Research and Startup

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COSS D02

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Agenda

- 1. Research vs, startup
- 2. Project management
- 3. Product management
- 4. Lead programming
- 5. Open source strategy
- 6. Setting-up shop
- 7. Getting contributions

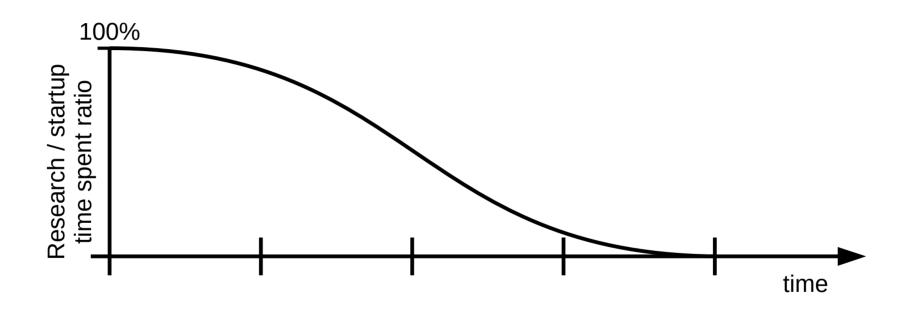
1. Research vs. Startup

Goal Conflict

- Research
 - Desired output
 - Research papers
 - A dissertation

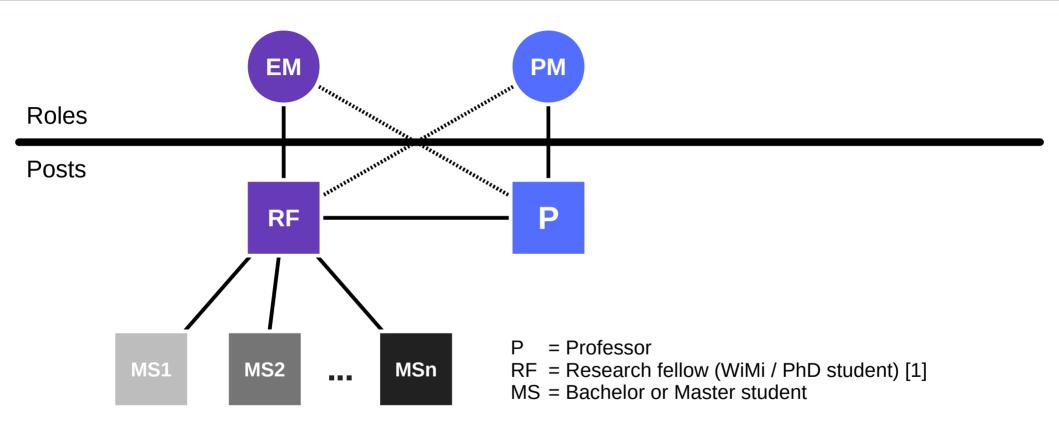
- Startup
 - Desired output
 - Software product
 - A startup

