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Source: Lidl Catalog



Source: Instagram @lev_livet_nu

Jorge Lainfiesta

- Author of the Linux Foundation *Intro to Backstage* course
- Backstage GitHub Org Member
- Developer Relations @ Roadie.io
- Certified Sommelier



– BACKSTAGE AS A SERVICE –

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Sell/get funds for your OSS initiative in three easy steps

- 1. Try it out**
- 2. Get involved into OSS**
- 3. Sell it**

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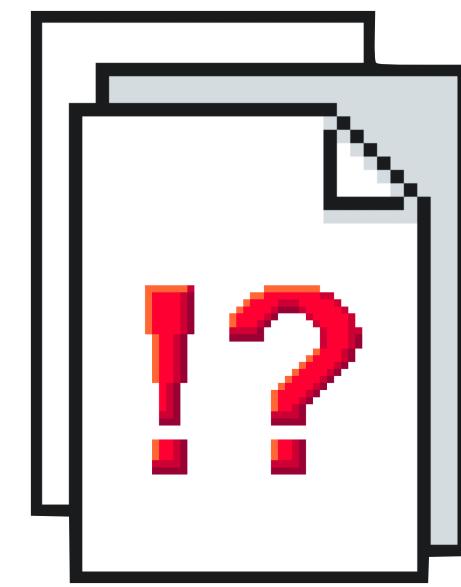


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0. Which problems are you solving?



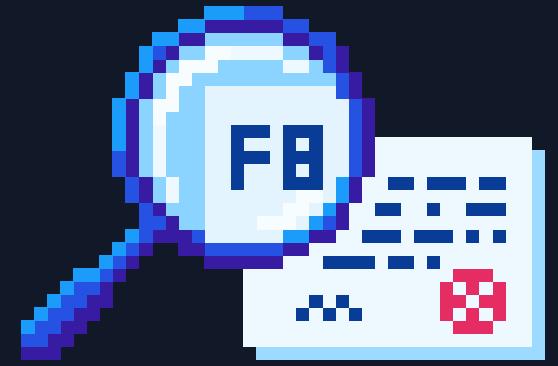
1. Try it out

~~Play it out~~

1. Due diligence



1. Due diligence



- Licenses
- Authors
- How will this project survive?



Identify the project's business model

Duparc, E., Möller, F., Jussen, I. et al.
Archetypes of open-source business
models. *Electron Markets* 32, 727–745
(2022). <https://doi.org/10.1007/s12525-022-00557-9>

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RESEARCH PAPER



Archetypes of open-source business models

Estelle Duparc¹ · Frederik Möller^{1,2} · Ilka Jussen¹ · Maleen Stachon¹ · Sükran Algac¹ · Boris Otto^{1,2}

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Abstract

The open-source paradigm offers a plethora of opportunities for innovative business models (BMs) as the underlying code-base of the technology is accessible and extendable by external developers. However, finding the proper configuration of open-source business models (OSBMs) is challenging, as existing literature gives guidance through commonly used BMs but does not describe underlying design elements. The present study generates a taxonomy following an iterative development process based on established guidelines by analyzing 120 OSBMs to complement the taxonomy's conceptually-grounded design elements. Then, a cluster-based approach is used to develop archetypes derived from dominant features. The results show that OSBMs can be classified into seven archetypical patterns: open-source platform BM, funding-based BM, infrastructure BM, Open Innovation BM, Open Core BM, proprietary-like BM, and traditional open-source software (OSS) BM. The results can act as a starting point for further investigation regarding the use of the open-source paradigm in the era of digital entrepreneurship. Practitioners can find guidance in designing OSBMs.

Keywords Business models · Open source · Open-source business models · Strategic open source · Platforms · Archetypes · Taxonomy

JEL Classification L17

Introduction

Increasing global competition, rising R&D costs, and shortening product life cycles force firms to reconsider traditional BMs (Saebi & Foss, 2015). To face these upcoming

et al., 2019; Morgan & Finnegan, 2014). Digital platforms, for example, bring together two or more parties over a digital infrastructure and use OSS as a tool to leverage network effects (Cusumano et al., 2019; O'Mahony & Karp, 2020; Parker et al., 2016; Trabucchi & Ruganza, 2021). An exam-



Open Source Business Models (Duparc, E et al, 2022)

Open-Source Platform

Symbiotic evolution, subsidized by other products.

