

Introduction to Commercial Open Source Startups

Prof. Dr. Dirk Riehle

Friedrich-Alexander University Erlangen-Nürnberg

COSS A01

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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 ...
 - ...
- Familiar with ...
 - ...
- Expected of student
 - ...

Course Content

1. The software industry

1. ...

2. Commercial open source

1. ...

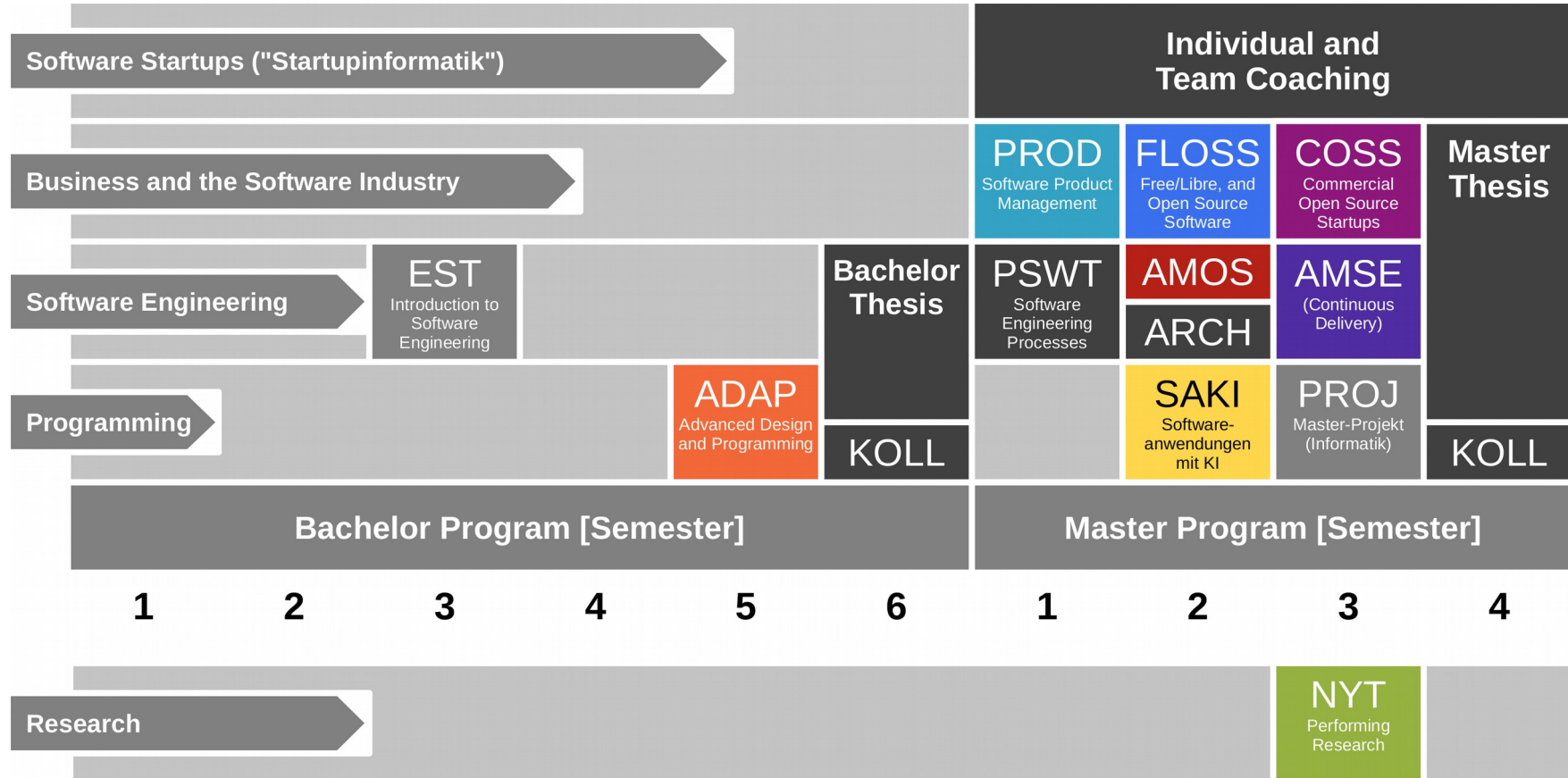
3. Open source projects

1. ...

