

say sorry

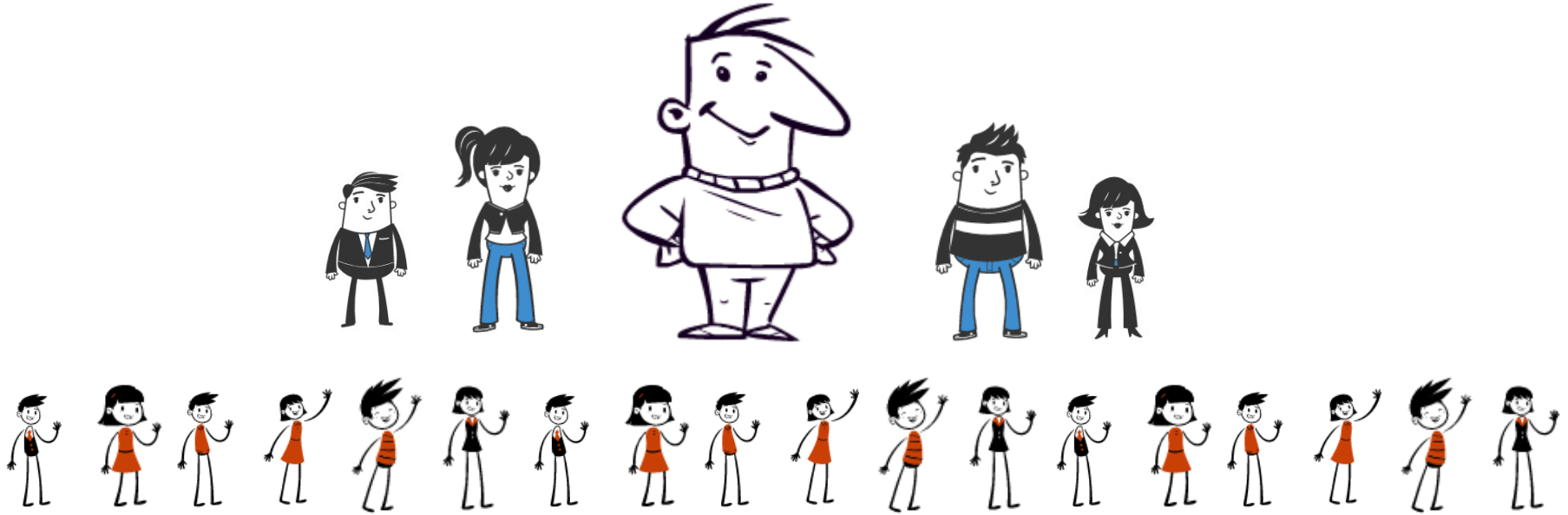




Starting size of an OS project



Desired size of an OS project



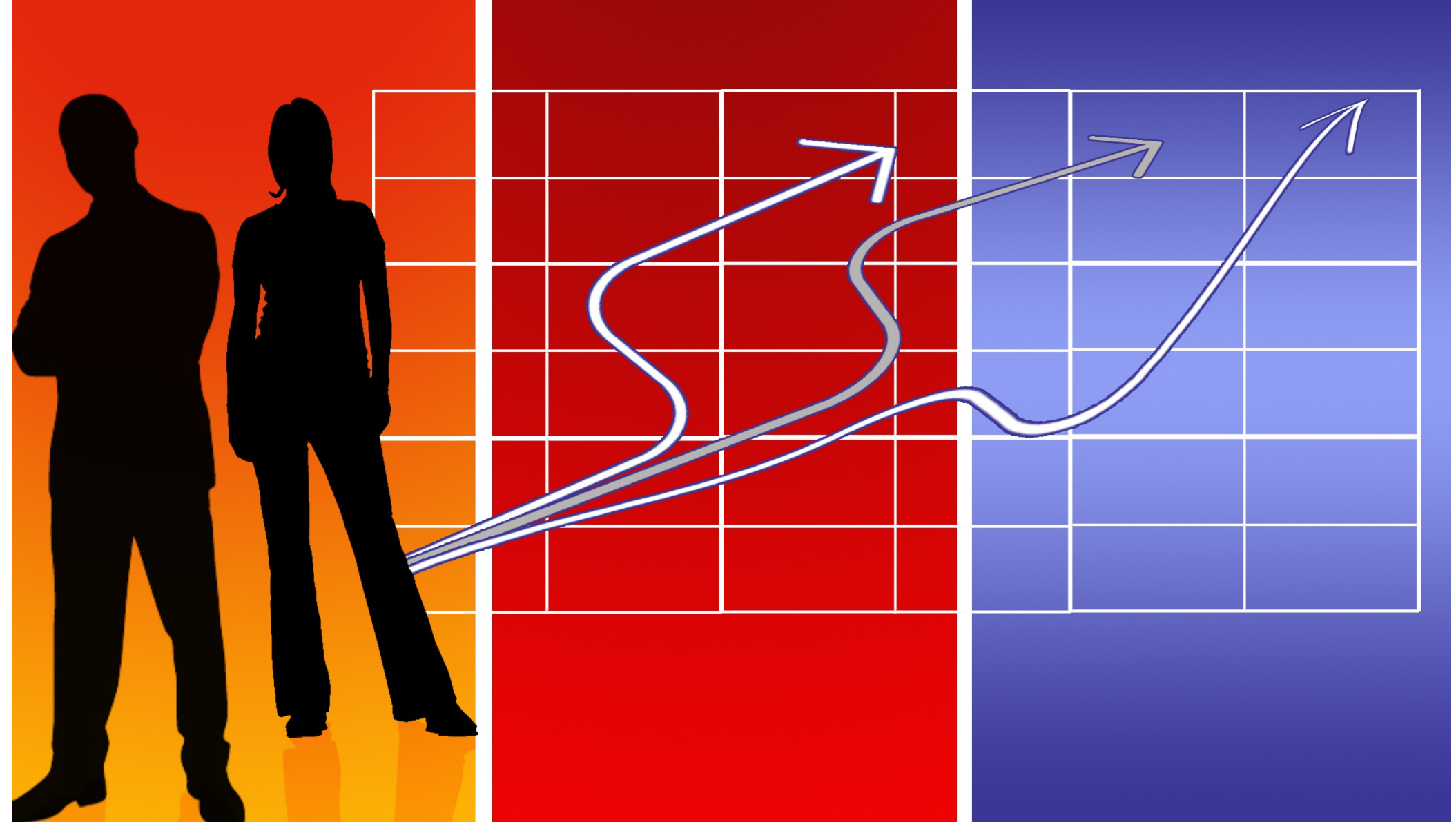
