Introduction to Commercial Open Source Startups

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COSS A01

Course Learning Goals

- Understand ...
    - The software industry and its players
    - Commercial open source startups

- Learn how to …
    - Get an open source project off the ground
    - Spin-off a startup from university
    - Analyze and design a business model

Skills Required for Course

- Required ...
  - Basic business understanding

- Familiar with ...
  - N/A

- Expected of student
  - Self-study where necessary
  - Team work for project

Course Content

1. The software industry
   - The software industry
   - Software vendors
   - Open source software

2. Commercial open source
   - Commercial open source
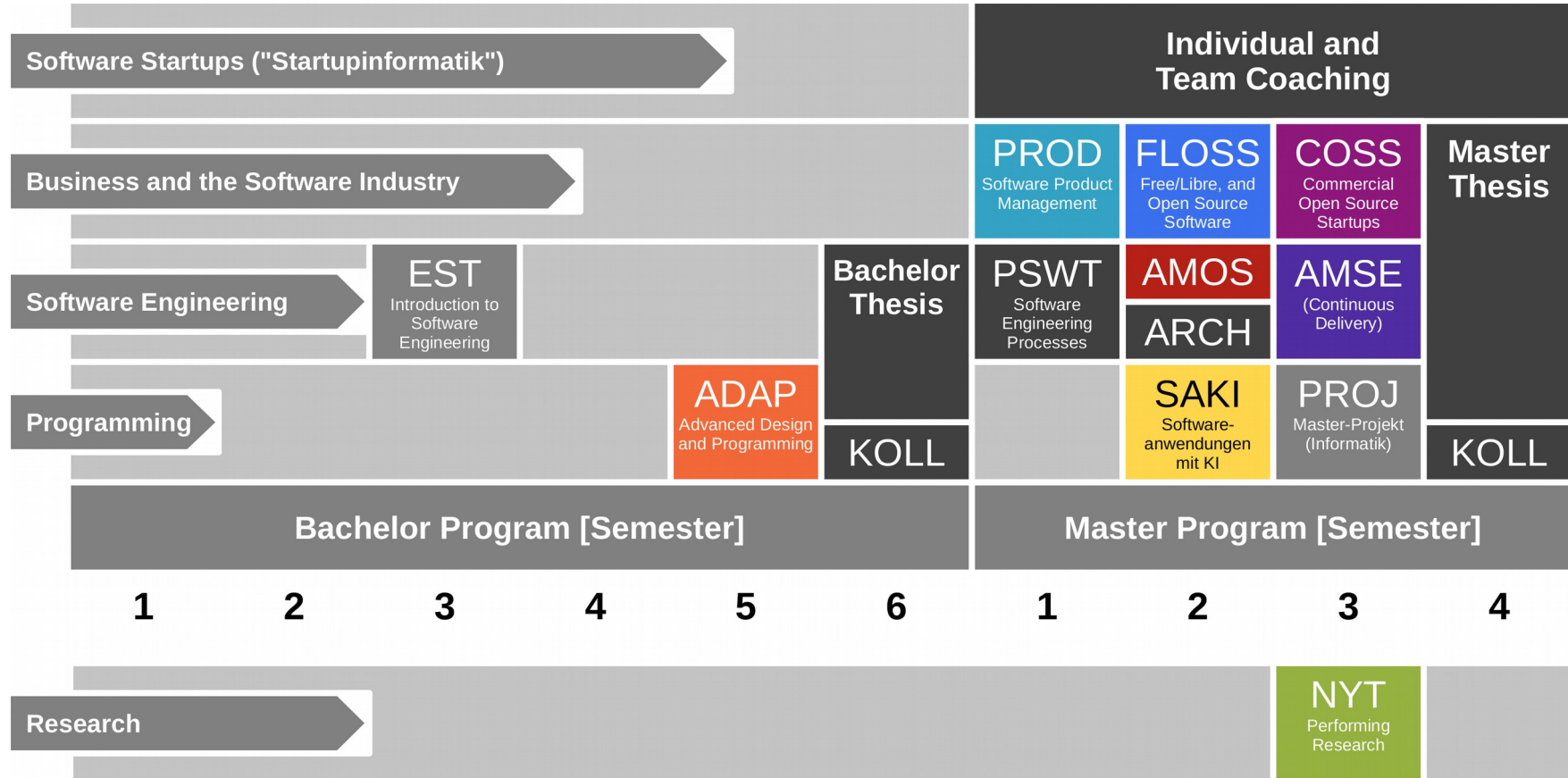   - Intellectual property
   - Product management