4. University spin-offs

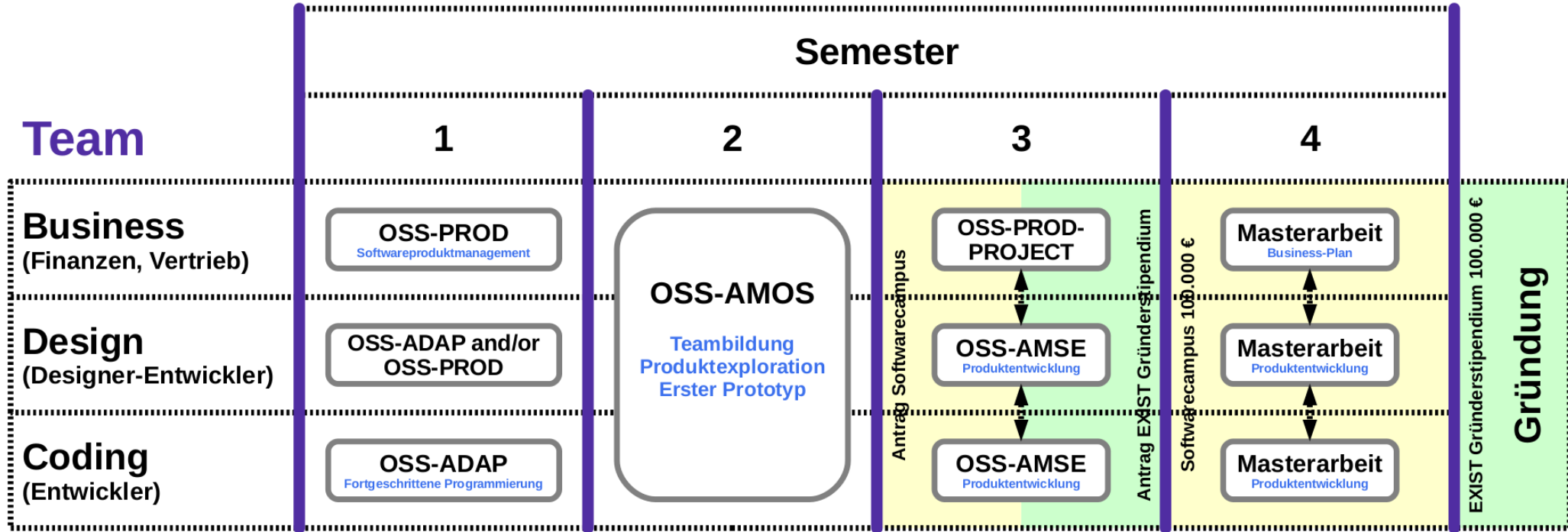
1. ...

Course Position in Curriculum



Startupinformatik

Dein Weg zur Startup im Masterstudium, seit 2010!