ie. Kubernetes

Funding-based

Volunteer and sponsor-based.

ie. Apache

Infrastructure

Paid hosted version, limited community involvement.

ie. Gatsby, Cypress

Open Innovation

Core contributed by company, community extends. Delegation of ownership over time.

ie. Backstage

Open Core Platform

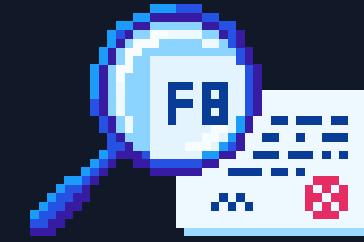
Core OSS, proprietary additional features. Dual licensing, dominated by the originating firm.

ie. Docker, Elastic

Proprietary-like

Built with Open Source, but limited contributions. Direct sales through other channels.

ie. Productized offers from consultancies



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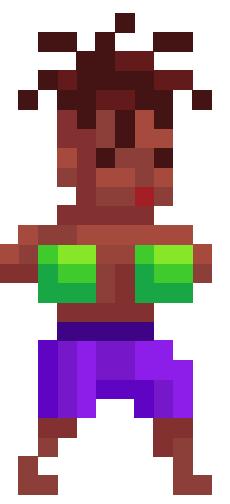
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2. Try it out



2. Try it out



- What comes out of the box?
- What's the gap to solving your problems?
- Be patient



2. Get involved ASAP



2. Get involved ASAP



- Reduce risk
- Learn from others
- Gather success stories



Ideas to maximize your presence:

- Newsletter: review the codebase activity
- Organize Online events:
 - Gather adopters
 - Unconference format works quite well
- Help out others

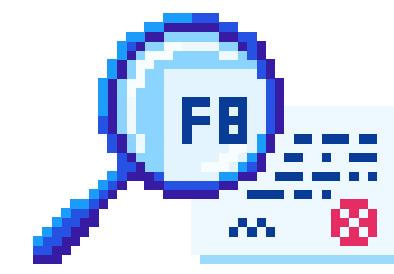
3. Sell it

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3. Write a pitch



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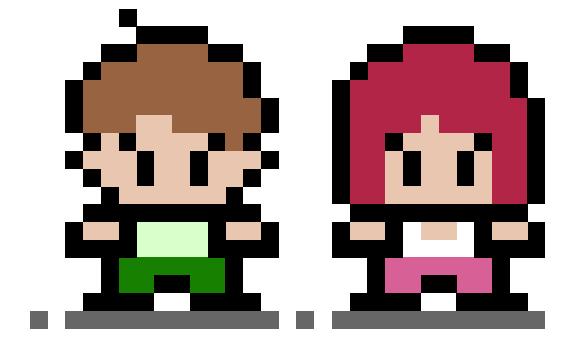
— Viability