3. Open source projects
   - Open source projects
   - Getting users and contributions
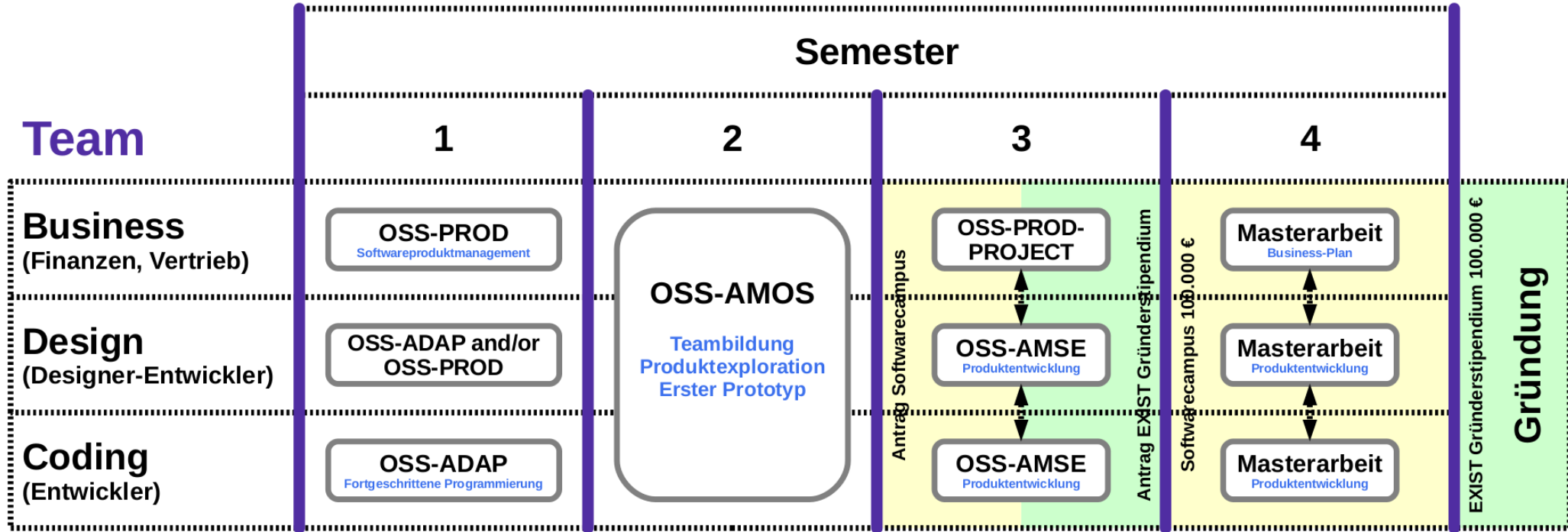   - Marketing and governance

4. University spin-offs
   - The university spin-off
   - Preparing and leaving
   - Funding and growth

Course Position in Curriculum

Startupinformatik
Dein Weg zur Startup im Masterstudium, seit 2010!

Team

Semester

	1	2	3	4
Business (Finanzen, Vertrieb)	**OSS-PROD** Softwareproduktmanagement	**OSS-AMOS** **Teambildung** **Produktexploration** **Erster Prototyp**	**OSS-PROD-PROJECT**	**Masterarbeit** Business-Plan
Design (Designer-Entwickler)	**OSS-ADAP and/or OSS-PROD**		**OSS-AMSE** Produktentwicklung	**Masterarbeit** Produktentwicklung
Coding (Entwickler)	**OSS-ADAP** Fortgeschrittene Programmierung		**OSS-AMSE** Produktentwicklung	**Masterarbeit** Produktentwicklung

Antrag Softwarecampus

Antrag EXIST Gründerstipendium

Softwarecampus 100.000 €

EXIST Gründerstipendium 100.000 €

Gründung

http://startupinformatik.de

Courses and Modules

		Courses (Lehrveranstaltungen)		
		OSS-COSS-VUE		Total ECTS
Modules	OSS-COSS	x		**5**

VUE   = Lecture + exercise (Vorlesung + Übung)
PROJ   = Project

Course Grading [1]

- Class quizzes = 10%, graded [0..10]

  - Administered for each video lecture

- Homework = 10%, graded using [0|1]

  - Three homework submissions during course of semester

- Participation = 10%, graded using [0|1|2|3]

  - For nine exercises, present your homework in class

- Final report = 20%, graded using [0..10]

