Research and Startup

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COSS D02

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Agenda

- 1. Research vs. startup
- 2. Project management
- 3. Lead programming
- 4. Open source strategy
- 5. Getting users
- 6. Getting contributions

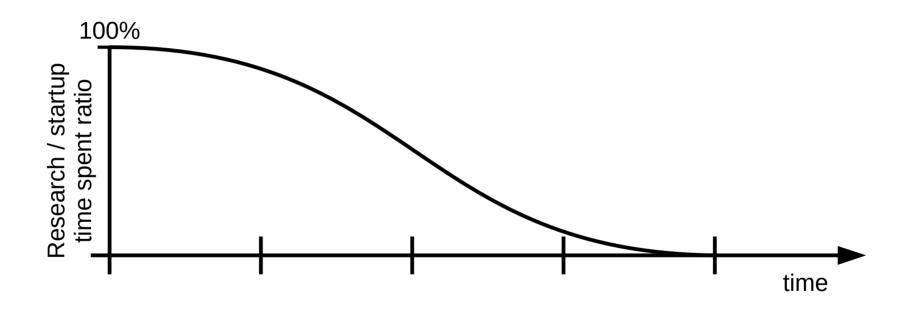
1. Research vs. Startup

Goal Conflict

- Research
 - Desired output
 - Research papers
 - A dissertation

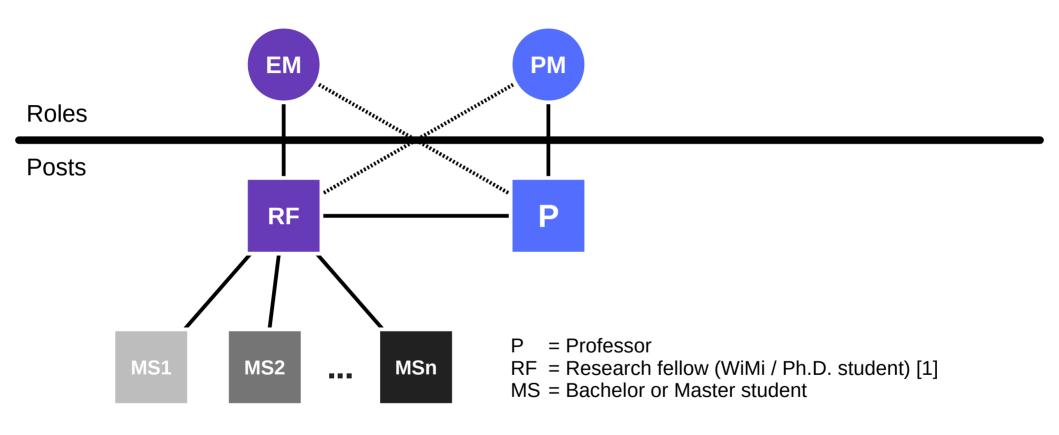
- Startup
 - Desired output
 - Software product
 - A startup

Resulting Time Allocation

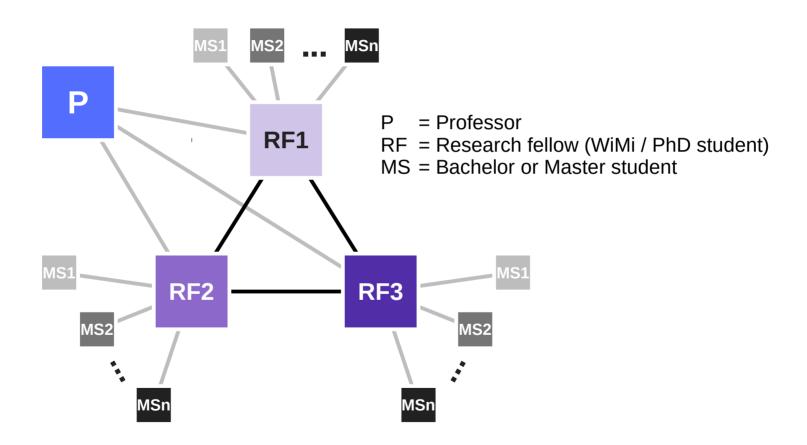


2. Project Management

The Solo Founder Model



The Peer Group Model



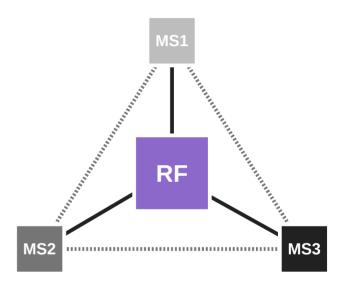
End of Project

- Research project finished
- Startup created (or failed)

