The Open Source Business

Scott Chacon









Pricing and Signup

Explore GitHub

Features

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

¡Query, 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,hab/

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

Code review

Reliable code hosting

Open source collaboration

os://github.com/andymatuschak/Sparkle

pn changes, track issues,

We spend all day and night making

Participate in the most important open



\$9



Git Internals

Source code control and beyond

by Scott Chacon



Why are you here?

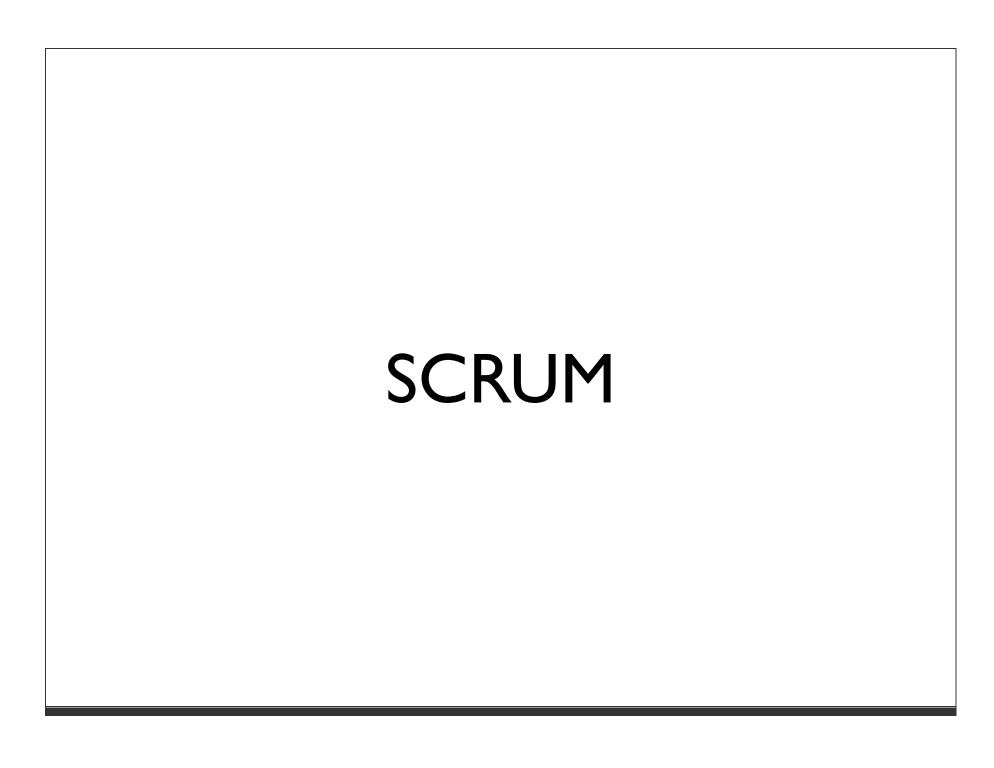
learn new tools

be more efficient

get more done with less/easier



Developer Focus

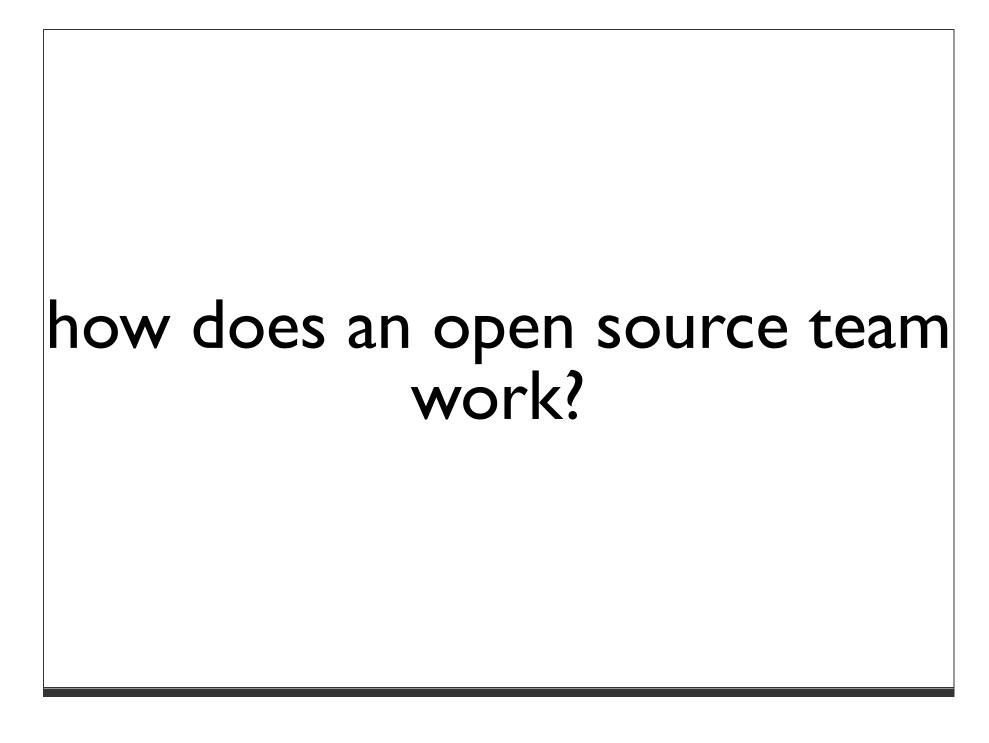




Test Driven Development



Developer Driven Development



maintainer or small team of committers

offline communication channels

email list

IRC

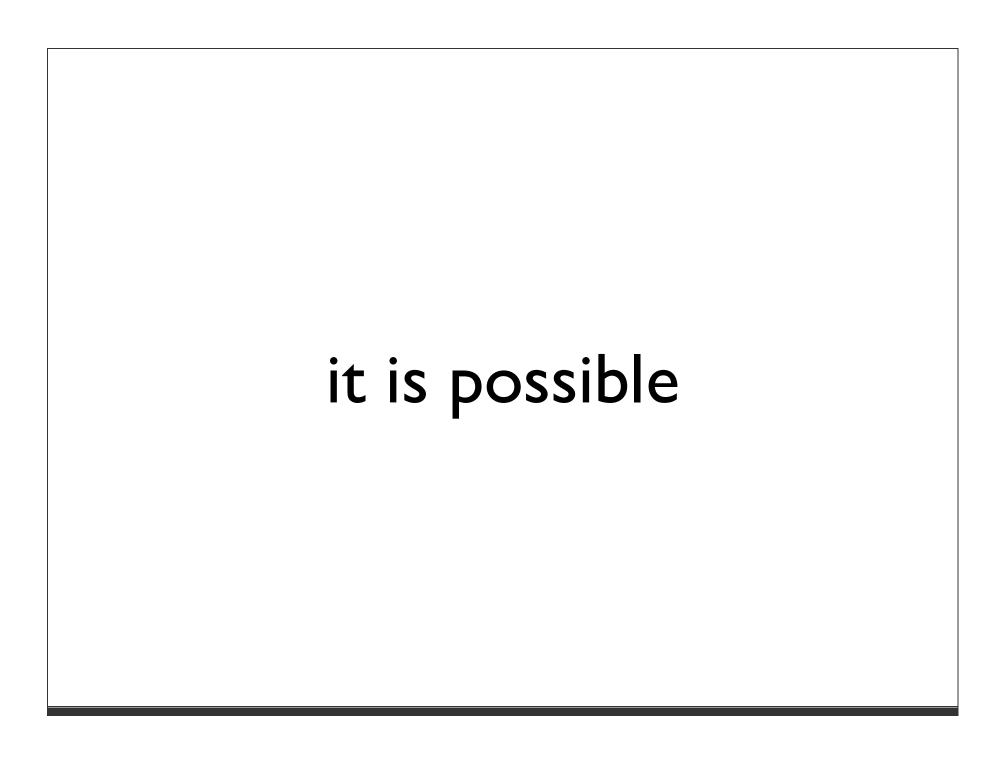
occasional in-person meetings for big goals