BUSINESS BASED ON OS PROJECT





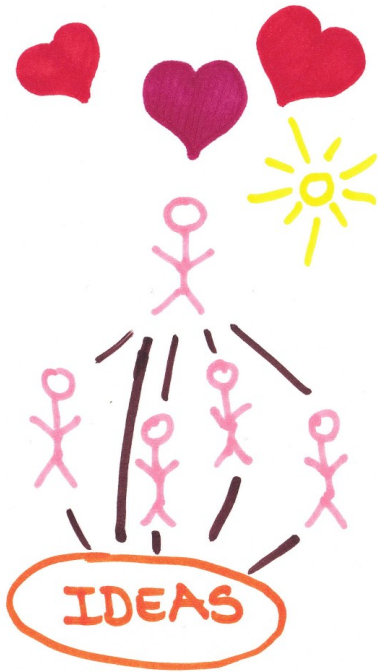


How about
a more
sustainable
solution?

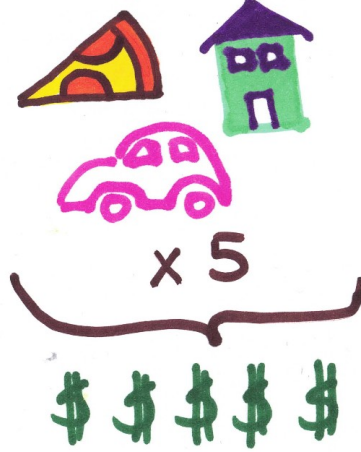


HOW TO MAKE MONEY?