Resulting Time Allocation

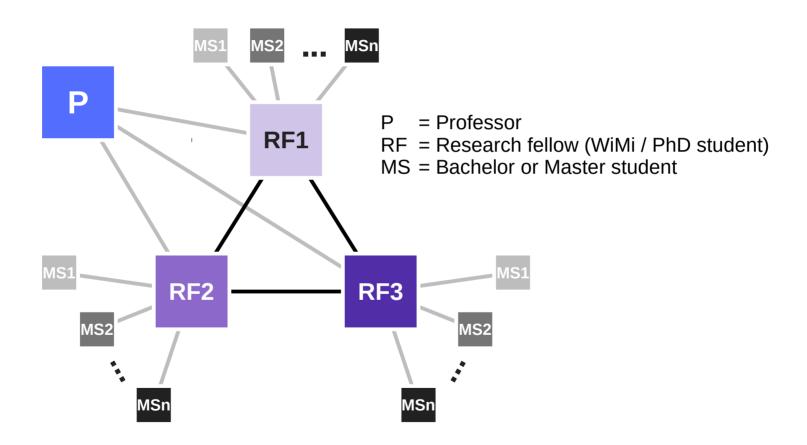


2. Project Management

The Solo Founder Model



The Peer Group Model



End of Project

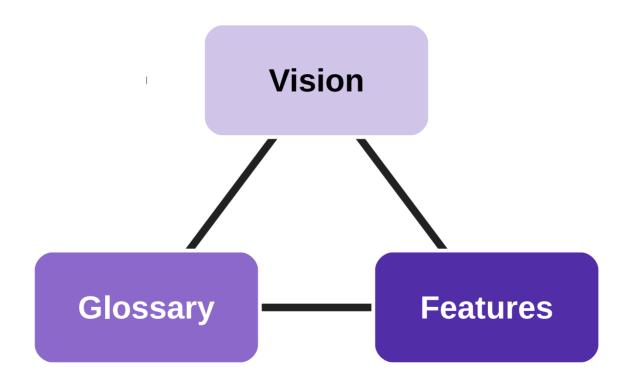
- Research project finished
- Startup created (or failed)

3. Product Management

Who is the Product Manager?

- Research fellow
- Professor

Product Vision, Glossary, and Features



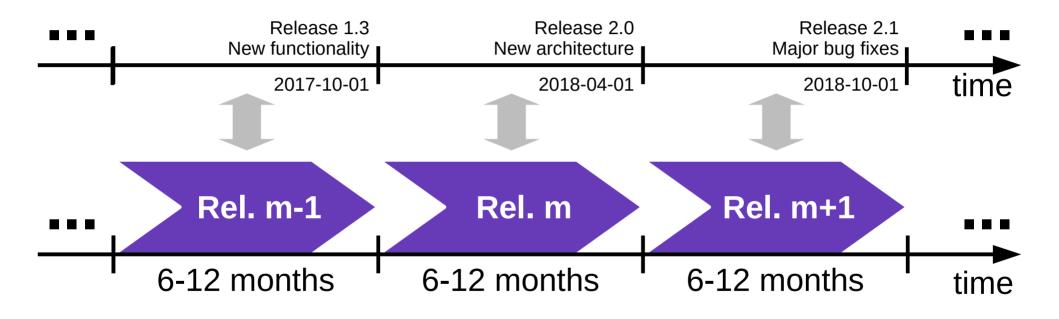
Product Releases

- Product release
 - A deployable product increment
 - That provides new significant business value to market / customer
- Iteration release
 - A demonstratable product increment
 - That serves to gather relevant feedback from market / customer

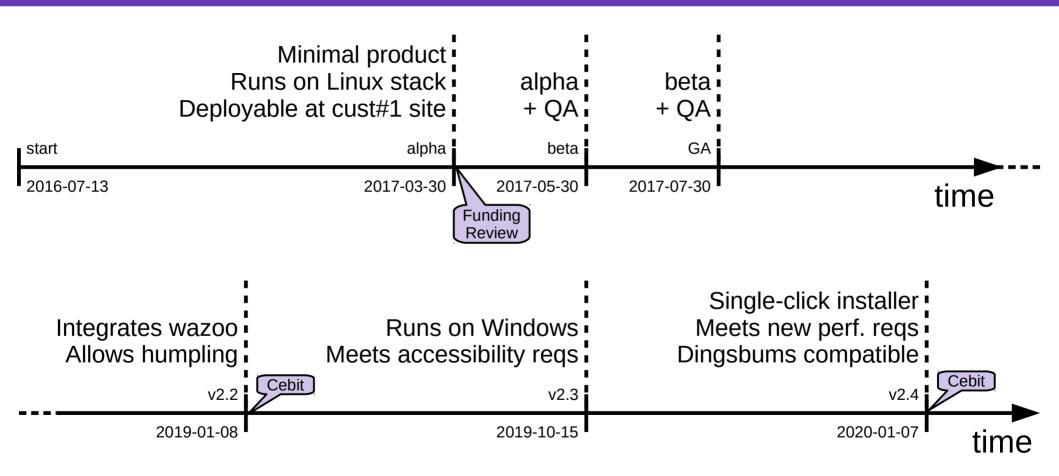
Product Roadmap

- External roadmap
 - Overview-oriented; few details are provided
 - Serves communication needs
 - Serves external stakeholders
- Internal roadmap
 - As detail oriented as needed (richer than external roadmap)
 - Serves planning and communication needs
 - Serves internal stakeholders