— Value props



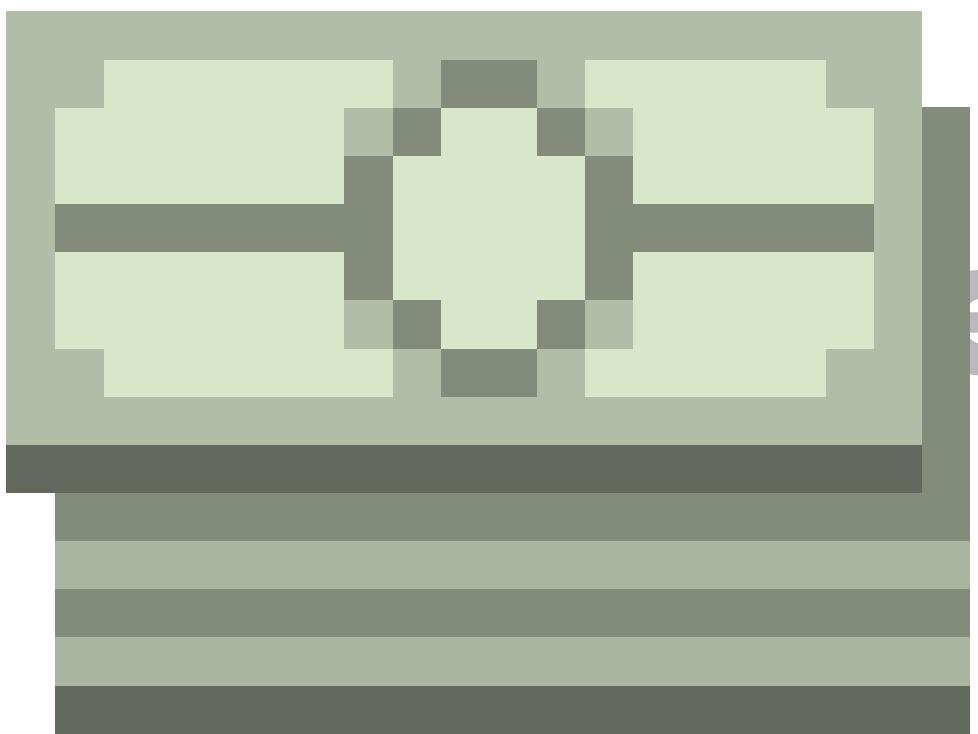
— Expected effort



Success stories

Pitfalls

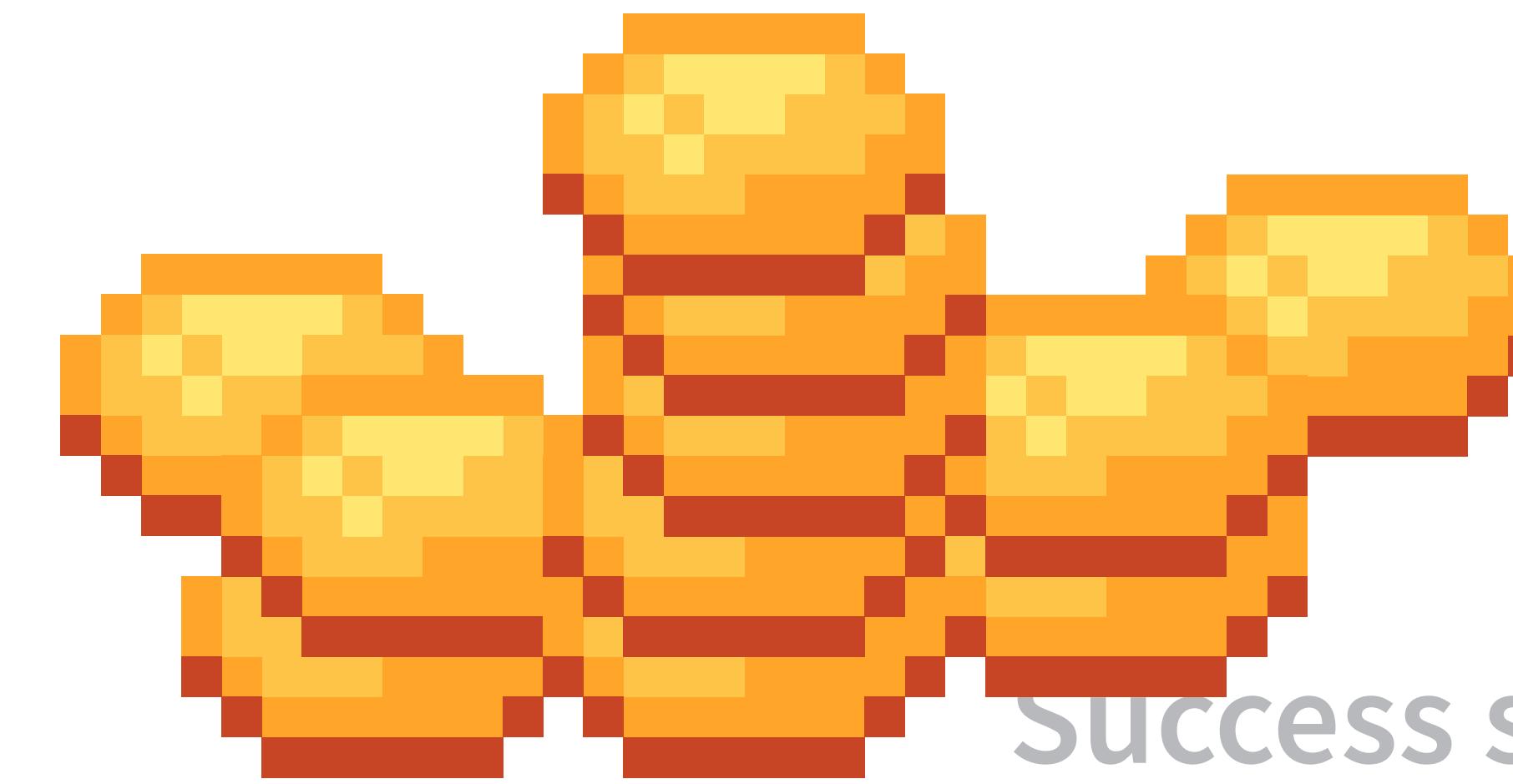
Market



