



# Build a Funding Toolkit

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# Erlang Ecosystem Foundation

- Founded in 2019
- Activity: Seed, Foster, Advocate for Ecosystem beyond commercial interests
- Represents in Political, Social, Techno-Social, Governmental and Non-governmental arenas
- Solicit and Attract funding to support and organize development and activities that commercial entities can't/won't independently capitalize



# My Background

- Developer, 20+ years
- Elixir 10 years
- Ecosystem Advocate starting 2025
- Foundation Fundraiser
- Community Organizer
- Active in Open Source Public Policy
- Renewable energy activist



# Erlang is:

- Open sourced by Ericsson in 1998
  - Prototype POC 1988, native VM starts 1992
- Processes are the fundamental building block
  - Strong isolation (no shared resources)
  - Message passing
  - Light weight to create (systems with millions of processes)
  - OTP - Included patterns for building reliable systems (supervision)
- Enables building languages with Erlang reliability properties
  - Elixir, Gleam, 16 languages listed on erlef.org



# Not covering

- Compelling reasons for supporting open source
- The social value of open source
- How open source enables every digital product in use
- All for-profit technology has a debt to OSS, mostly unpaid
- Groups of possible funders
  - Would fund, lazy or friction to initiate (social value)
  - Wants something, bug fixed, feature added (transactional)
  - Doesn't see that volunteer/social labor used for profit is immoral



# Funding Elements

- Finding funders
- Receiving and managing funds
- **Define, Describe, Present what is to be funded**
- **Input, Feedback, Transparency, History**
- **Credibility**



# Finding Funding

- Direct sources (caution, fees)
  - [Github sponsors](#)
  - [Open Collective](#)
- Grants
  - Foundations, Agencies
  - [Eclipse](#), [Linux](#), [NLnet](#), [STA](#)
- User base, make it obvious, communicate
- Cyber Resiliency Act - CRA, evolving opportunities
- Issues and PRs may offer clues to interested parties



# Receiving Funding

- This is not legal or tax advise
- Unfortunately complex, different in each country
- Some entities can enable tax deductible contributions
  - Caution with cross border issues, despite EU rules
- Not much that does provide authoritative legal advise



# Example Projects

- [Ægis](#): Erlang Ecosystem security initiative
- [Hologram](#): [Elixir](#) web framework
- [EYG](#): A language for predictable development written in [Gleam](#)



# Presenting your project

- Project Objectives
- Roadmap
- Community
  - Engagement
  - Contribution
- Governance
- Are you critical digital infrastructure?
- Who are your users?



# Project Objectives, Goals

- Features
- Performance
- Documentation, Examples
- Extensions, Interfaces
- Security
- Example: Ægis [Objectives](#)
- Example: Hologram [Features](#)



# Clear Roadmap

- Include funding, work attribution
- Level of effort, in time and funds
- High leverage items (bang for buck)
- Ensure the history is preserved, provides credibility
- It is a shopping list
- Include dependencies within the map if possible
- Reminder: capital is transactional
- Example: *Ægis* [Roadmap](#)
- Example: *Hologram* [Roadmap](#)
- Example: *EYG* [Roadmap](#)



# Feature Objectives

- People want them
- You probably know what they are
- Good opportunity to increase awareness
- Also cultivates reasons, desires, for feature implementation
- Feature areas
  - Functionality
  - Performance, compile, run, memory
  - Developer productivity
  - Ease of use



# Security Objectives

- Many forms, examples
- Securing builds
- Contributor and development practices
  - [NIST SSDF](#)
  - [OWASP SSDF](#)
- Documents from CORSA on [github:corsa-center/oss-documents](#)
- Source SBOM
- Reproducible builds
- Audits, Pen-testing
- Supply chain



# Community Engagement

- Engage with your project community
- Creates community
- Creates understanding about what people want/need
- What problems exist
- Indicator of project health
- Helps funders evaluate
- Also helps potential users evaluate
- Public announcements (discoverable, depth)



# Enable New Contribution

- Lower the bar of entry
  - Prerequisites
  - Env set up
  - Tools
- First issue
- Document it well
- Example: Hologram [Contributing](#)



# Governance

- Organizational Diligence
- [CORSA](#) has some good references on governance
  - Notable: [CNCF governance document](#)
- Topics include
  - OSI [approved](#) software license (copy left may be adverse)
  - Roles
  - Policies, procedures
    - who, how, when code is released
    - how contributors are added
  - How funds are handled, disbursed, accounted for



# Security policy

- [EEF OIDCC project security policy](#) (SECURITY.md)
- Submission specification, AI slop early filter
- [Apache Airflow](#)
- [OpenSSF Open Source Project Security Baseline](#)



# Build a field of dreams

- Where a funder can envision their funds doing good
- Where someone needing a feature feels they can get it
- History supports these
- Have plans, paths to goals support these
- Transparency
- Structure
- Are these serious people