

The Open Source Business

Scott Chacon

About Us

github
SOCIAL CODING



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539,000 people hosting over 1,594,000 git repositories

jQuery, reddit, [Sparkle](#), curl, Ruby on Rails, node.js, ClickToFlash, Erlang/OTP, CakePHP, Redis, and [many more](#)



git /'git/

Git is an extremely fast, efficient, distributed version control system ideal for the collaborative development of software.

git·hub /'git,hʌb/

GitHub is the best way to collaborate with others. Fork, send pull requests and manage all your **public** and **private** git repositories.

Plans, Pricing and Signup

Unlimited public repositories are **free!**

Free public repositories, collaborator management, issue tracking, wikis, downloads, code review, graphs and much more...

Team management

<https://github.com/andymatuschak/Sparkle>

Code review

on changes, track issues,

Reliable code hosting

We spend all day and night making

Open source collaboration

Participate in the most important open





\$9

Git Internals

Source code control and beyond

by Scott Chacon

Why business?

Why are you here?

learn new tools

be more efficient

get more done with less/easier

Software

Developer Focus

SCRUM

SCRUM?

Test Driven Development

Behavior Driven Development

Developer Driven Development

**how does an open source team
work?**

**maintainer or small team of
committers**

offline communication channels

email list

IRC

**occasional in-person meetings
for big goals**

individuals choose what they
want to work on

still get bugs, unsexy things

teams self assemble to solve larger problems

**could your company work this
way?**

it is possible

**everyone chooses what they
work on**

offline communication

chat, email

no roadmaps

no feature backlog

http://gettingreal.37signals.com/ch05_Forget_Feature_Requests.php

no daily in-person meetings

**make small decisions offline or
in code**

people can work from
anywhere, anytime, in any style

**teams self-form and shuffle as
needed**

Developer Driven Development

autonomy

power / responsibility

no meetings

no feature requests / backlog

no roadmap

no vacations

free beer

pre-requisites

own your product

no deadlines

passionate developers

great communication

chat

email

in-person

drinking

small teams

or, gatekeepers

**best if the team can use the
product**

advantages

great productivity

way less overhead

everyone is always interested in what they are
doing

very agile

more ideas

dumb ideas are not worked on

keep your devs

more flexible

always working on something they want

more skin in the game

better retention (recruiting is very expensive)

Supporting Evidence



Business Minimalism

Open Source

NEW YORK TIMES BESTSELLER

"Pink makes a strong, science-based case for rethinking motivation—
and then provides the tools you need to transform your life."

—MEHMET C. OZ, MD, coauthor of *You: The Owner's Manual*

Daniel H. Pink

author of *A Whole New Mind*

DRIVE

The Surprising Truth
About What Motivates Us

autonomy

mastery

purpose

perils of extrinsic motivators

why outsourcing is difficult

take money off the table

if you want engagement, self
direction is better

**purpose motive is more
powerful than the profit motive**

The Best Motivators

Autonomy

People want to have control over what they do

Mastery

People want to get better at what they do

Purpose

People want to be part of something that is bigger
than they are

autonomy

mastery

purpose

Skunkworks

ROWE

Lockheed Martin (Advanced Development Programs)

Best Buy (ROWE)

Atlassian (FedEx Day)

Google (20%)

GitHub (100%)

overview

Developer Driven Development

autonomy

power/responsibility

no meetings

no feature backlog or roadmap

free beer

autonomy

mastery

purpose

thanks!

questions?

resources

github.com/schacon/ddd

schacon.github.com/ddd

schacon@gmail.com

Drive, Daniel Pink - TED Talk