Roadmap as Sequence of Releases [1]



Example Product Roadmap



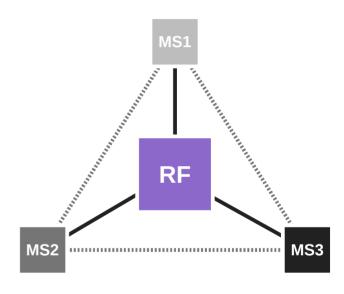
Product Vision, Roadmap, and Release

	Timeframe	Content	Certainty	(Responsible) Owner
Vision	Long-term (3+ years)	High-level ideas	Low	CEO and / or strategic product manager
Roadmap	Medium (1-5 years)	Themes and epics	Medium	Strategic product manager
Release	Short-term (months)	Epics and features	High	Technical product manager

4. Lead Programming

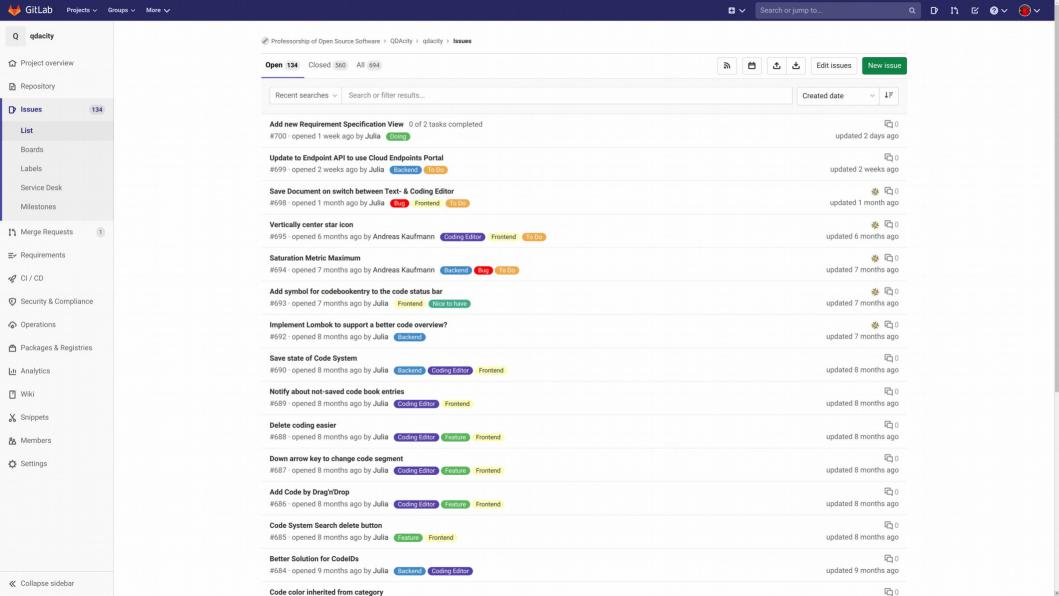
Lead Programmer [1]

