

# Making Business the Open Source way

Exploring the business opportunities in open source projects, legal implications, frameworks and roles that can improve sustainability in an+ Open-Source geared businesses

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# \$: whoami

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## QUICK QUESTION ?

- Who has ever used an open source software ?
- Who here has created, maintained or contributed to one ?

### Free Open Source Software (FOSS)

Firefox Browser  
Libre Office  
Emacs  
Sublime Text

### Open Source Software (OSS)

Linux  
React  
PHP  
Vscode

We are in an information economy,  
since the industrial revolution we have  
communication, computational  
capacity, experience and social  
influence in the power of humans.

Who dat one epp ?



- **OPEN DATA**
- **OPEN SOURCE TOOLS/RESOURCES**
- **OPEN SOFTWARES AND PLATFORMS**

Open Source for Governance,  
Sustainability, HealthCare, Productivity

let's move forward →

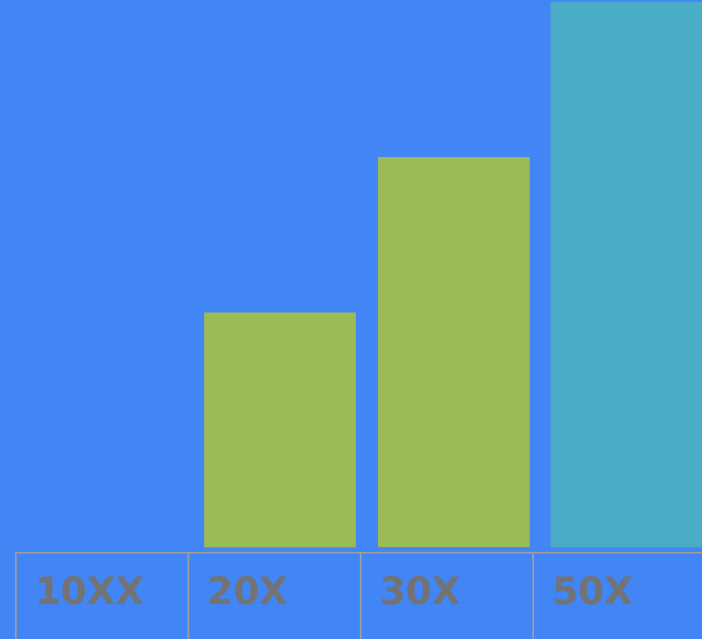


# What can open-source do for you

**Find a job**

**Launch a Business**

**Expand your skills**



Find a Job, Get Hired

## Henry Zhu, Babel Maintainer receives job offer from Behance

It's Joel from JSCS

Adobe/Behance x



**Joel Kemp**

5/7/15 ☆

↩ Reply

to hi -

Hey Henry,

As you may know, Mike Sherov and I work on the Behance team at Adobe in New York. We're looking to hire a JavaScript engineer for our small JS team (6 people) and I think you'd be an awesome fit. You do great work on JSCS and we want someone great to join our talented team.

Would you be at all interested? I know you're based out of Georgia, but I figured I'd reach out just in case.

Launch a Business

Collaboration is the new Sheriff in town



**git**

**GitHub**



GitLab

we learn how Github and Gitlab built a **value proposition** using an open source platform **`GIT`** we will later explore this business as the **open core platform** used by **segment, github, gitlab, gravit, gitkraken** and lot more organizations



# Test for Demand

Using Open source as a model to test for demand in a particular niche

A close-up photograph of a person's hand, wearing a dark sleeve, pointing with their index finger at a document on a desk. A pen lies on the desk near the hand. The background is blurred, showing some office equipment and lights.

# segment.com

How segment used  
**analytics.js** to test for  
product market fit for their  
analytics platform  
**segment.com**



A close-up photograph of a person's hand holding a white marker, drawing on a whiteboard. The background is blurred, showing some office equipment and lights. The text 'Mongo DB' is overlaid on the image in a large, white, serif font.

# Mongo DB

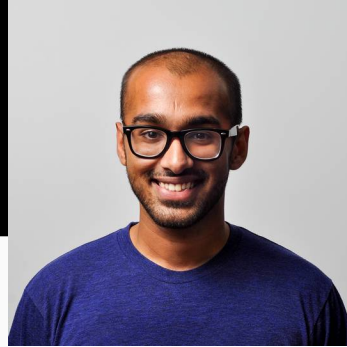
**MongoDB** an open-source database schema created MongoDB Enterprise, MongoDB Atlas and acquired mLab to provide a DBAAS solution for profitability from an open-source project MongoDB

# Linux built a kernel that has allowed itself to be extended into other products by different companies



## Canonical

Canonical created Ubuntu, Ubuntu Server and Ubuntu Enterprise with their LTS Version