individuals choose what they want to work on

still get bugs, unsexy things

teams self assemble to solve larger problems

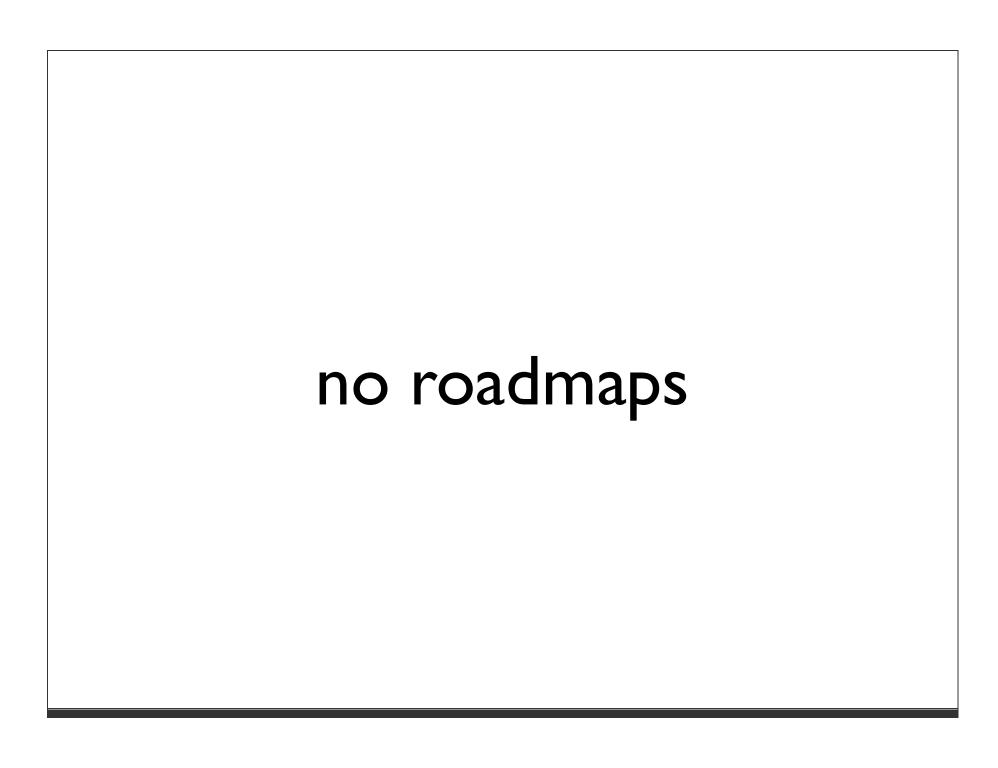
could your company work this way?