3. Lead Programming

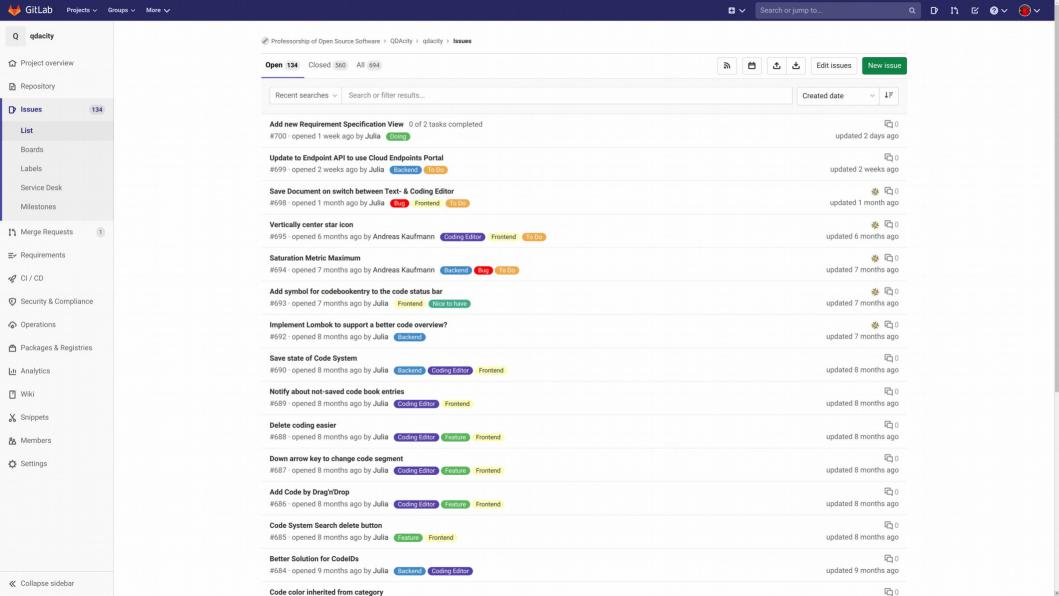
Lead Programmer [1]

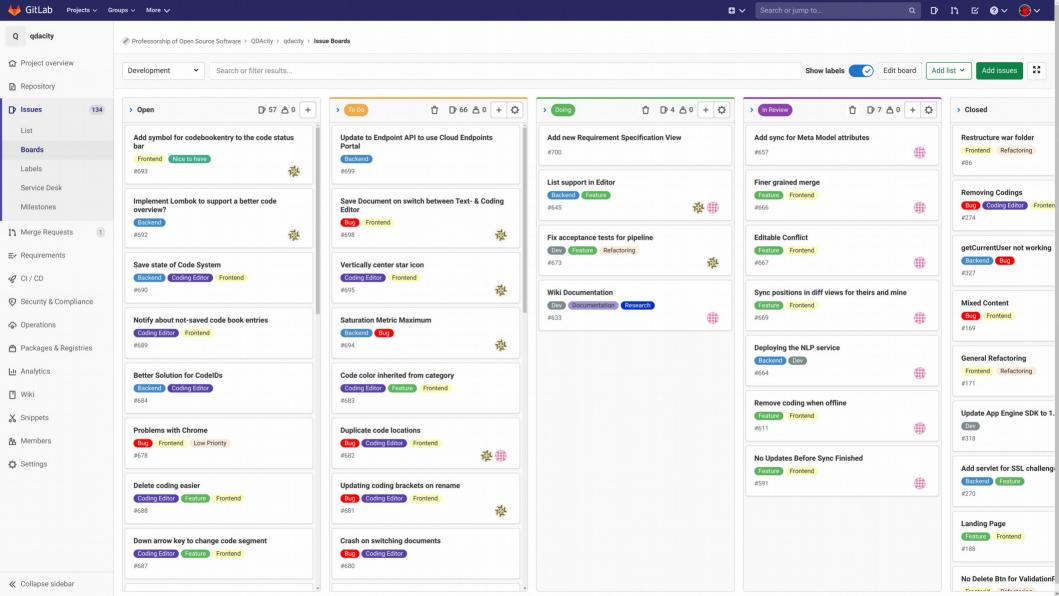
- A lead programmer
 - Is an engineer who leads the development of a component / system
 - In case of solo founder: The system
 - In case of peer group: A key component
 - W.r.t. the component, is responsible for maintaining
 - Product vision and getting the features done
 - Architectural integrity and 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