<http://startupinformatik.de>

Gewinner 1ter Preis 2015
Programm zur Startup-
Förderung an Hochschulen



Courses and Modules

		Courses (Lehrveranstaltungen)		
		OSS-COSS- VUE		Total ECTS
Modules	OSS-COSS	x5		

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

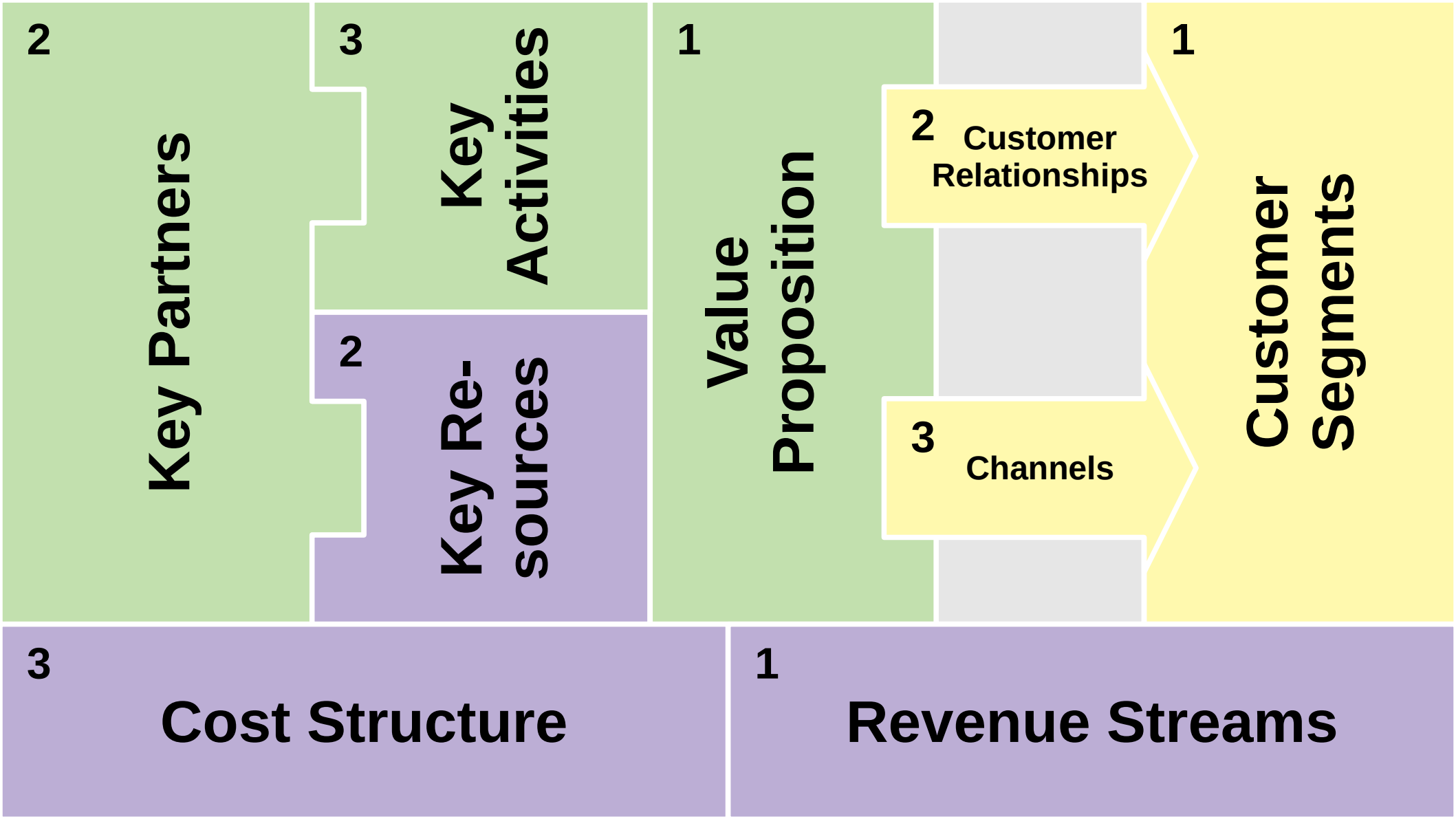
Course Grading [1]

- Homework = 10%, graded using [0|1]
 - Three homework submissions during course of semester
- Participation = 15%, graded using [0|1|2|3]
 - For nine exercises, explain your contribution to homework
- Final report = 25%, 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



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

No Oral or Written Exam [1]



[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](#)

Credits and License

- Original version
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 - Licensed under [Creative Commons Attribution 4.0 International License](#)
- Contributions
 - None yet

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It is Friedrich-Alexander University Erlangen-Nürnberg – FAU, in short.
Corporate identity wants us to say “Friedrich-Alexander University”.

