

Developing Free Software Help your project succeed

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Outline

- Setting the tone
- Managing your project
- Funding your project
- Marketing
- Defending your project

Setting the tone

- maintain a warm, cozy environment
 - avoid private discussions
 - nurture respectful conducts
- fight trolls (and other not-so-mytic beasts)
 - avoid geeting dragged to fruitless pursuits
 - filter spam, viruses, etc
 - protect contributor privacy
- define acceptable behaviour

The Cathedral and the Bazaar

- Steering the project:
 - The benevolent dictator
 - The consensus democracy
- Learn to delegate
 - by designation
 - by volunteering
- Keep ecuanimity
- Software development it's all about people

Quality and Spirits

- Everybody wants to feel part of a group
 - A group they can be proud of!
- Maintain quality:
 - frequent code reviews over the net
 - do periodic builds and crash-test parties
 - do periodic brainstorms
 - release frequently
- Arrange for personal meetings
- Keep the news flowing

Educate users and developers

- Of course, you want to deliver documentation and training
- Educate developers on Free Software culture
 - knowledge sharing (beware of eager PhDs and ambitous programmers)
 - openness (no reason for shame)
 - pride on response, not on results
- Lead by example

Foster communications

- No question is too small (or too big)
- Document common questions
- Document design decisions
 - and the decision making process
- Any interesting bit should be in the open
 - when discussed to avoid errors
 - when decided to avoid mistakes
 - to protect yourself

Money!

- Money is a good thing
 - it means your project is useful
- Be honest!
 - when dealing with money, make sure your interests are clear from the start
 - define carefully the limits
 - who controls what?
 - what does money buy?
 - how is money spent?

Giving money

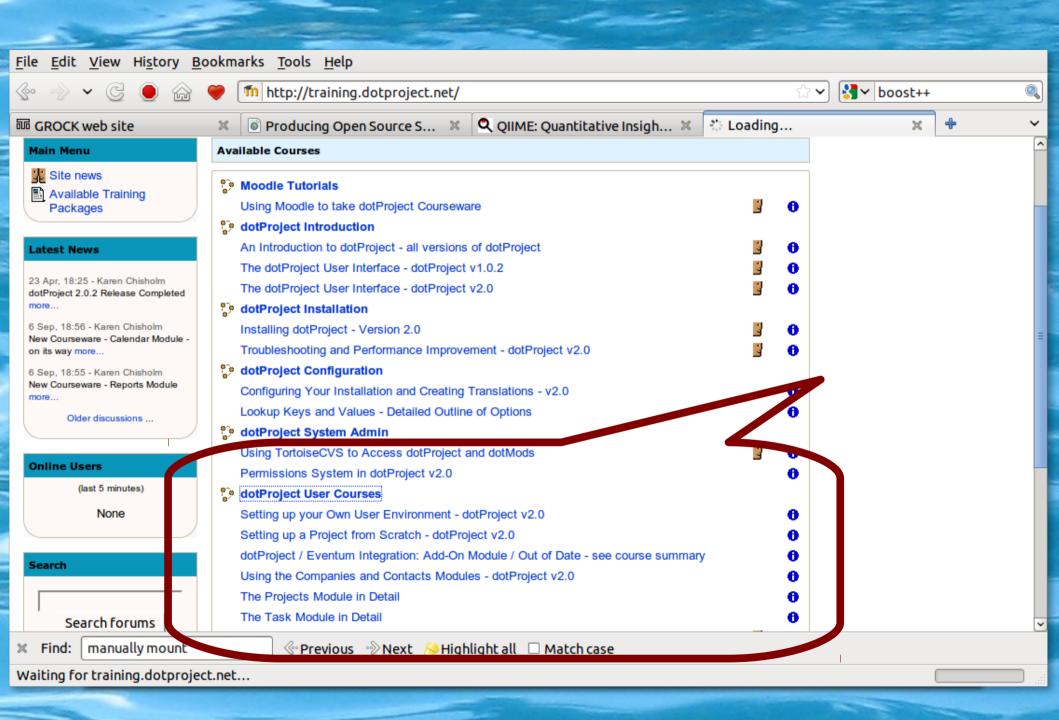
- Evberybody bewares of bullies
- The perceived goal is common good
 - You give money for the common good to benefit from the common good
- You may pay for features you need
- You may contribute with programmers
 - Your programmers will be your front face
- You may contribute with funds