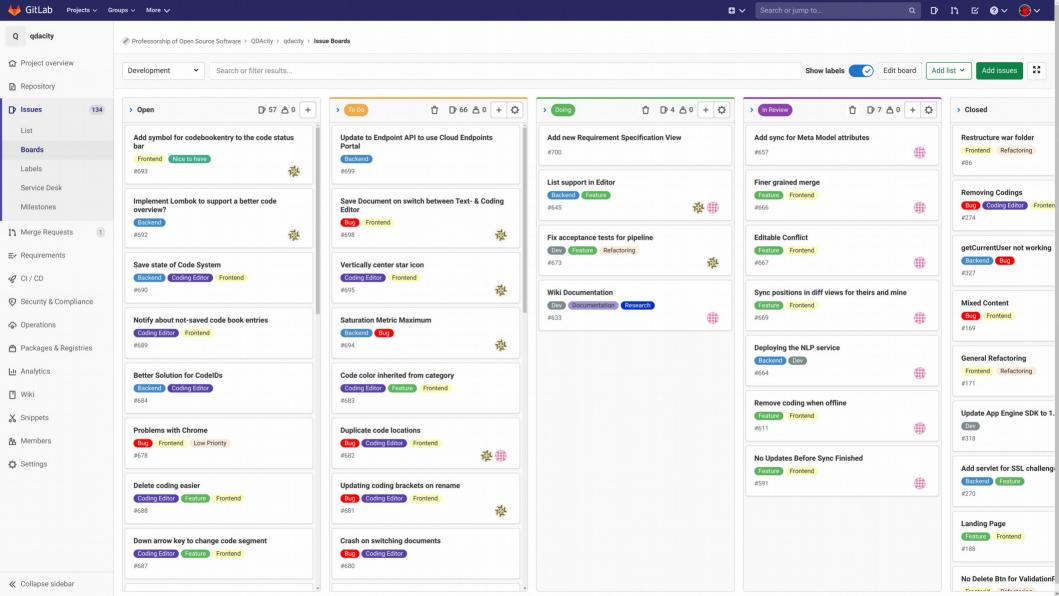
- A lead programmer
 - Is an engineer who leads the development of a component / system
 - In case of solo founder: The system
 - In case of peer group: A key component
 - W.r.t. the component, is responsible for maintaining
 - Product vision and getting the features done
 - Architectural integrity and code quality
 - Manages other people as they contribute to the component
 - In the beginning, they write most of the code themselves
 - Later, they review and integrate code more than they write
- Other / helper engineers are
 - Students at the university (e.g. Master thesis students)
 - Open source volunteers



Lead Programmer / Helper Engineer Collaboration

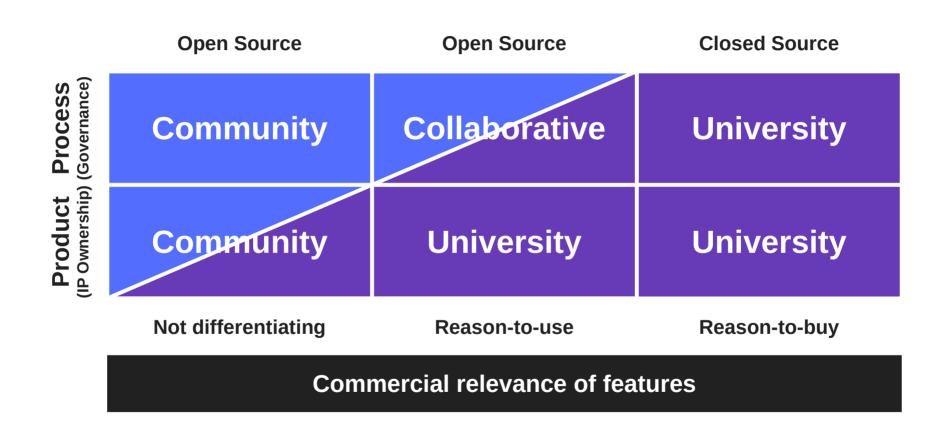
- Lead programmer provides feature
 - If necessary breaks it down into tasks
 - Assigns tasks of waits for volunteers
- With helper, discusses design and implementation
 - Helps break down work into tasks / increments
 - Ideally, discussion is public (in open source anyway)
- In multiple increments, reviews and merges code
 - Helper provides sufficiently small commit
 - Lead programmer reviews, comments, integrates
- Until feature is fully implemented



