Course Introduction

Prof. Dr. Dirk Riehle

Friedrich-Alexander University Erlangen-Nürnberg

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 products
   - Software vendors

2. Commercial open source
   - Open source software
   - Commercial open source
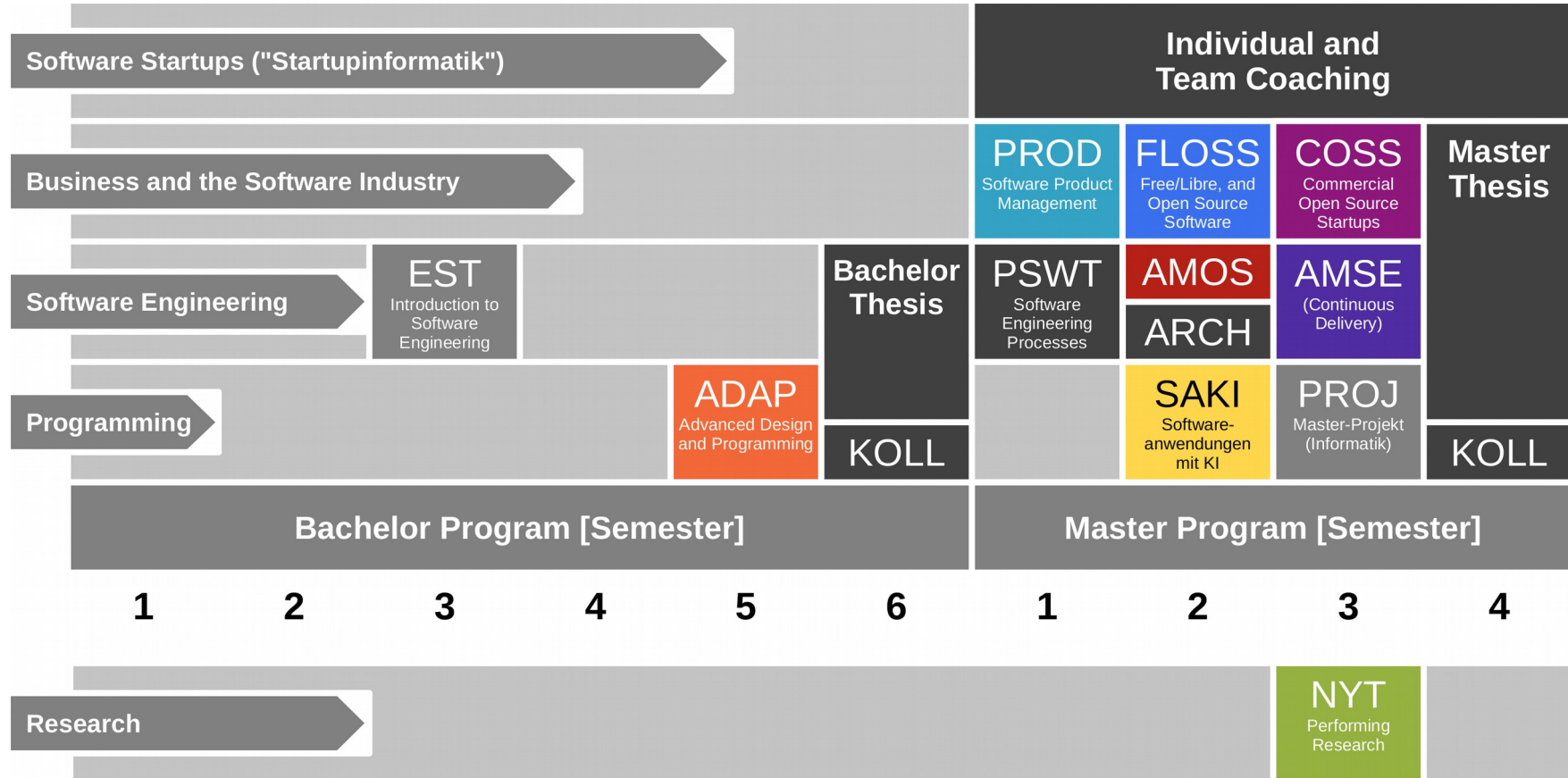   - Product management