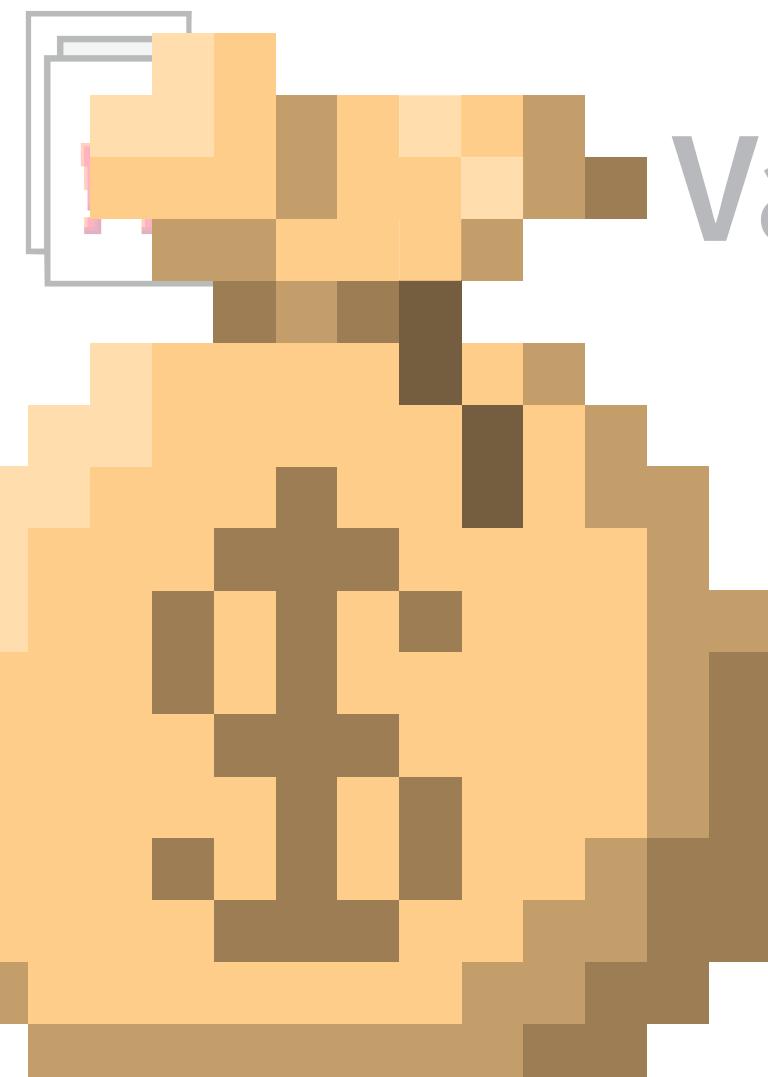
Be a pitch



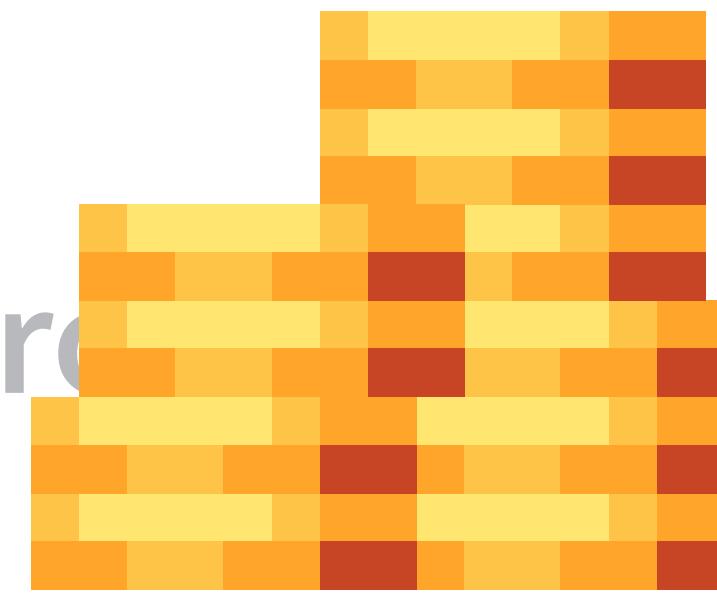
Viability



Success stories



Value prop



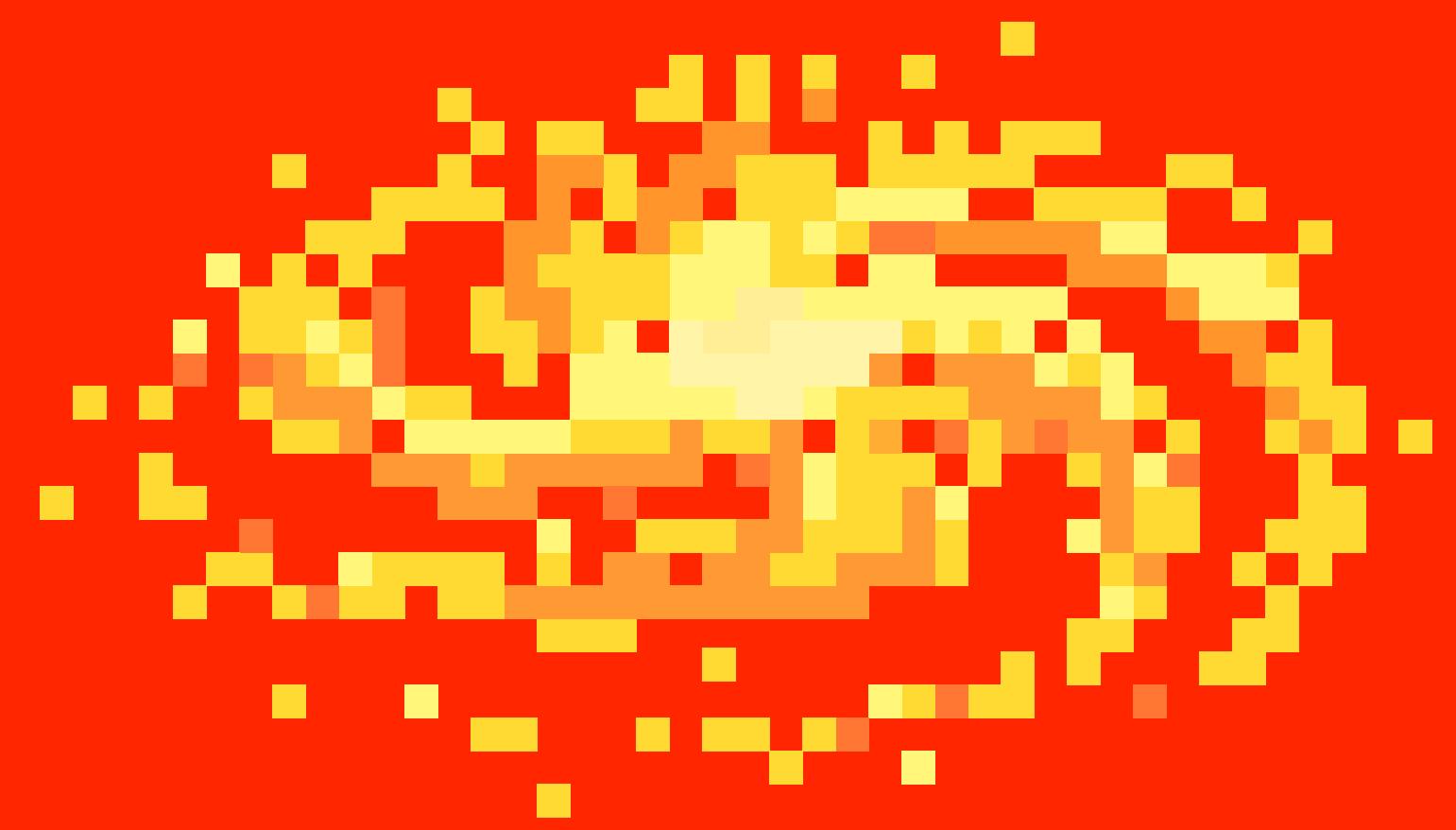
Expected effort



Startups



Market



4. Dealing with change

- Shop alternatives
- Be ready to tackle claims
- Update your narrative
- Explore partnerships