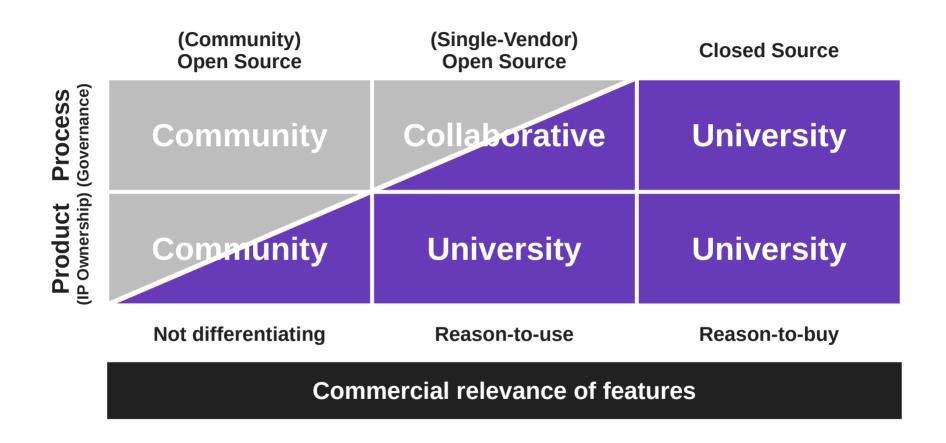
- Lead programmer provides feature
 - If necessary breaks it down into tasks
 - Assigns tasks or waits for volunteers
- With helper, discusses design and implementation
 - Helps break down work into tasks / increments
 - Ideally, discussion is public (in open source anyway)
- In multiple increments,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