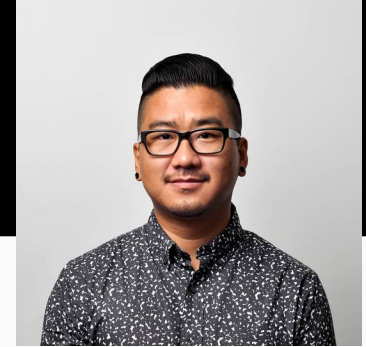
## RedHat

Redhat has transitioned from a Linux Enterprise to creating plethora of software that extends the linux stack Ansible, Openstack more



## Android

Android extended the Linux kernel to build a mobile operating system efficient and fast



## Apache Foundation

Apache built a web server that runs on linux to compete with Microsofts IIS

USE OPENSOURCE  
TO CREATE A  
SUPPLY CHAIN

# Fedena vs Fedena Pro

Fedena is an opensource school management software built with ruby on rails that transitioned into a pro and enterprise suite using the Addons model to add more features to their core platform Fedena OSS

# ODOO CRM

<https://github.com/odoo/odoo>

Odoo extended their CRM offering using the OSS Model

# REACT JS VUE JS ANGULAR

React, Vue and Angular has created a supply chain for developers looking to build cross-platform, modular and interactive frontends using JavaScript frameworks, opening up a market for testing platforms, build tools, prototyping tools etc  
Mocha, React Proto, Webpack, Apollo etc.

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**PHP / LARAVEL/  
SYMPHONY/  
CODEIGNITER**

Forge built a server platform  
for laravel apps, serverpilot  
built a platform for  
automatically setting up and  
managing php servers without  
the security bottlenecks

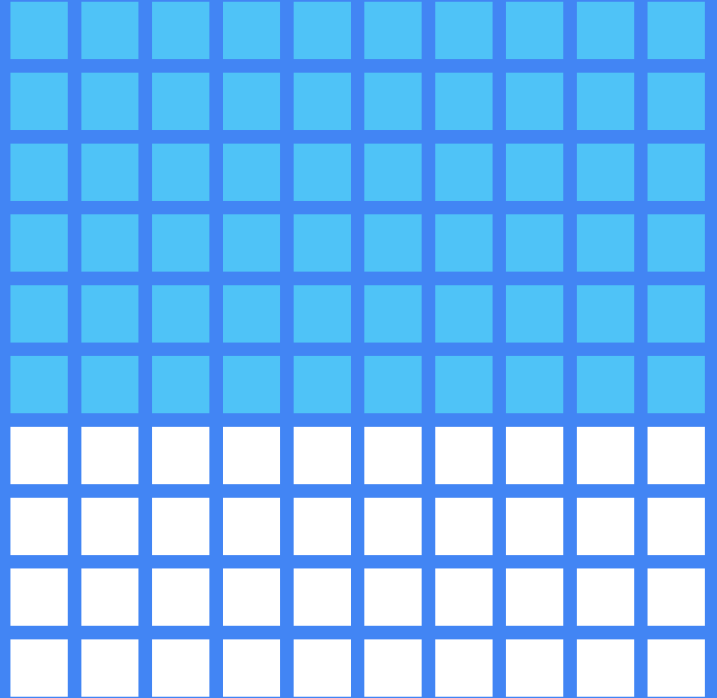


**VSCODE**  
**SUBLIME**  
**ATOM**

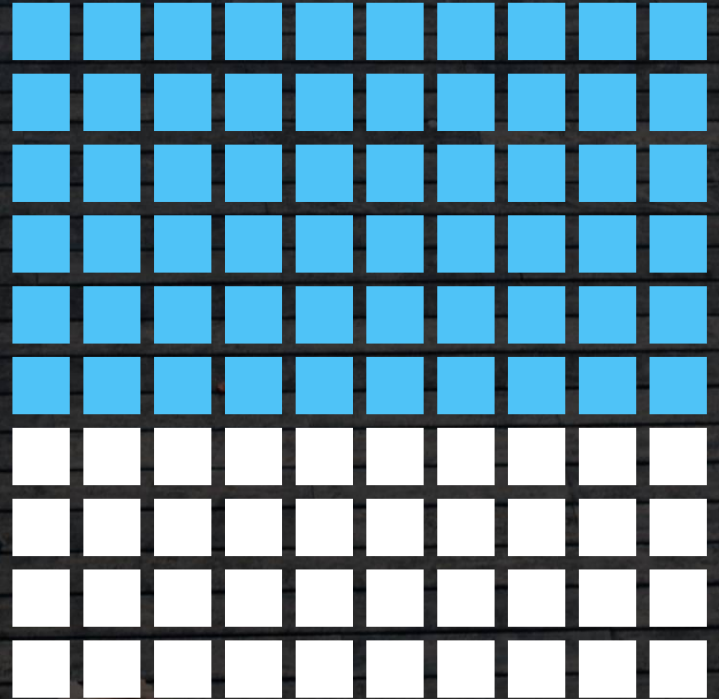
Wakatime is a productivity app that lets you track how much time you spent coding everyday.