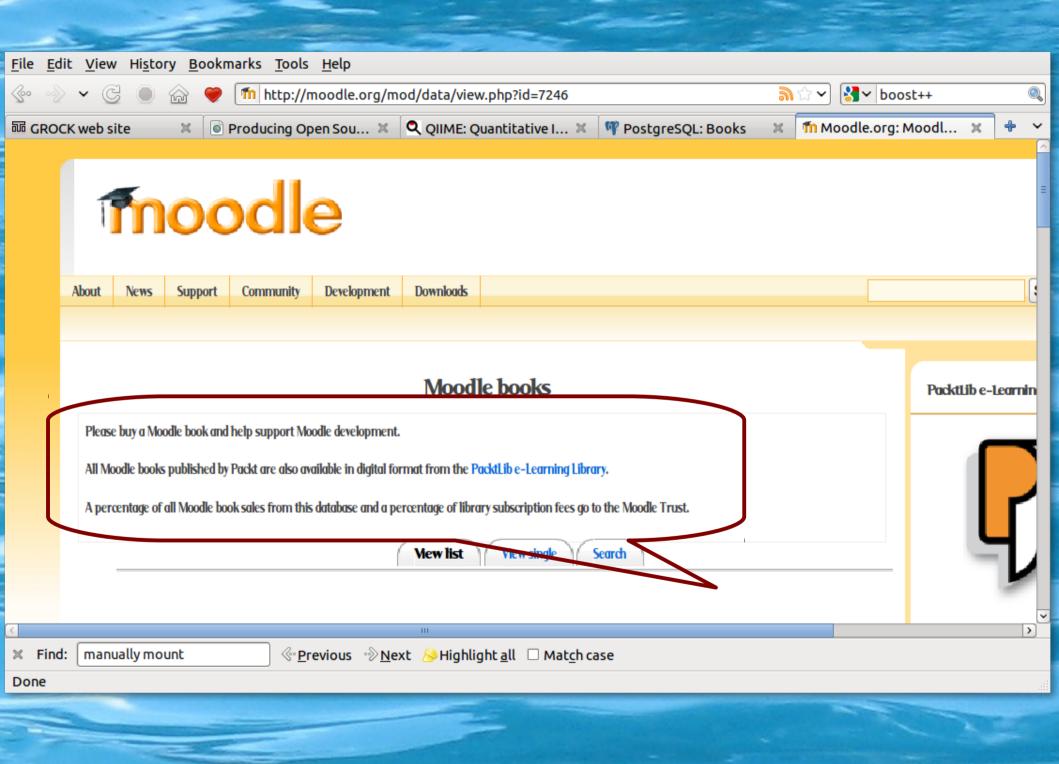
Getting money

- Save on licenses
- Software as a service
 - sell maintenance, customization and development
- Advertising in your product, site, etc...
- Meet with users and developers
- Teach users and developers
- Promote your company