WHAT DO YOU HAVE?



WHAT DO YOU NEED?



WHAT IS THE SOLUTION?

SEE BUSINESS MODEL



THAT IS A LOT!



Problems



Initial price perception

OS Software is just cost-free software



give $\neq$ take

“Its kind of insane to expect proportional contribution back to OS relative to the value received”

Doug Cutting (Apache Lucene, Apache Hadoop)

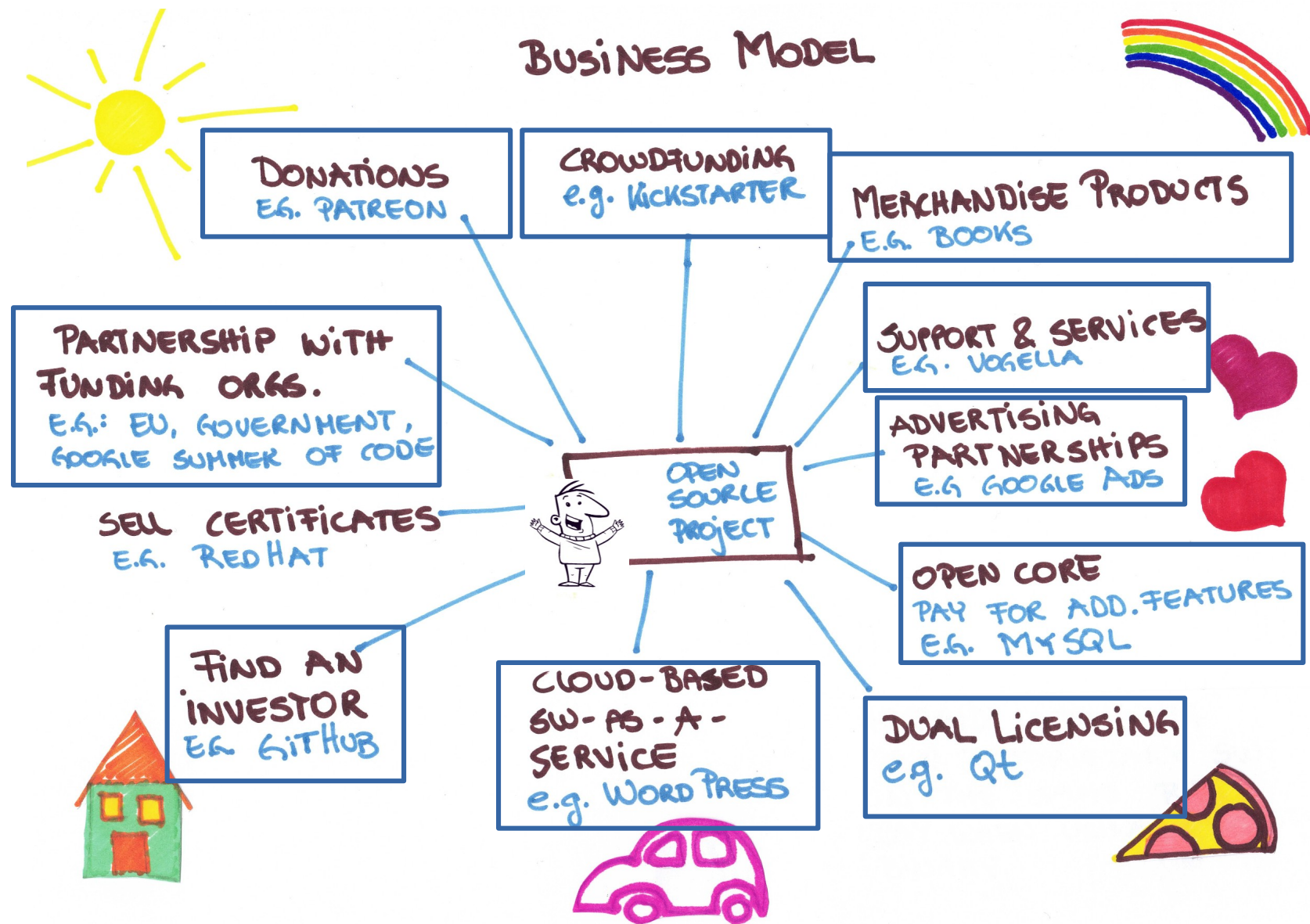




Monetization rates < **0.01 %**
10. 000 users = 1 new customer

OS project must have a large user base

BUSINESS MODEL



Open source

MOST USED BUSINESS MODELS

1 Support

2 Open Core

3 Cloud Solutions

1 Support

Training, consulting, development support

1 Problems

OS is too good

Renewal rates too low

Valuation only approx. 2 times of the revenue



Strategy

MAKE YOURSELF KNOWN IN YOUR BUBBLE



2 Open Core

Core is open source, but you pay for additional features

2 Problems

Balancing btw. Open Source and proprietary

Someone else delivers similar product to your paid solution

Short-time-living technologies

Strategy

BE FAST, BE FLEXIBLE, DONT KILL OS PROJECT



3 Cloud Solutions

You offer your product as SW as a service

3 Problems

Everybody can provide it as well

Big companies have discovered this solution

SaaS with no contribution back to OS



vrs.