everyone chooses what they work on

offline communication

chat, email



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

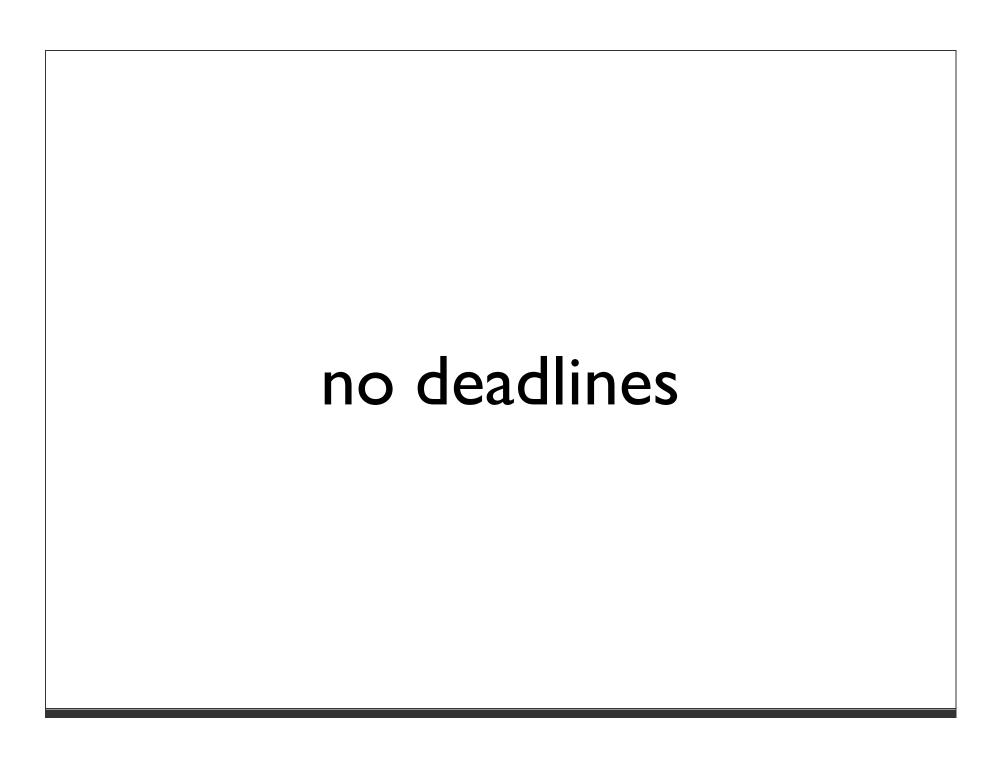
no roadmap

no vacations

free beer

pre-requisites





passionate developers

great communication

