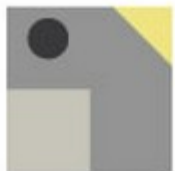


Morus

Legal and practical advice on openness

Attribution **CC-BY** **Community**
Copyleft **Copyright** **Creative Commons**
Free **Free Software** **GPL** **Law** **Legal**
Licensing **Open Data** **Open Data**
Open Data **Open Definition**
Open Innovation **Open Definition** **Open Licenses**
Open Licenses **Open Licenses**
Open Software **Open Software**
Open Software **open source**
Open Standards **Policies** **Remix**
Reports **White Papers**



Team

- Rikard - full time advisor
- Henrik - Founder, CEO and part time advisor
- Jonas - Founder and Chairman
- Victor - Accounting and financials



Rikard Fröberg - Foto: FFKP Licens:
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Rådgivare, offentlig sektor

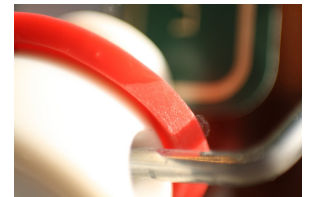
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Rådgivare, licenser och
programvara

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MORUS
KONSULT AB

Market



- Public sector
 - Municipalities (Open Data)
 - Authorities and PSBs (Open Data, licensing)
- NGOs (Licensing, legal)
- Projects (Licensing, best practices)
- Private sector (Open business models, licensing)



Opportunities



- Much ado about open data
- Much confusion and insecurity around o.d.
- Open Software gaining acceptance
- License issues around FOSS very complex
- Open Licensing gaining acceptance
- Much confusion around open licenses
- We offer mentorship, advise and analysis



Business concept

- We provide
 - Neutral advice around openness
 - Expertise and long experience from FOSS
 - Expertise and long experience from open licenses
- We aim to
 - Promote and support openness
 - Safeguard that openness is implemented correctly and in line with overall goals of our customers



Competition

- No direct competition within primary focus
- Most indirect competition comes from vendors
- Some competition from NGO:s
- We work together with said NGO:s



Goals

- Organic growth
- Become the de facto authority within our field
- Have fun at work
- Work with fun stuff
- Contribute to openness on a professional level



Cases



- Gov. funded project helping municipalities with open data
- Mentorship in municipality open data project
- Expertise and evaluation for major gov. body open data project
- License inventory and evaluation for EU funded open source project
- FOSS expertise in Italian e-service project



PR

- Yes, we should do that, only... we're busy ;-)
- We rely heavily on our networks
 - Academic context
 - Creative Commons
 - FSFE, FSF, GNU, legal network
 - Municipalities, Kivos etc
 - Industry and previous projects

WEAK MEN ! HERE'S HELP FOR YOU



The weak men who wear a Dr. McLaughlin Electric Belt for a few weeks begin to feel the joys of youthful fire and courage in their veins; the strength which they lost in earlier days comes back to them; and those "come and go" pains in their backs are driven out forever. Where it is used there are vigor, youthful ambitions, a light heart and freedom from worry and care. If you have lost your vitality, no matter how, get it back; feel young, look young, act young. Life is beautiful when you have health. Come to me, for I can give you back your strength.

DR. McLAUGHLIN'S ELECTRIC BELT

has restored thousands to the highest standard of manhood and womanhood. It not only cures weakness of all kinds, but Rheumatism, Sciatica, Lame Back, Lumbago, Kidney, Liver and Stomach Trouble, Indigestion and Constipation, and these after the failure of drugs. Nine out of every ten people whom I have cured, before coming to me paid from \$50 to \$500 for drugs and other treatment, without receiving benefit. Remember, my Belt cures and stay cured. Read this proof!—

Dr. McLaughlin:
Dear Sir,—I think it is my duty to give your Belt all the praise for what it has done for me. It is five years since I bought your Belt, and I could not work before I got it, and since then I have never lost a day or an hour. I was always doctoring before I got your Belt, and I would not now part with it at any price if I could not get another. If you can do anything with this you are at liberty to do so. I remain, yours truly,
WES. J. JOHNSON

To those who are tired of paying without results, and to those who doubt if anything will help them, I make this offer: If you will secure me my

PAY WHEN YOU ARE CURED

I will let you have my Belt without paying me, one cent in advance.

READ WITH CARE Dr. McLaughlin's Electric Belt is positively the only Electric Belt ever offered to the public where you have a regular physician in attendance. You have his advice and consultation **FREE OF CHARGE.**

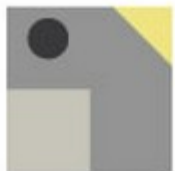
CALL TO-DAY.

FREE Consultation BOOK TEST

If you can't call send coupon for free book.

DR. M. G. McLAUGHLIN, 112 Yonge St., Toronto, Can.
Dear Sir—Please forward me one of your Books as advertised. \$-2500

NAME.....
ADDRESS.....
Office Hours—9 a.m. to 6 p.m. Wednesday and Saturday until 8.30 p.m. Write plainly



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