Strategy

CHANGE YOUR LICENSE? DO BETTER THAN OTHERS

Tricky, tricky **BIG COMPANIES BEHIND OS PROJECTS**



- Enough money to do all that is needed
- The power to kill the project

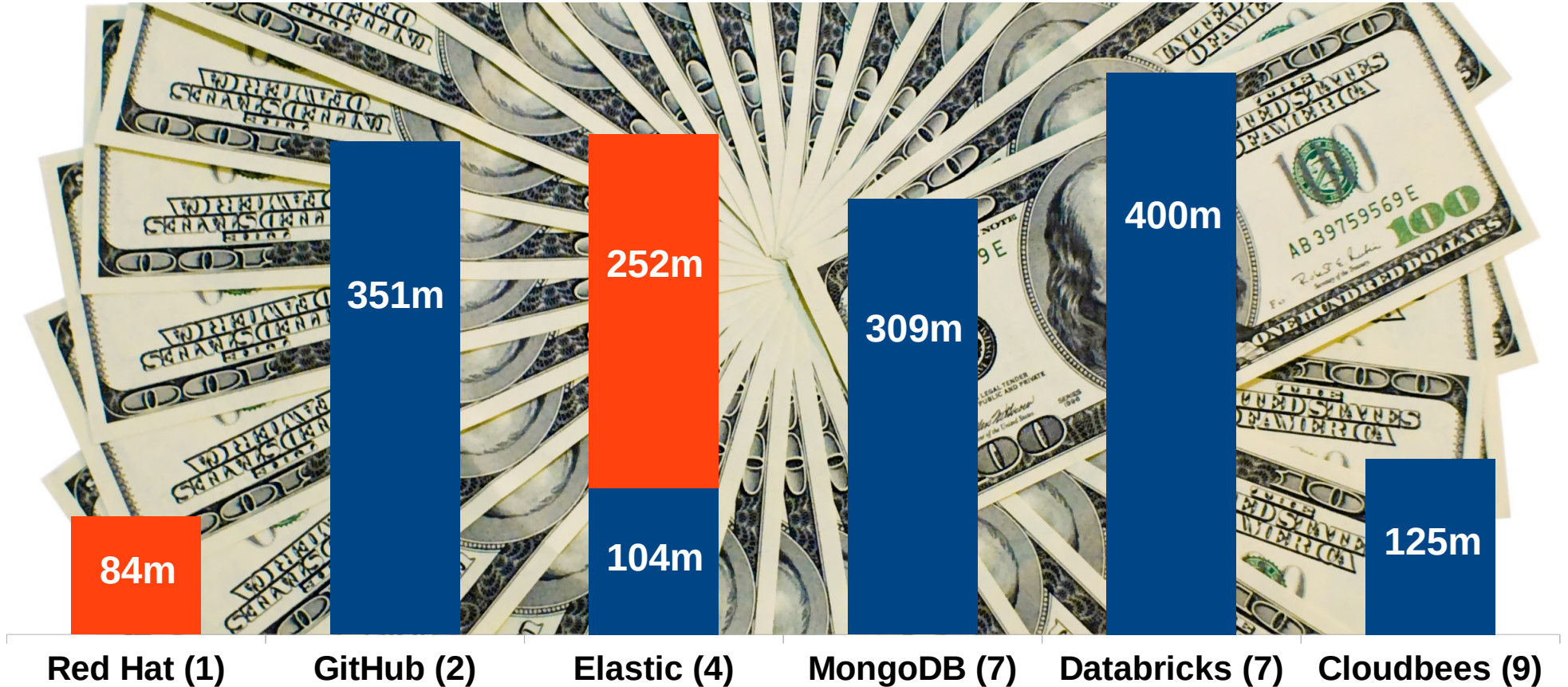
Open source

SPEED UP THE PROCESS

Find an investor

Where is the money?

FIND AN INVESTOR



Good ideas,
I will give it a
try!

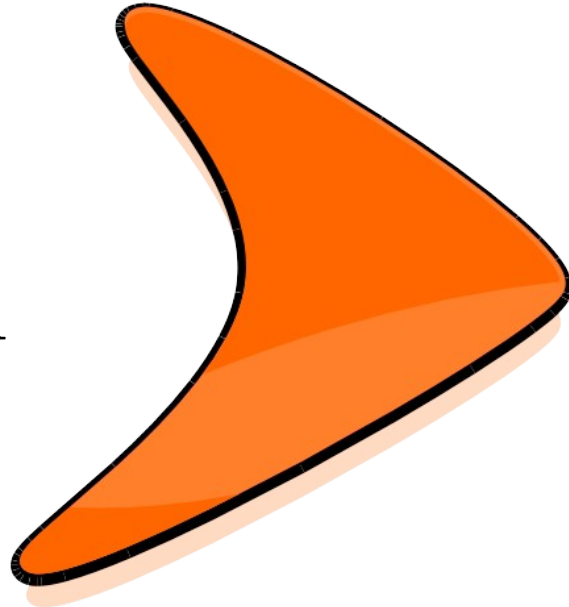


How did we survive?



Because knowledge feels like **magic**

Passion



Business



Core values

Acquire and distribute knowledge

Improvement over initial perfection

Automation over manual work

Fortune 100 corporations -> individual developers as customers

Active website: **1.000.000** visitors per months

Conference speakers: Eclipse Con, FOSDEM, DEVOXX, JAX, PROFES, etc.

Twitter followers: **22.000**

Support Eclipse and other OS projects

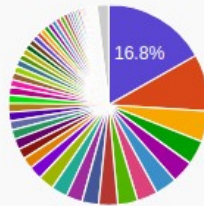


1 208.544

Eclipse Project

Individual Contribution Activity:

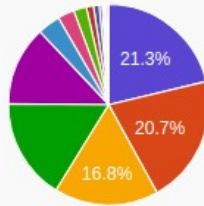
Commits on this project by individuals over the last three months.



- Lars Vogel
 - Alexander Kurtakov
 - Paul Pazderski
 - Stephan Herrmann
 - Karsten Thoms
 - Niraj Modi
- ▲ 1/11 ▼

Organization Contribution Activity:

Commits on this project by supporting organization over the last three months.



- Other Committer
 - IBM
 - vogella GmbH
 - Red Hat, Inc.
 - Contributor
 - itemis AG
- ▲ 1/3 ▼

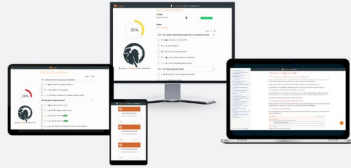


<https://projects.eclipse.org/projects/eclipse/who>

A 3D perspective view of a complex maze made of white walls. A path is highlighted in a dark blue color, starting from the bottom left and winding through various turns and dead ends. The lighting creates soft shadows, giving the maze a three-dimensional appearance.

BUSINESS PLAN?

