



# Link2Feed

Open Source in Business



# Open Source in Business

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Link2Feed



- Introduction
- What is Open Source?
  - Brief History
- License Types
  - Permissive vs Restrictive
- Integrating External Projects
  - Don't reinvent the wheel
- Sharing Internal Projects
  - Hey, look at this new wheel!
- Contributing to Open Source
  - Changing someone else's wheel
- Q&A and Conclusion

# The Link2Feed Story

- Began in 2010 with WEFBA as a side-project at Innivity Marketing in Sarnia
- Incorporated as a private, B Corp certified social enterprise in 2013
  - Secured Province-Wide Contract with OAFB
- Expanded to the United States in 2015, and the UK in 2018
- Now helping over 6,000 agencies provide over 3 million clients with the help they need in over 50 million relief transactions



# What is Open Source?

## Open Source Software

- Access to Source Code
- Changes Come from Users
- Examples:
  - Android, Firefox, Linux
  - And a billion things only developers hear about

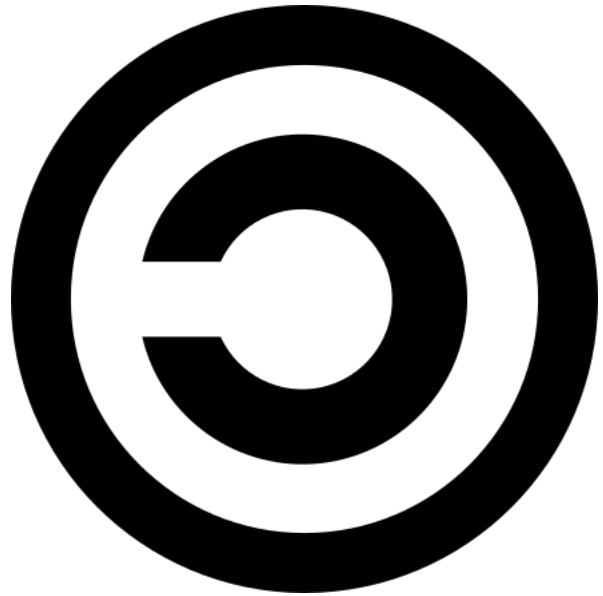
## Closed Source Software

- No Public Access to Code
- Changes Come from Owner
- Examples
  - Windows, MSOffice, Photoshop
  - And most apps for your phone

# Types of Open Source Licenses

- <https://choosealicense.com/>
- **Permissive**
  - Very few requirements. Gives free ability to modify/change.
  - Examples: MIT, BSD, Apache, Unlicense, WTFPL, Public Domain
- **Restrictive**
  - Adds “Copyleft” restrictions that vary based on individual licenses.
  - Examples: GPL, LGPL, AGPL, MPL, Ruby, and others

# “Copyleft”



- Licenses under protective and reciprocal policies.
  - “I shared my work, you share yours too.”
- Benefits to Business
  - Share-and-share-alike. Everyone benefits.
- Risks to Business
  - The very reciprocal licenses require sharing of proprietary/closed code that is linked.

# Open Source in Business

- Every business is different. There is only one:
  - [Red Hat](#)
  - [Facebook](#)
  - [Redis](#)
- Each of these has unique constraints on how open source has affected their business.



# Red Hat – Preferring Reciprocal



- "The Open Source Company"
  - Recently purchased by IBM.
  - Operated >20 years, over \$1b revenue/yr
  - All of their IP is open source.
- So what are they selling, to get that \$1b?
  - Services. Support. Stable enterprise solutions.
- Many Red Hat technologies are licensed using restrictive licenses, like the GPL, to require share-and-share-alike.



# Facebook – Profiting from Permissive



- Facebook v1 was built on the LAMP Stack to save time and money when rushing to market.
- Since day 1, the team has contributed back to support the tech that they rely on.
- Recently, Facebook has shared and licensed internal tools, like React and GraphQL. Their popularity has helped Facebook in turn.
- Facebook prefers the MIT license, a very permissive license.
  - A more restrictive license may require Facebook to share their secrets.

# Redis – Open Source for the Little Guy

- Redis is a key-value store and fast cache.
- It has been licensed by BSD 3-Clause since day one.
- The team launched Redis Labs to provide paid features.
- Big companies undercut Redis Labs on their own product.
- Redis Labs had to change the license of their products to be more restrictive. Twice. Still, they struggle to compete.



# Open Source in Business

- Based on these three stories:
  - What benefits do these businesses see from open sourcing their software?
  - What downsides do they see?
  - What concerns do all companies have, even big ones like Facebook?
- Quick Q&A before Demonstration



# Contributing to Open Source

- Get involved. It doesn't have to be huge.
- Watch out for #hacktoberfest
- Listen to The Changelog: <https://changelog.com/>
- Watch for accidentally triggering reciprocal license clauses.

# Thank You

- Open Question/Answer Period
- Contact Me:
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  - My Website: <https://www.lenpayne.ca>
  - Sarnia Tech: <https://www.sarniatech.ca>



# Handy Links

- <https://opensource.org>
- <https://www.redhat.com/en/about/open-source>
- <https://opensource.facebook.com>
- <https://opensource.microsoft.com>
- <https://choosealicense.com>
- <https://hacktoberfest.digitalocean.com>
- <https://github.com/MunGell/awesome-for-beginners>
- <https://changelog.com>