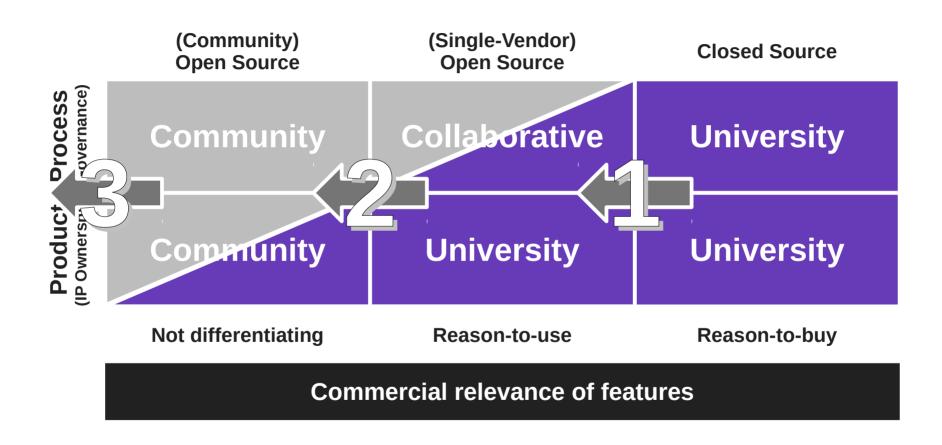


4. Open Source Strategy

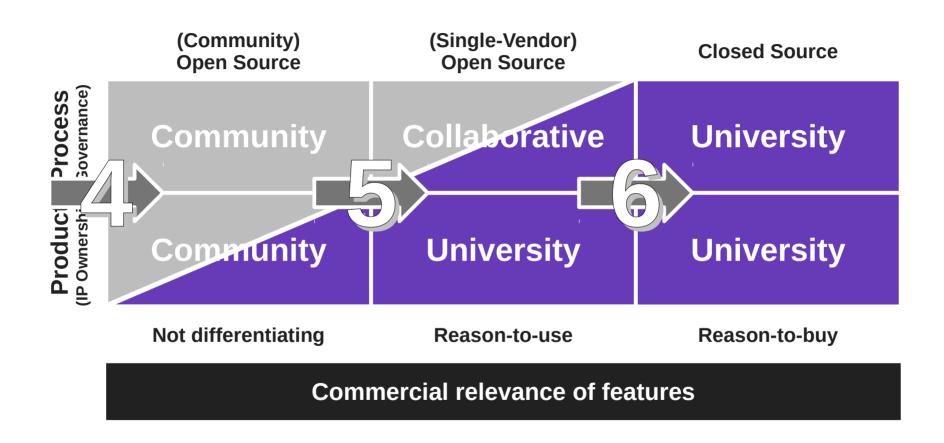
Open Source Community vs. University / Company



Pushing out Features



Pulling in Features

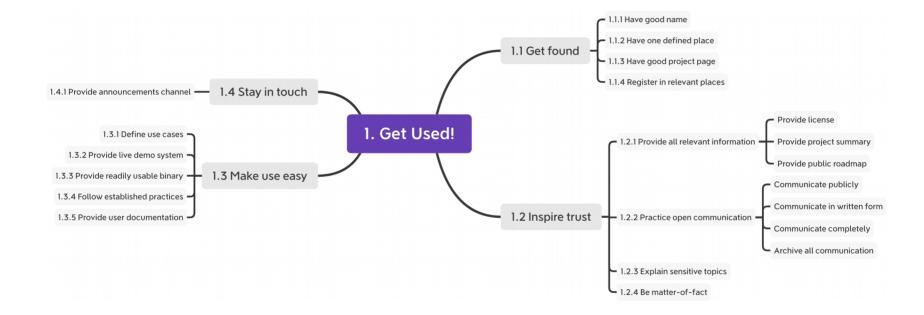


Public Money, Public Code?

- Universities have both a non-profit and commercial part
 - Universities are tasked with research and teaching [1]
 - Universities are also tasked with exploiting their innovations
- It is the university's choice what to give away for free

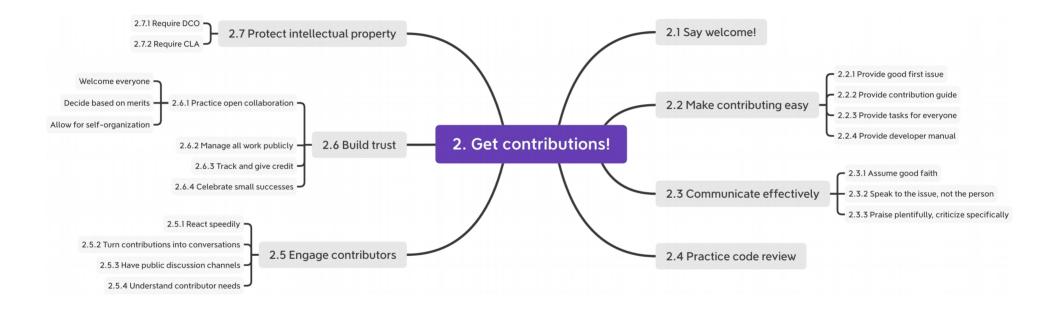
5. Getting Users

Best Practices for Setting-up Shop and Getting Users



6. Getting Contributions

Best Practices for Getting Contributions



Summary

- 1. Research vs. startup
- 2. Project management
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- 4. Open source strategy
- 5. Getting users
- 6. Getting contributions

Thank you! Questions?

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