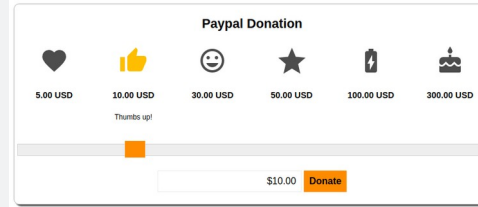
Support & Services



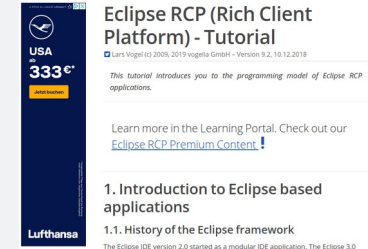
Training and education

Learn directly from our experts via our **commercial online training** or directly from **our employees** in the areas of **Eclipse RCP**, **Git**, **Java** and **mobile development**.

Donations



Advertising



Business Models

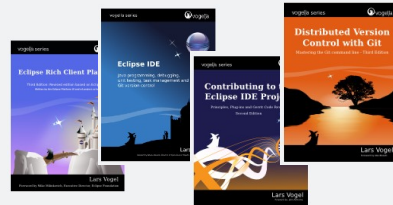
Partnership with funding orgs



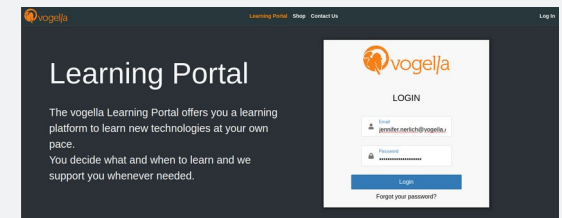
Research

Explore our research projects

Merchandise products



Subscriptions

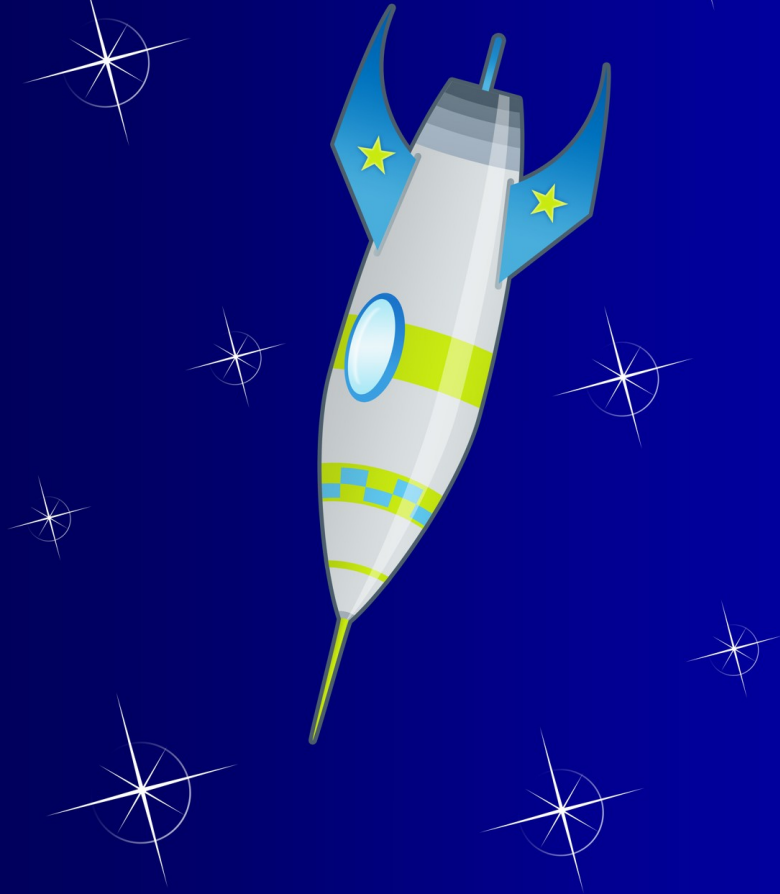




We **managed** to build a successful
business based on Open Source!

You should give it a try!

If you fail, then at least you had **fun!**



You can do it if you really want!



You can get it if you really want
You can get it if you really want
You can get it if you really want
But you must try, try and try, try and try
You'll succeed at last, mmh, yeah