3. Open source projects
   - Open source projects
   - Users and contributions
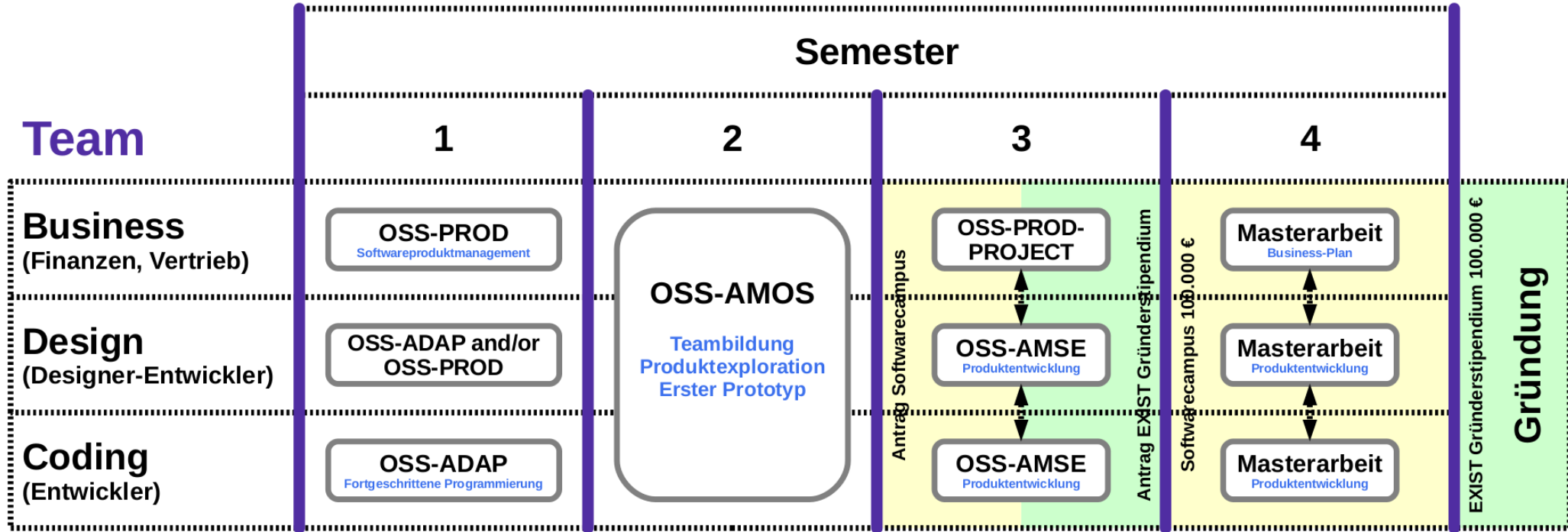   - Community management

4. University spin-offs
   - Software startups
   - The university spin-off
   - The funding ecosystem

Course Position in Curriculum

Software Startups ("Startupinformatik")

Individual and Team Coaching

Business and the Software Industry

| PROD Software Product Management | FLOSS Free/Libre, and Open Source Software | COSS Commercial Open Source Startups | Master Thesis |

Software Engineering

EST Introduction to Software Engineering

Bachelor Thesis

| PSWT Software Engineering Processes | AMOS / ARCH | AMSE (Continuous Delivery) |

Programming

ADAP Advanced Design and Programming

KOLL

| SAKI Software-anwendungen mit KI | PROJ Master-Projekt (Informatik) | KOLL |

Bachelor Program [Semester]   Master Program [Semester]

1   2   3   4   5   6   1   2   3   4

Research

NYT Performing Research

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Startupinformatik
Dein Weg zur Startup im Masterstudium, seit 2010!

