

Practical Economic Engagement with Free and Open Source Software

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About Me

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Realizing Potential

What is Free and Open Source Software worth?

How can I be part of its value?

How can I maximize my return?

Value World-Wide

50 Billion USD market by 2011

Figures from Linux Foundation



Why?

Free and Open Source Software is flexible

Everyone can work off shared platforms

Source Code != Freedom

What can we do with the code?

Proprietary Code

Use



Free and Open Source Software

Use, study, share and improve



Potential powered by Licenses

The licenses grant freedom and flexibility



Four Types Of License

Permissive

Weak Copyleft

Strong Copyleft

Network Copyleft

Turn Potential Into Value

Understand the proposition behind each license

Select licenses that suit your market

Maximize third-party engagement



Have An Open Perspective

You get third-party code

You contribute code

Everyone gets value

Be Realistic

Working with third parties means sharing

You share code, you share risk

You don't get value for nothing

Be Sensible

Use popular licences

Use compatible licences

Work with established projects

Learn From Your Suppliers

Go buy something

Read your supplier's contract

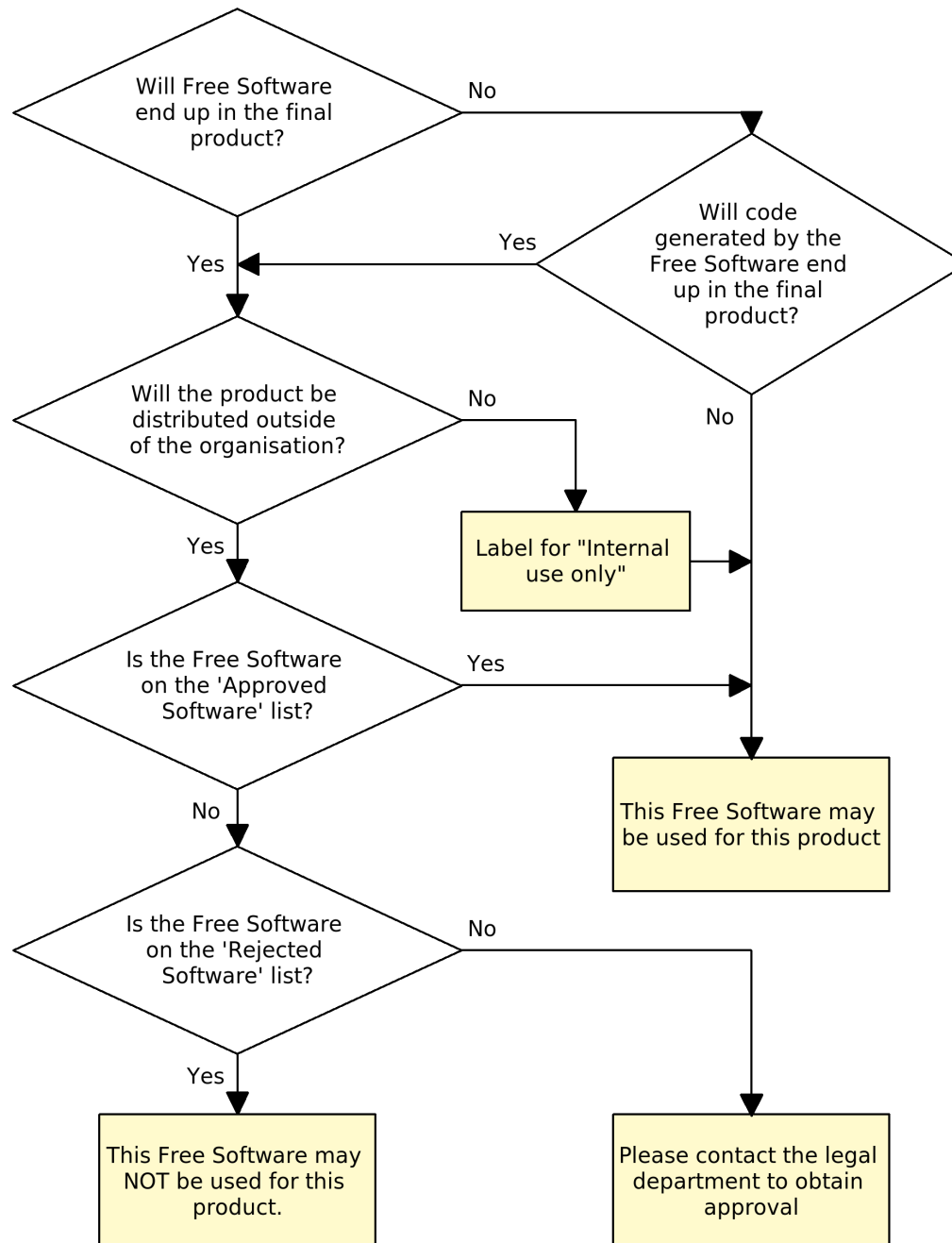
Ask them why they put terms in

Develop Processes

Remember the value proposition of FOSS

Adapt your internal processes to harness it

Free Software Approval Flowchart



Working With The Community

Follow the licenses and contracts

Contribute code back to projects

Support the development of new code

Resolve Issues By Talking

Have a way to listen

Have a way to check for problems

Have a way to resolve problems

Think Differently

Your competitors are fellow stakeholders

Your customers might become your suppliers

You can work openly with people

Three Steps To Success

Keep it simple

Share-alike

Play fair

Summary

We all gain by sharing

There are some rules to follow

You can overcome challenges by talking

Useful Link

www.opendawn.com/resources



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