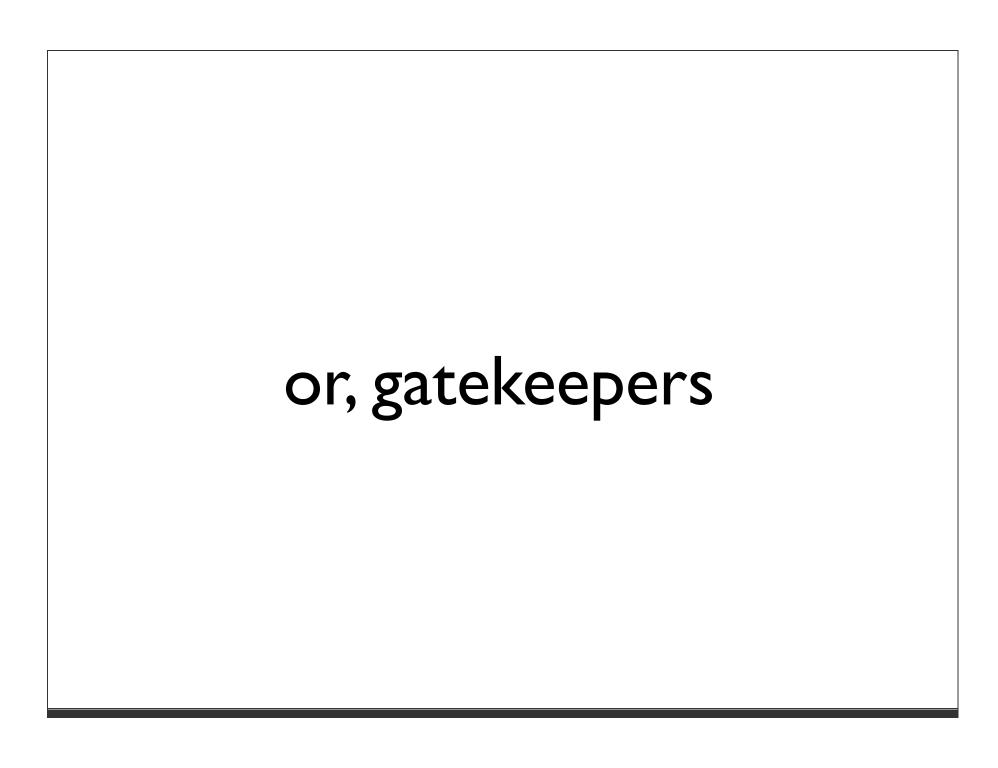
chat

email

in-person

drinking





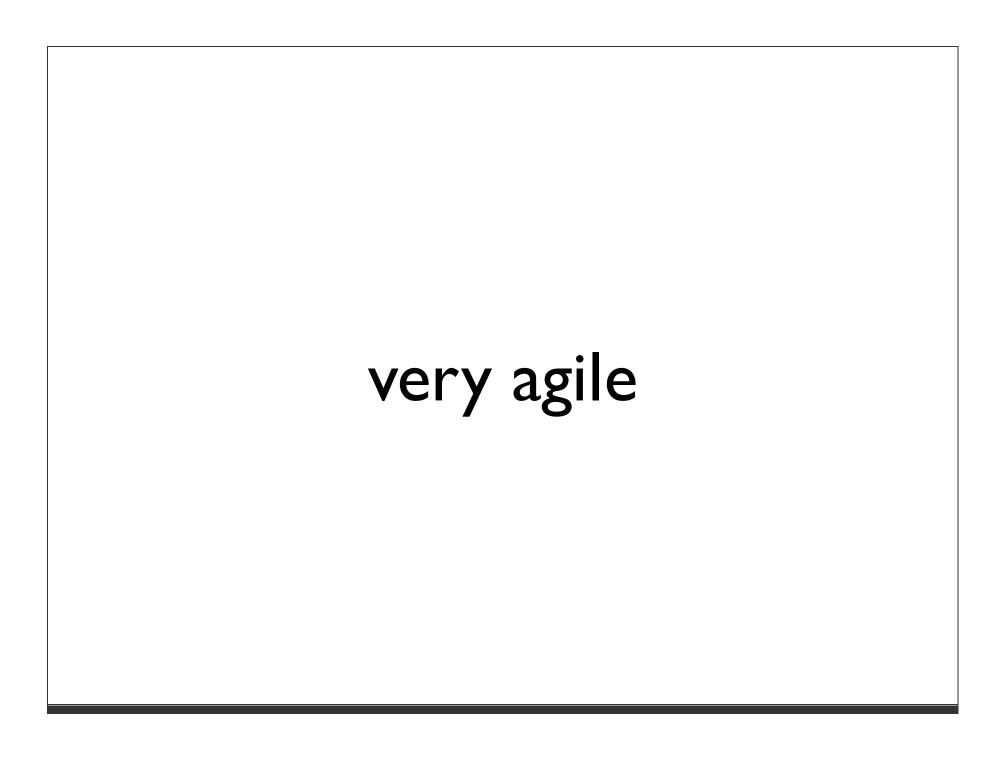
best if the team can use the product

advantages

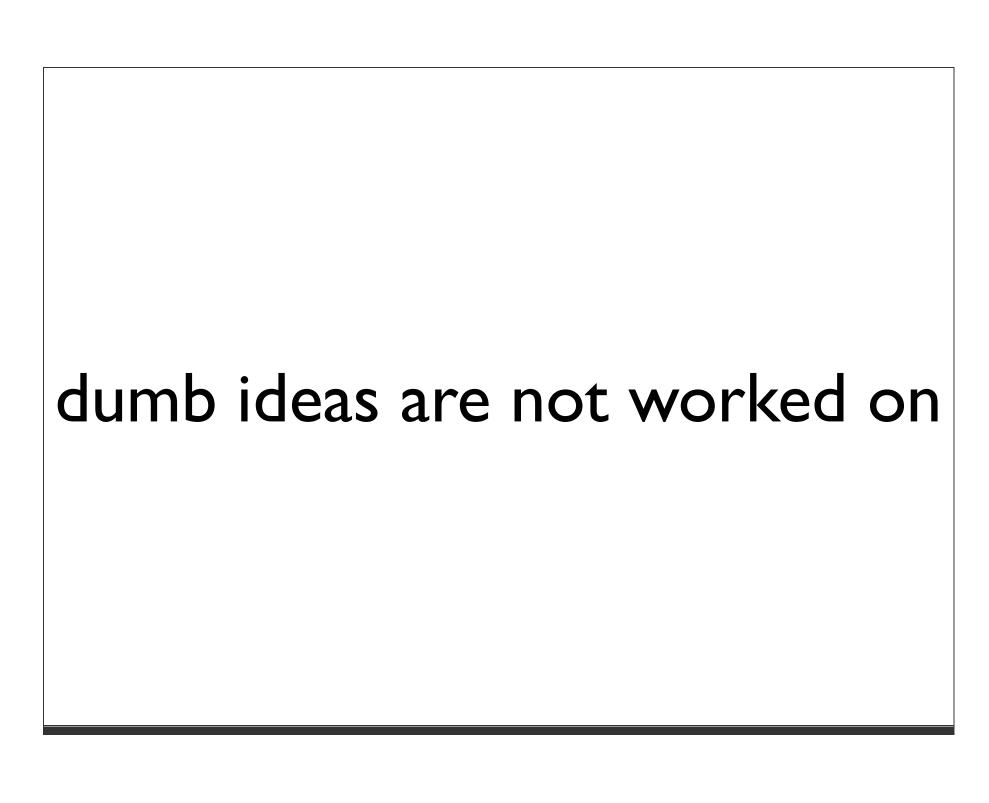
great productivity

way less overhead

everyone is always interested in what they are doing