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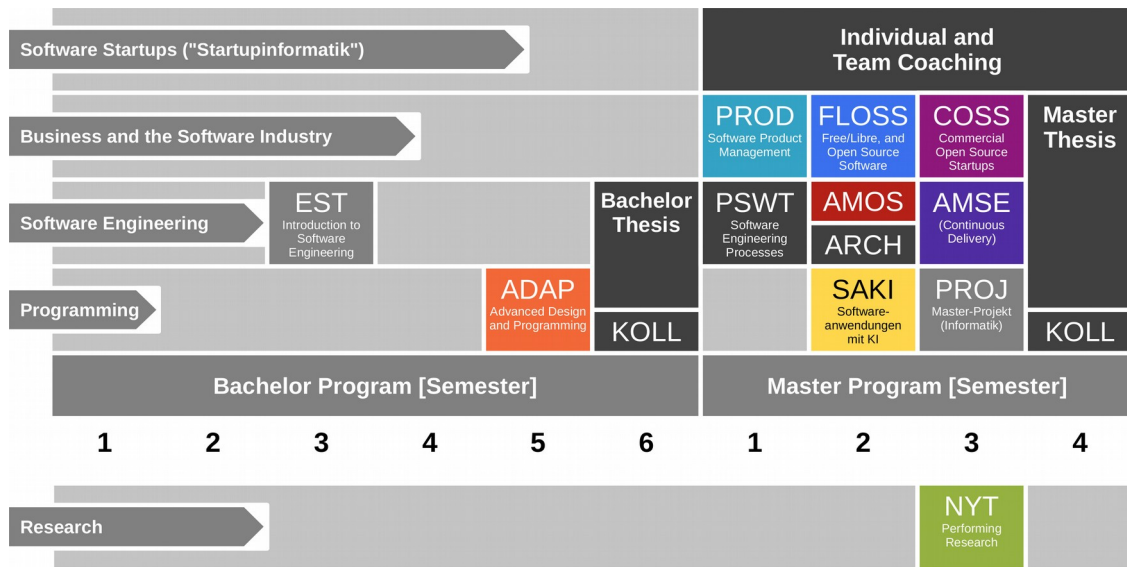
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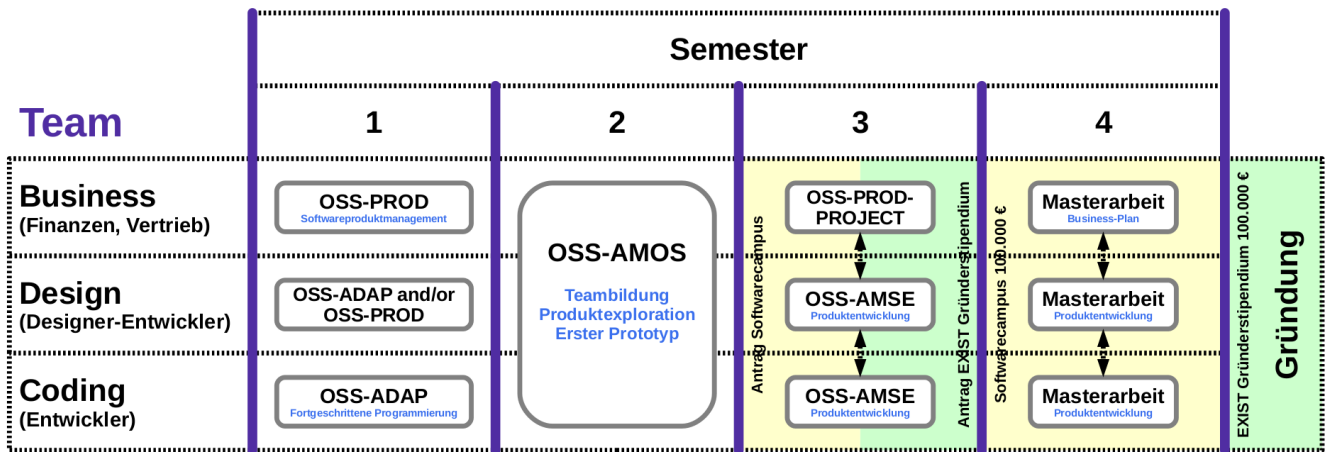
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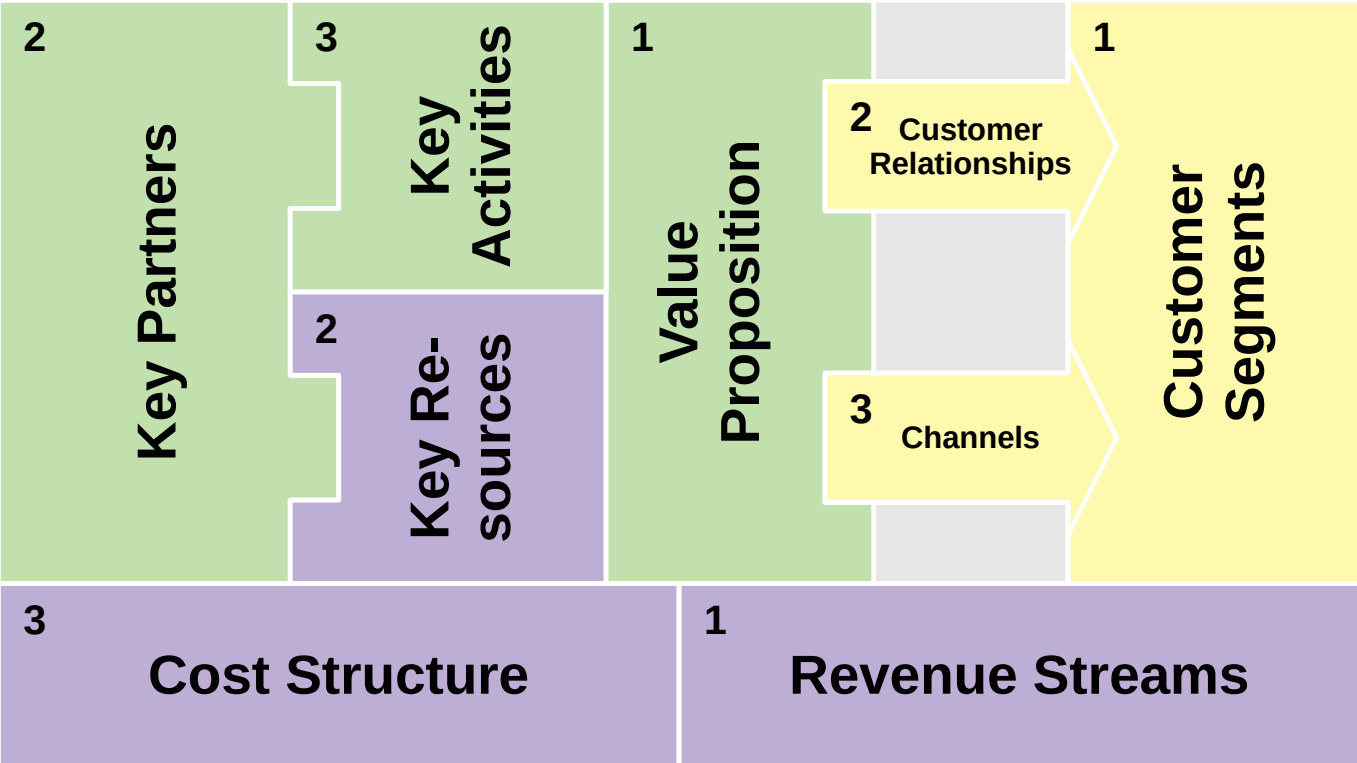
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[1] Also see <https://bit.ly/2Mu8IFy>



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DR

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- Contributions
 - None yet