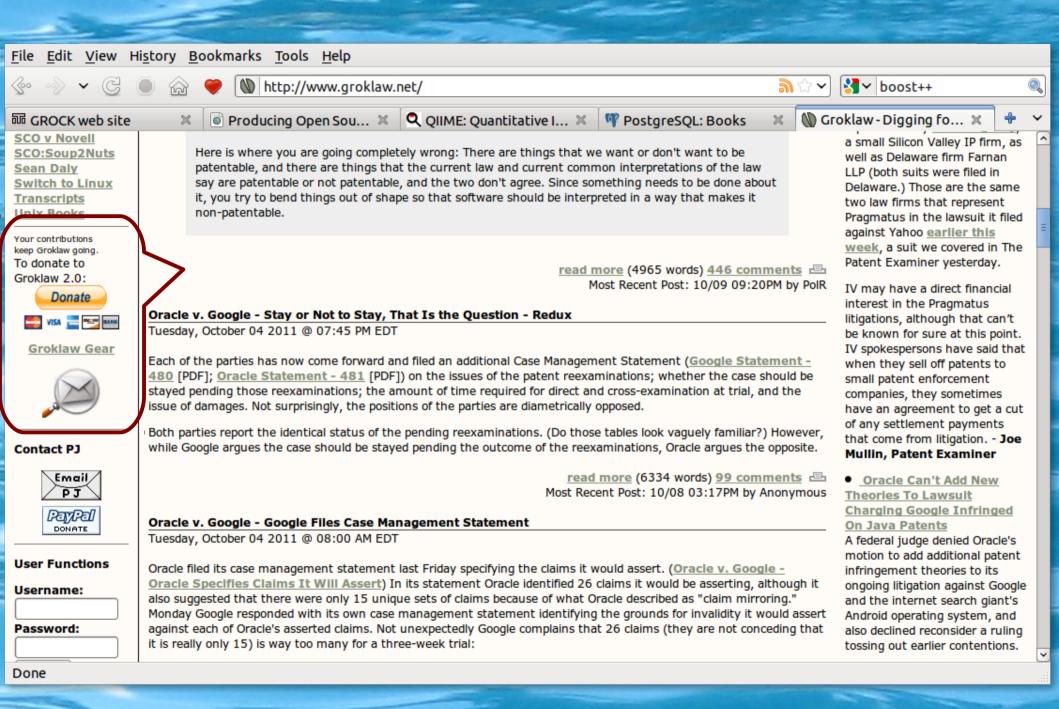
Milk the community

- Donnations
- Online courses
- Meetings
- Merchandising
 - print on demand
 - books
 - quick guides
 - t-shirts, hats, mouse pads...

