

1 | customer segments

1.1 | **enterprise consumers who need stability and customer support**

1.2 | **donates software to open source**

2 | value props

2.1 | **stability and customer support**

2.2 | **open source base -> open security auditing**

3 | customer relationships

3.1 | **customer support**

3.2 | **interacting in open-source communities**

4 | channels

4.1 | **website**

4.2 | **business fairs**

5 | key activities

5.1 | **supporting business needs**

5.2 | **patching software**

6 | key resources

6.1 | **servers**

6.2 | **call centers**

6.3 | **support staff**

7 | key partners

7.1 | **developers**

7.2 | **security auditors**

8 | **revenue streams**

8.1 | **up-front sales**

8.2 | **software as a surface**

8.3 | **support costs**

9 | **cost structure**

10 | **sources**

10.1 | <https://www.redhat.com/en/about/development-model>

10.2 | <https://www.redhat.com/en/jobs/recruitment-fraud>

10.3 | <https://www.redhat.com/en/about/patent-promise>

10.4 | <https://www.redhat.com/en/about/open-source-program-office/contributions>

10.5 | <https://techcrunch.com/2014/02/13/please-dont-tell-me-you-want-to-be-the-next-red>

11 | **innovative parts**

11.1 | **based on open source -> reduces development cost**

11.2 | **open source as a feature**

11.3 | **helps existing open-source communities**

11.3.1 | **better than kite**

12 | **could improve**

12.1 | **create a cohesive ecosystem**

12.2 | **maintain forks and thus ownership**

12.3 | **licence so that only individual consumers can use your products for free**

12.3.1 | **make enterprise pricing a requirement for enterprise customers**

12.4 | **open source as a service**