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

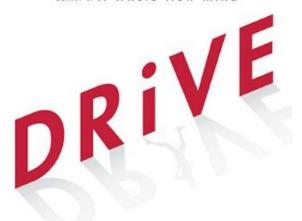
NEW YORK TIMES BESTSELLER

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

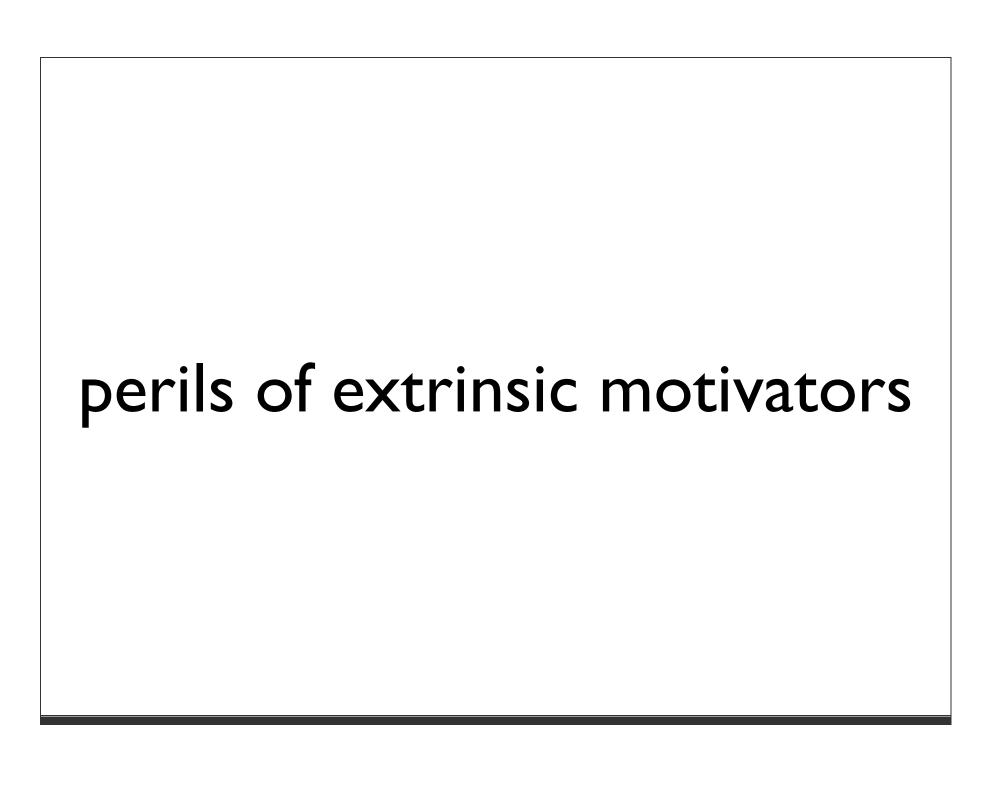
-MEHMET C. OZ, MD, coauthor of You: The Gwner's Manual