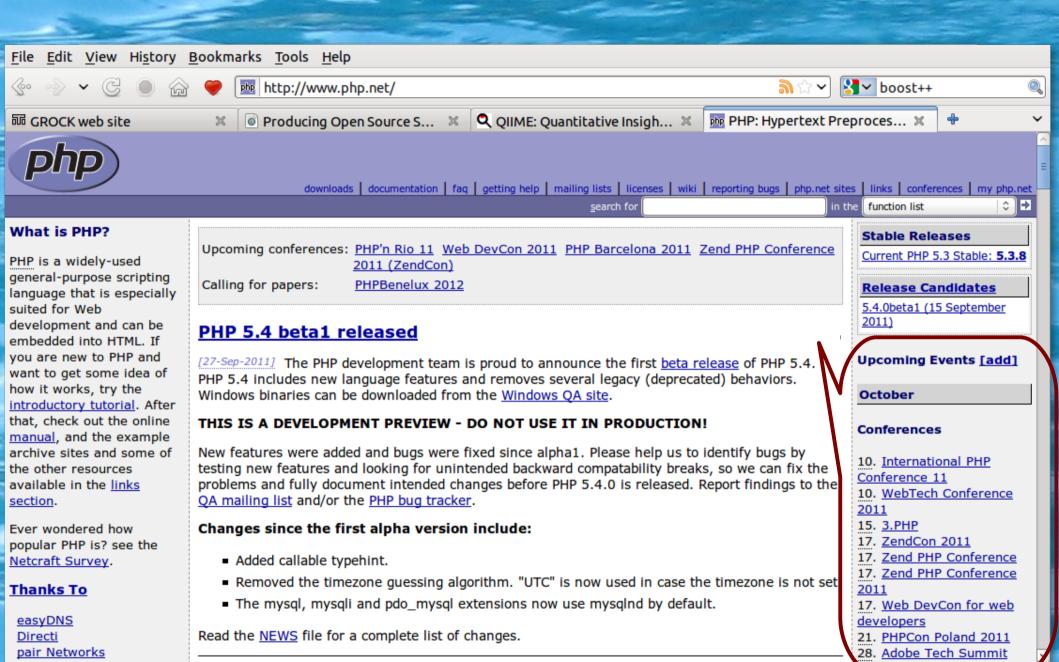








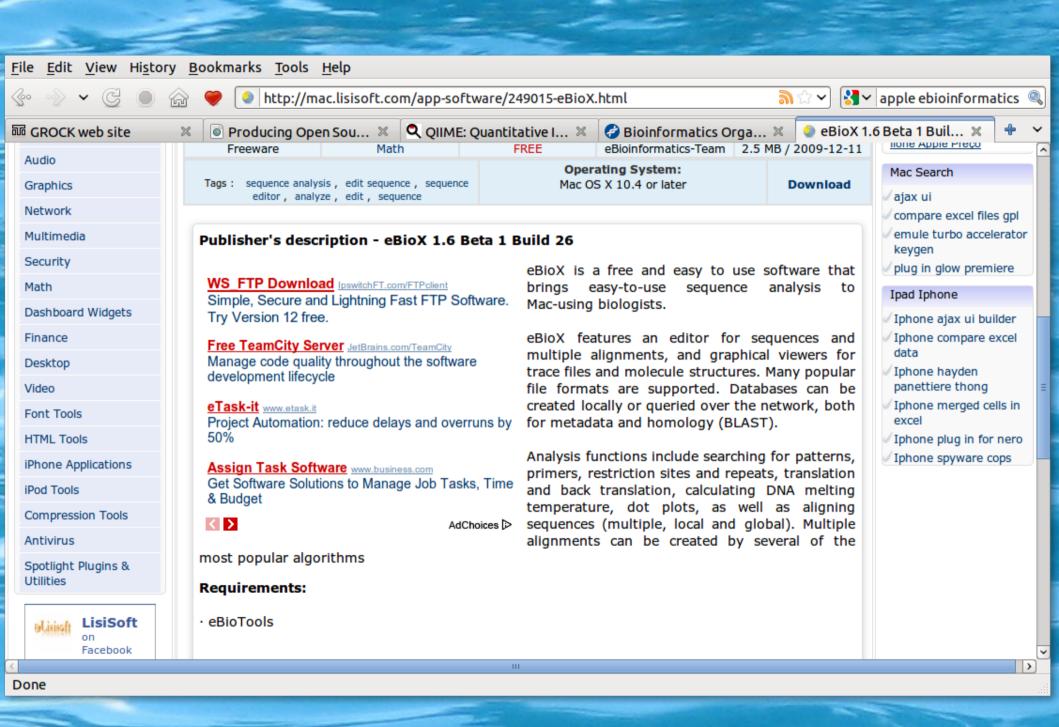


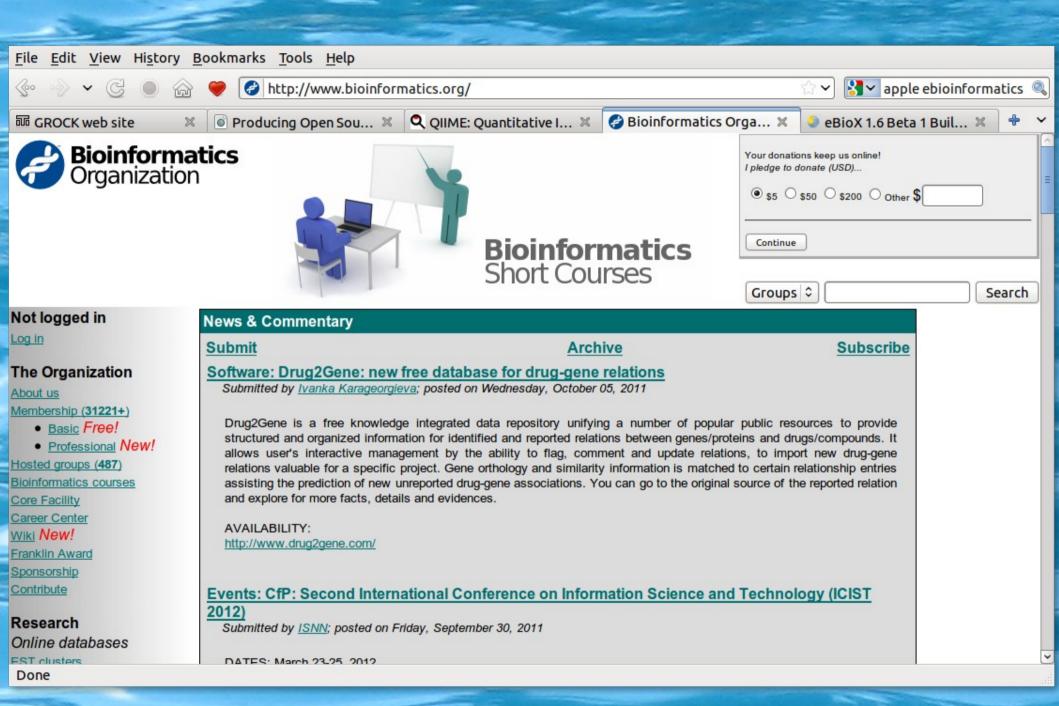


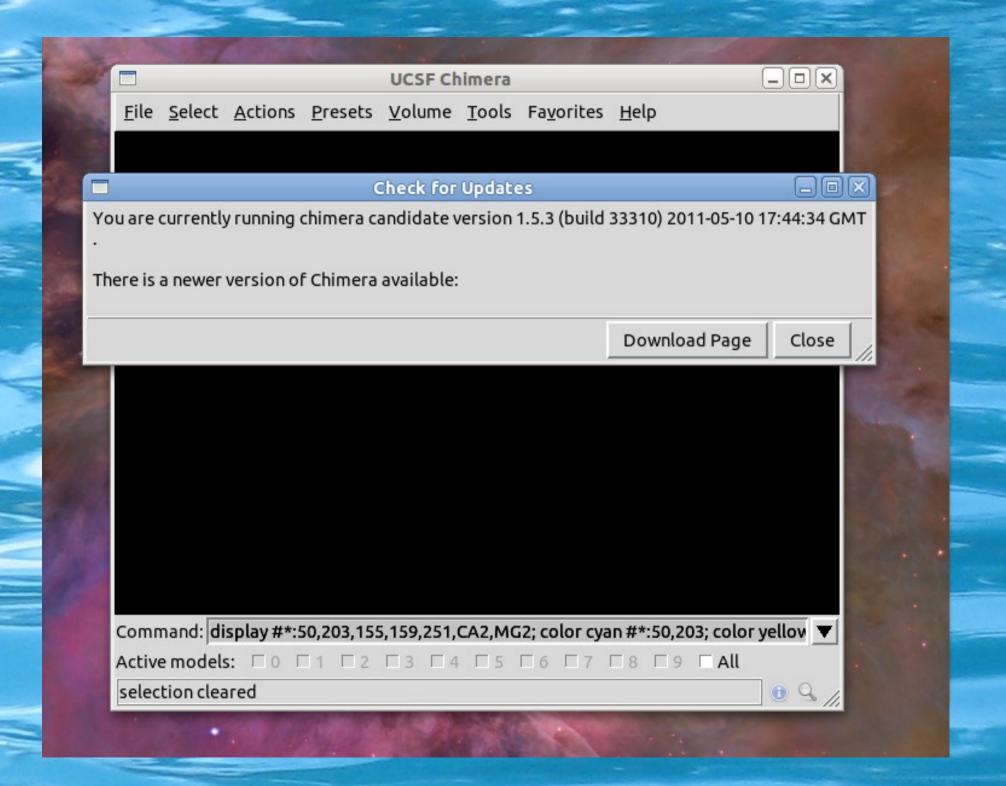
Done

Marketing

- Do not rely just on web presence
- Promote your site in search/ad engines
- Find a niche, hit the blogs
- Give away small tools for free
- Promote your tools in user forums: Careful with that axe, Eugene!
- Promote your tools in app. forums: Apple, Google, Freshmeat, Bioinformatics.org, etc...
- Keep in contact with users (tell about updates)
- Creative social network marketing







Marketing yourself

- Learn to use FLOSS in your CV
 - https://wiki.mozilla.org/FreeSoftwareOnRes umes:Writing
- Learn to protect your work
 - Read the small print in any contribution license
 - Do not assume anybody (specially big corporations) is nice just because they say so.
 - When in doubt, ask the experts

Defending your project

- Fight against Software patents
 - Look for local partners in USA
- Join the Electronic Frontier Foundation
 - http://www.eff.org
- Join the Free Software Foundation
 - http://www.fsf.org
- Join the Open Invention Network
 - http://www.openinventionnetwork.com
- Follow GrokLaw.net

Welcome

To the wonderful world of

Free and Libre Open Source Software