Semester

Team

	1	2	3	4	
Business (Finanzen, Vertrieb)	OSS-PROD *Softwareproduktmanagement*	OSS-AMOS *Teambildung Produktexploration Erster Prototyp*	OSS-PROD-PROJECT	Masterarbeit *Business-Plan*	**Gründung**
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 €

http://startupinformatik.de

Courses and Modules

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

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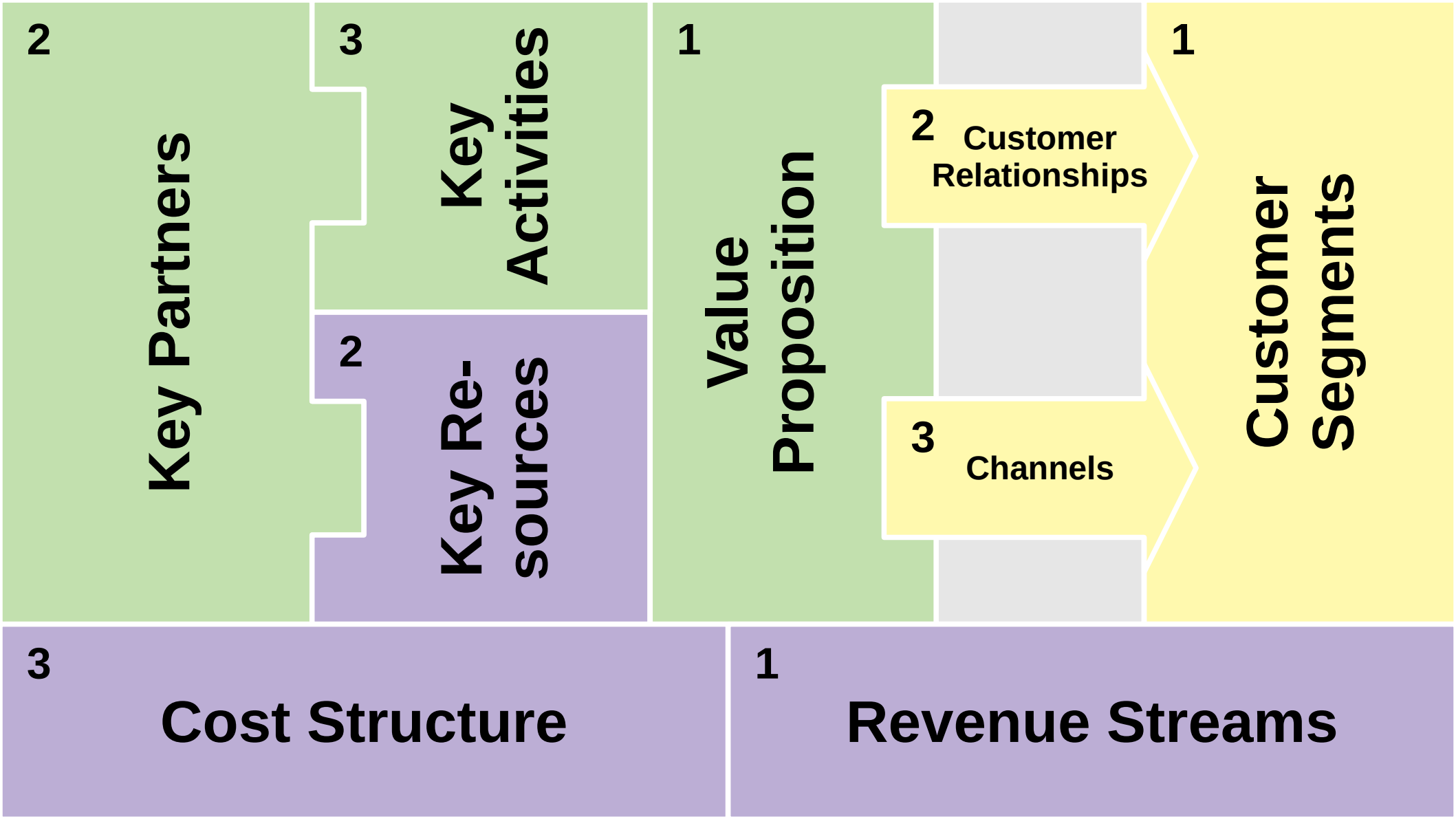PROJ = Project

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/

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

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2 Key Partners

3 Key Activities

2 Key Re-sources

1 Value Proposition

2 Customer Relationships

3 Channels

1 Customer Segments

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)

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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

[1] See http://osr.cs.fau.de/2012/03/10/english-or-german-deutsch-oder-englisch/

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?

dirk.riehle@fau.de – **http://osr.cs.fau.de**

dirk@riehle.org – http://dirkriehle.com – @dirkriehle

DR

Credits and License

- Original version
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- Contributions
  - None yet