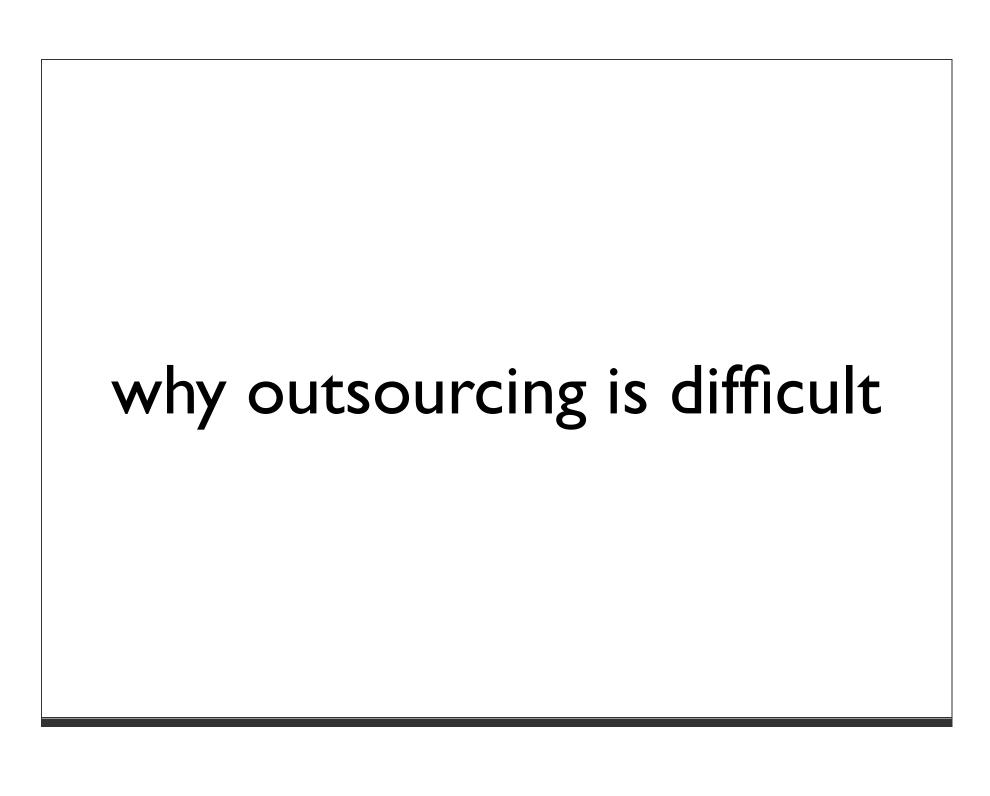
Daniel H. Pink

author of A Whole New Mind



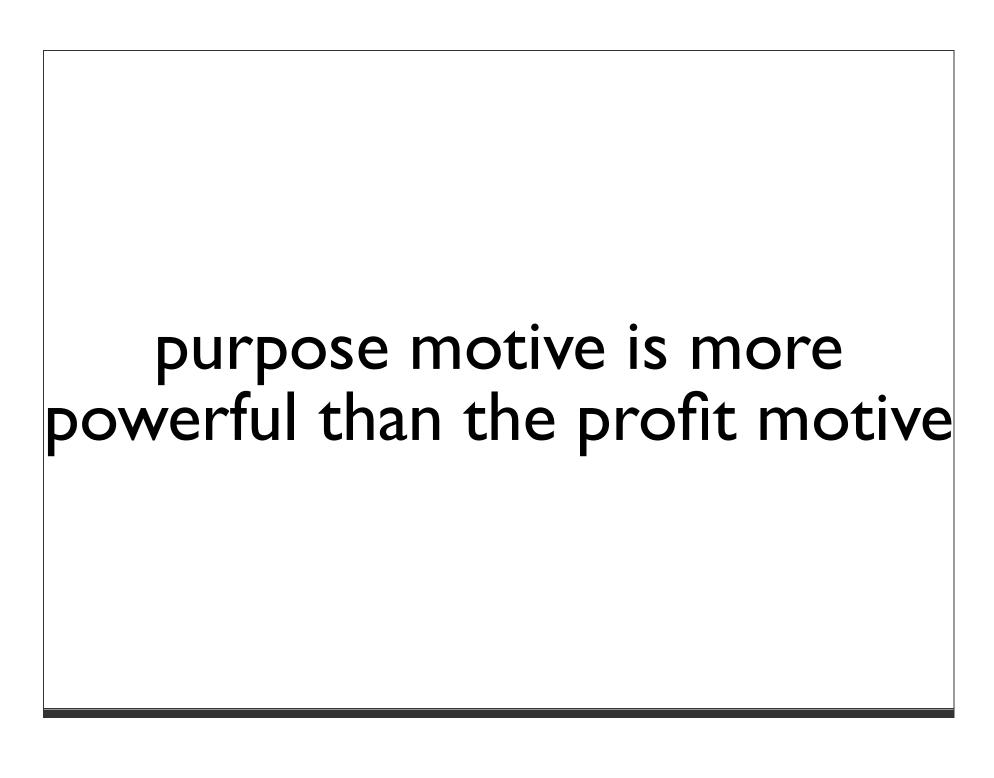
The Surprising Truth About What Motivates Us autonomy mastery purpose





