

#BackTheStack

OCTOBER  2017

Prospectus: Promotional Partner

[Gratipay](#) is the easiest way for companies to pay for open source. We have moved over \$1M from dozens of companies to hundreds of projects.

It's hard to pay for open source in a rigorous and effective way. Gratipay makes it *technically* easy by giving companies a single place to pay for all of the projects they actually use, while promoting their contribution and reporting on impact.

Now, let's make it *socially* easy. On October 2, 2017, Gratipay will launch “#BackTheStack on Gratipay,” a month-long fundraising campaign for the open source community as a whole.

Getting Involved

We invite your company to pay for open source on Gratipay, of course, but we are especially looking for *partners to promote this campaign with us*. **Our ask:**

- ❖ **Promote the campaign** through your social media, email, and other marketing channels during the month of October, 2017.
- ❖ **Grant us permission** to use your name and logo in our own promotional efforts.

FAQ

Why pay for open source? The volunteer open source community creates tremendous value with very [few](#) resources. Paying for open source will increase innovation and reduce risk for each company and the economy as a whole.

Why Gratipay? Gratipay is the easiest way for companies to pay for open source. We have a proven track record of transparency, openness, and service to the community.

Why join us? By partnering with us to promote the #BackTheStack campaign, you are helping—and increasing your reputation with—the open source community.

Where does the money go? Gratipay will keep 10% of campaign proceeds, and distribute 90% to other projects based on five factors:

- ❖ Input from companies about the ecosystems and projects they depend on.
- ❖ Metrics from [Libraries.io](#), [CHAOSS](#), etc.
- ❖ Ability of projects to receive funds.
- ❖ [OSI approval](#) of project licenses.
- ❖ General community [input](#).

What happens after the campaign? We aim to distribute money to projects in December, 2017, and publish a report in January, 2018. Once the results are in, we may run additional campaigns.

Ready?

Please respond by Friday, September 29 to be part of our launch announcement on October 2.

I look forward to your decision to proceed!

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