  - Three sections (out of nine) for each of the three roles

- Oral exam = 50%, graded using regular grades

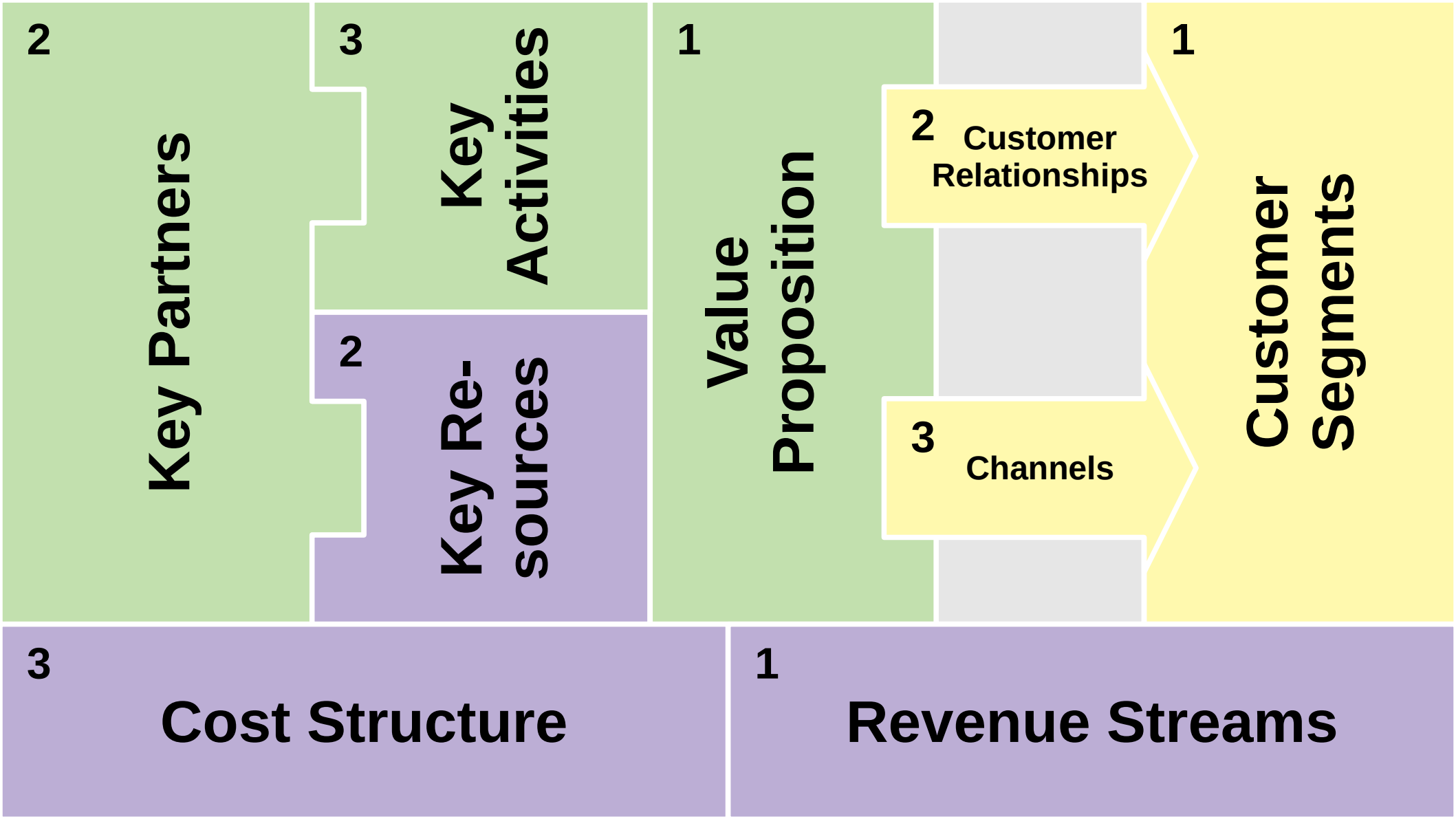 - If you and we agree, the oral exam can be dropped

[1]   Also see http://osr.cs.fau.de/teaching/course-resources/grading-schemes-and-scales/   **8**

Course Work (Homework) [1]

- Student teams design a business model as course work; consists of
  - Three homework submissions during semester
  - Graded explanation of homework in exercises
  - Compilation and presentation in final report

- Student teams consist of three people, each playing one role
  - "Hustler" (sales and marketing)
  - "Designer" (user experience)
  - "Coder" (software engineering)

- Student teams choose one of (most likely) three projects to work on
  - Students pitch a project idea (optional)
  - Students prioritize available projects
  - We decide, if necessary, with backup

[1]   Also see   https://bit.ly/2Mu8IFy

2 Key Partners	**3** Key Activities	**1** Value Proposition	**2** Customer Relationships	**1** Customer Segments
	2 Key Re-sources		**3** Channels	
3 Cost Structure		**1** Revenue Streams		

Homework Schedule Overview

- Homework bundle 1 (week 6)
  - Customer segments
  - Value proposition
  - Revenue sources

- Homework bundle 2 (week 9)
  - Customer relationships
  - Key partners
  - Key resources

- Homework bundle 3 (week 12)
  - Channels
  - Key activities
  - Cost structure

- Final report (week 15)

Receiving a Grade for the Course

- If you want to receive a grade
  - You must register through the course management system

- If you cannot register through the course management system
  - Please follow these instructions: https://wp.me/PDU66-2bx

- Otherwise: No grade

[1]   You still have to register for the course

Course Language [1]

- Class
  - Lecturer: English
  - Student: Choice of German or English

- Homework
  - Instructor: English
  - Submissions: Choice of German or English

Course Communication

- Announcements by email (through StudOn)
- Questions and answers using FSI Forum for course
- If you must send email, use the teaching team alias from course index

Course Information

- Course overview
  - https://oss.cs.fau.de/oss-coss-course

Thank you! Questions?

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DR

Credits and License

- Original version
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- Contributions
  - None yet