**USING OPENSOURCE TO  
CREATE / INCREASE  
BRAND IDENTITY /  
AWARENESS**

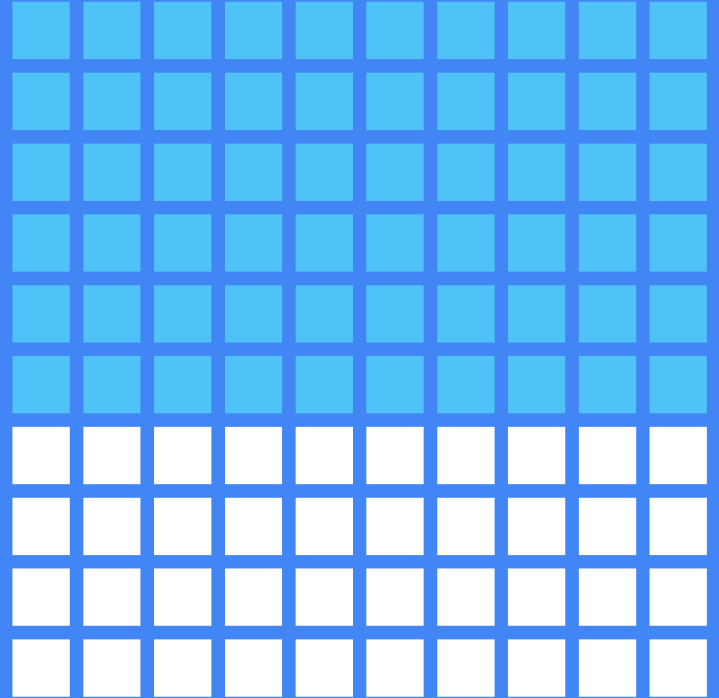
**StickerMule became  
popular for printing  
stickers swags for  
open source projects**



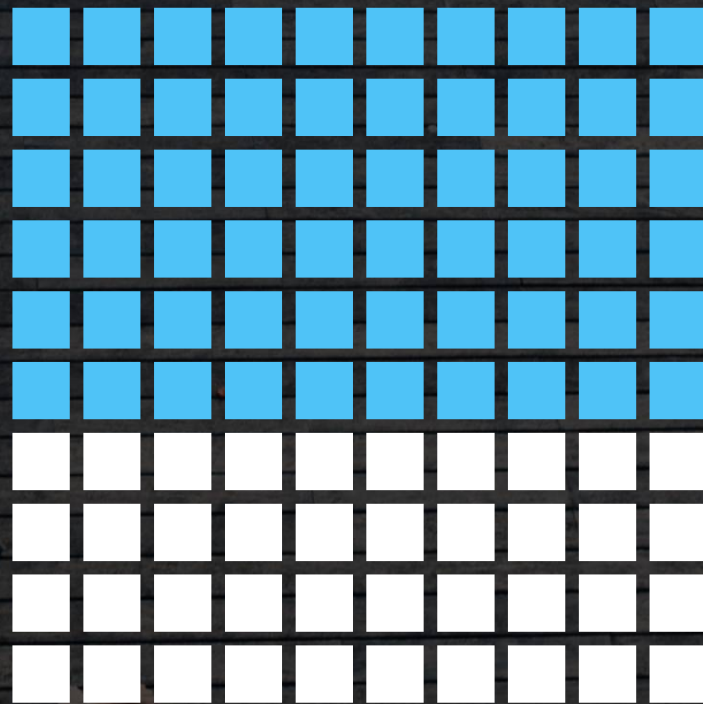
**DigitalOcean / Linode  
contributed to OSS by  
offering free cloud  
services to Open  
source projects**



