New Business Opportunities

Building on our Strengths

- High traffic web site
    Download page receives 2 million pages views/month
    Home page receives 1.2 million page views /month

- Trusted Download Site for Developers
    Approximately 1 million downloads per month

- Marketplace Client is a new opportunity to reach the active Eclipse install base
    30K successful installs per month

- Known community of companies interesting in leveraging our strengths

Strategy: Appeal to the Marketing Budget

Put in place marketing programs that will appeal to the marketing organizations for our Foundation members.

Program Overview

Sponsored Download
- Promote a corporate download on the eclipse.org/download page.
- Optionally collect e-mail addresses for the sponsor.

Sponsored MPC Product
- Allow companies to purchase the first two slots on the Marketplace Client featured list
- Promote sponsored product on Marketplace web site.

Advertise on home page and download page

Sponsored Download

- Allow for up to 4 sponsored downloads to be promoted on eclipse.org/download
  - Clearly marked as 'sponsored download'

- Each package in rotation but each guaranteed 500K page views

- Charge an insertion fee plus pay for click or e-mail address

- Need to work out any IP issues

Sponsored MPC Product

- Sell 4 sponsored products slots per month for Marketplace Client

- Featured list is the first thing a developer see when starting the MPC
    - this list is dynamically generated by the Foundation server
    - current list has 10 solutions listed; moving forward the first two would be sponsored product listings

- Charge an insertion fee plus a per successful install

- Also change the 'featured' product on Marketplace web site to be a 'sponsored' product
    - currently featured product is a random selection of Foundation member products.

Advertise on home and download pages

- 3.2-3.5 million page views per month

- Current advertising restricted to strategic members
    - many strategics do not take advantage of this benefit
    - current click-thru rate is about 0.185%

- Allocate 50% of page views to paid advertisers

Potential Participants

- Companies will need to be members of the Foundation to participate

- Out of 172 members
  - 10 rated good fit to purchase
  - 28 rated average fit to purchase

- Key Target Buyers
  - Marketing budget
  - HR recruitment budget
  - Conference and events

Costs

- We have an existing click-thru tracker

- If we collect e-mails, we will need to implement a verification system

- Need to improve the reporting we can provider to advertisers

- Need to create a sales kit

- Implementation should be minimal and can completed by existing Foundation staff

- Foundation staff will need to sell and administer the programs

Summary

Costs: Minimal incremental costs but Foundation staff will have to sell and administer the programs.

Risks/Issues:
Perception of Eclipse 'selling out'
Member companies do not have the budgets to participate
Potential IP Policy and Privacy Policy conflicts
Performance estimates used to calculate revenue is wrong