**Practical No: 01**

**Blender**



**Idea:**

The **Blender** Foundation was **created** in 2002 is an independent public benefit organization with the purpose to provide a complete, free and open-source 3D creation pipeline, managed by public projects on **blender**.org so as a nonprofit organization they can’t sell **blender** to users because of the nature of non-profit, but they can make money through other means.

**What problem does it solves?**

Blender comes with its two very powerful rendering options.

1. Eevee
2. Cycles

Eevee is a physically based real time rendering engine. This allows for rendering of final scenes or to edit models in real time.

This is extremely useful as you do not need to rely on long render to see the final result of your model. Not to mention bugs are fixed faster and the usability is always getting better.

**Licensing Model:**

Blender is released under the GNU General Public License (GPL, or “free software”).

This license grants people a number of freedoms:

* You are free to use Blender, for any purpose
* You are free to distribute Blender
* You can study how Blender works and change it
* You can distribute changed versions of Blender

**Intent behind making it open source:**

In May 2002, Roosendaal started the non-profit [Blender Foundation](https://en.wikipedia.org/wiki/Blender_Foundation), with the first goal to find a way to continue developing and promoting Blender as a community-based [open-source](https://en.wikipedia.org/wiki/Open-source_software) project. On July 18, 2002, Roosendaal started the *"Free Blender"* campaign, a [crowdfunding](https://en.wikipedia.org/wiki/Crowdfunding) precursor. The campaign aimed at open-sourcing Blender for a one-time payment of €100,000 (US$100,670 at the time), with the money being collected from the community. On September 7, 2002, it was announced that they had collected enough funds and would release the Blender [source code](https://en.wikipedia.org/wiki/Source_code). Today, Blender is [free](https://en.wikipedia.org/wiki/Free_software) and open-source software, largely developed by its community as well as 24 employees employed by the Blender Institute.

**Monetization Models:**

Blenders business model is different to that of its competitors its main sources of income include donations, merchandise sales and a Cloud Service.

**Popularity:**

**The largest group in Blender’s audience is 18 to 24 year old males.** This data has been compared against samples from other platforms (social media channels, YouTube analytics) and the metrics are very similar. Social Media Following. Blender has a large social media following, with over 500K YouTube subscribers.

**Impact:**

One of the driving impact of the Blender project is independence. For this reason, through over 15 years of existence as Free Software project,**Blender has operated a number of self-hosted web platforms to serve its community.**