

## **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 | liscence 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