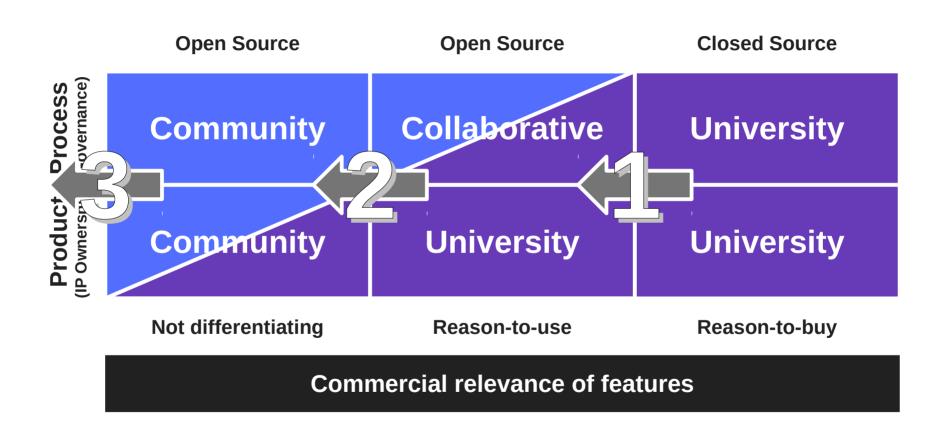


5. Open Source Strategy

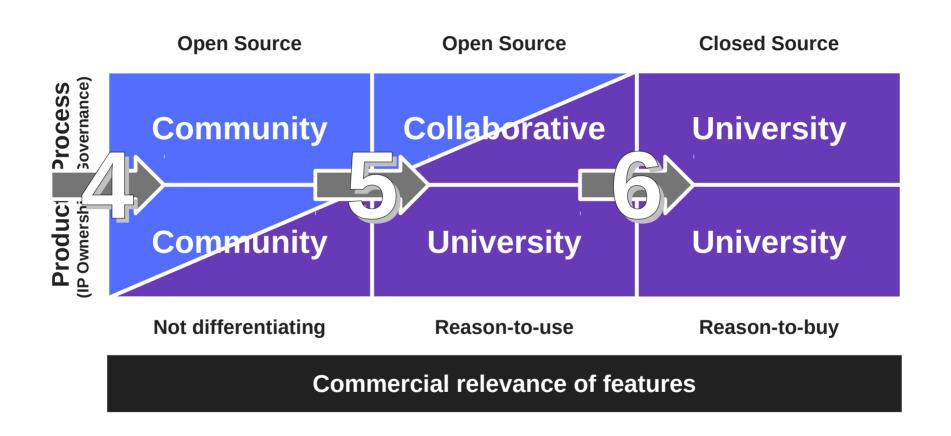
Open Source Community vs. University / Company



Pushing out Features

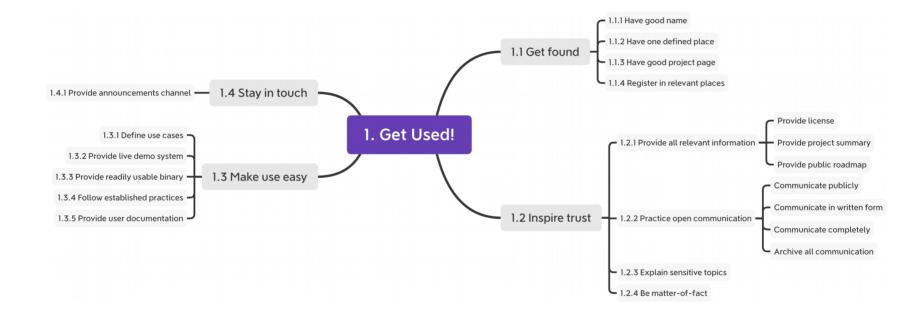


Pulling in Features



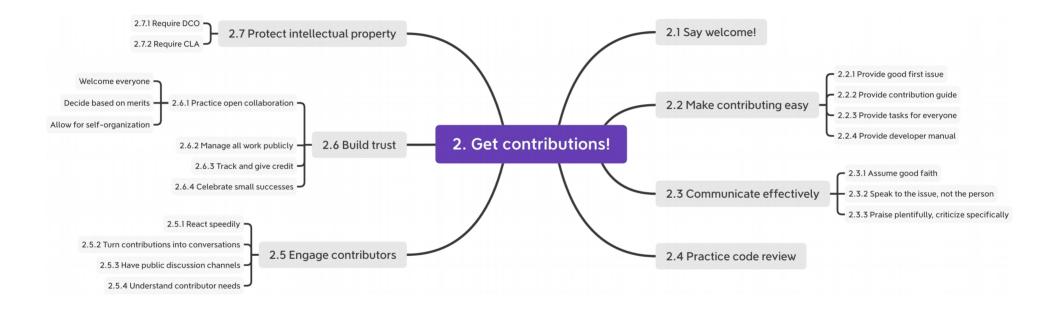
6. Setting-up Shop

Best Practices for Setting-up Shop and Getting Users



7. Getting Contributions

Best Practices for Getting Contributions



Summary

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Thank you! Questions?

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