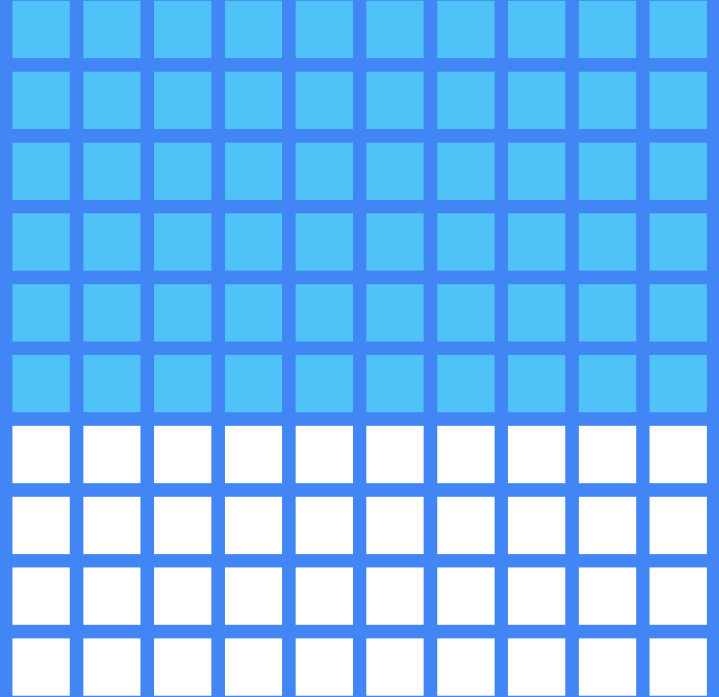
**WIKIPEDIA** became  
popular by offering an  
open encyclopedia  
compared to **ENCARTA**  
and the rest



**The APACHE FOUNDATION**  
immense contribution to  
opensource by sponsoring  
several open source  
initiatives and the popular  
**APACHE LICENCE** for  
popular open source projects



**Microsoft created TypeScript  
and VSCODE to identify with  
the opensource community  
before subsequently  
acquiring Github**



IN THE HIGHLIGHTS

**CODE FOR AFRICA | [openafrica.net](https://openafrica.net)**

**Provides an open data platform for Foreign organizations to mine about the African ecosystem, gender equality, employment ratio, earning analysis, and lots more**



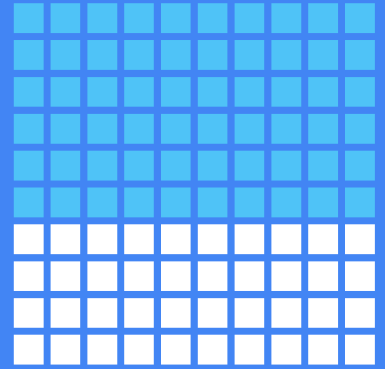
# INNOVATING WITH OPENSOURCE

# BLOCKCHAIN

Blockchain provides a social framework for transparency and openness in today's technology driven ecosystem.

**Open Source** is going to be the standard in a decentralized economy, and all of the critical things used in the marketplace and common business practices.

A new economy is emerging and new opportunities are opening.



# **MONEY VERSUS TIME**

**launching a business using an open model**

# Foundation Based Model

**Apache Foundation**

**Linux**

**Mozilla Foundation**

**Android**

This model ensures that the company is successful at the risk of not having a successful product

# Singular Business Model

**MongoDB,  
VueJS,  
Node  
Laravel**

In this model, the core product and  
the company are the same thing

# Open Core / commercial extensions

**Segment (extends analytics.js)**  
**Mlab (extends MongoDB)**

Open core is a business model in which the core of a program is open source, with additional closed source features provided for a fee.

# SAAS \

# Software as a Service Model

**Meteor JS Galaxy Platform**  
**Wordpress**

In a SaaS integrations and application programming interfaces are open source but the server code they connect to, or consume their API is not accessible to the end user.

# BUSINESS CHALLENGES AND RISKS



# Competition is Healthy

- Sqlite | Mysql | MongoDB,  
couchbase | PostgreSQL

- Angular | React | Vue

- Gitlab | Github | BitBucket | JIRA  
Atlassian

# Adoption and growing a user-base

Google increased its user base with android, by offering a free android OS, using one tied you to a google account where all your data was mined.

# Fragmentation and Forks

Opportunities or Problems

Facebook needed a simple, scalable, powerful, reliable storage so they developed [Cassandra](#). What happened to Cassandra? Facebook didn't need it anymore. Already from the beginning they open sourced it, gave it to everybody. Now we have a company called [DataStax](#) that commercializes Cassandra and further develops it.

# Amazon versus Google

Opportunities or Problems

When Amazon took the Android code used it in their Kindle Fire, I think, but they can't call it Android because they didn't sign the Alliance that would have forced them to use Google Services.

# Branding and Identity

If you take Red Hat's code and distribute it, you can do that, but you're not allowed to distribute anything that shows the brand or the logo. The name Red Hat Enterprise, Linux and all the marks that go with it, the visual, the JPEGs and PNGs, and the pictures, they are all proprietary.

So you have Debian | Fedora | Mint | ETC.

# WHAT NEXT ?

Get involved with opensource

An aerial photograph of a city skyline at dusk or dawn. The sky is a mix of dark blue, purple, and orange. The city is densely packed with skyscrapers, many of which have their lights on. The Empire State Building is prominent in the center, with its top lit up. The text is overlaid in the center of the image.

*“Ask not what **open-source** can  
do for you - ask what you can do  
for your **open-source**.”*

# Appendix/ References

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