take money off the table

if you want engagement, self direction is better



The Best Motivators

Autonomy People want to have control over what they do

Mastery

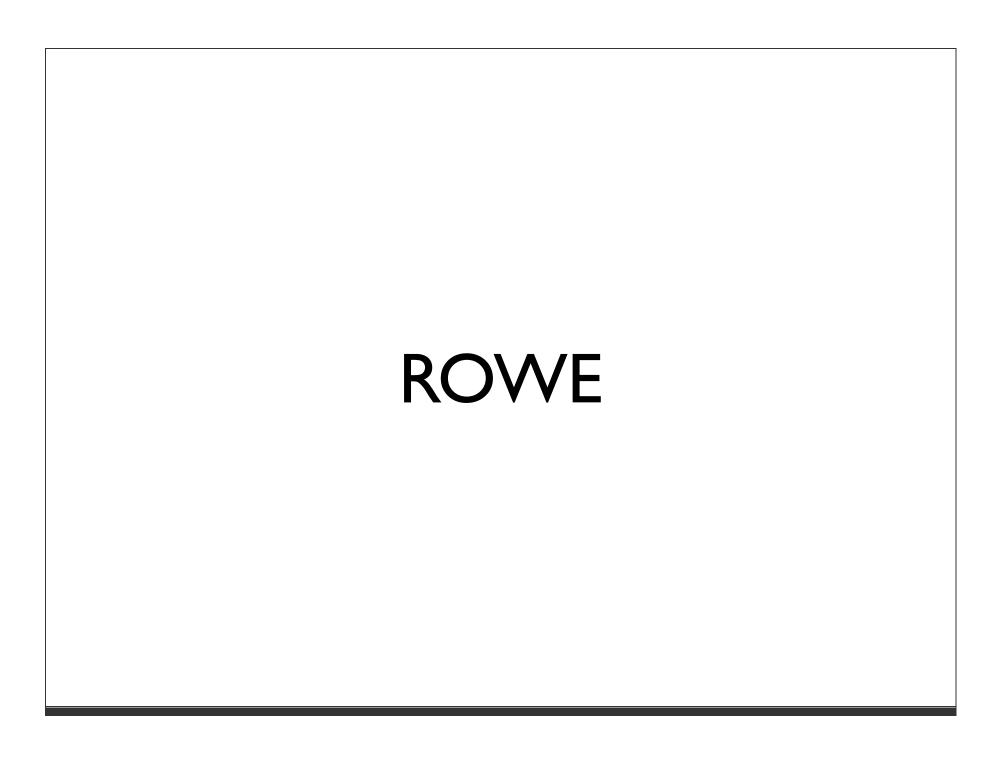
People want to get better at what they do

Purpose

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

autonomy mastery purpose





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





resources

github.com/schacon/ddd

schacon.github.com/ddd

schacon@gmail.com

Drive, Daniel Pink - TED Talk