Radical Transparency & "Open Source by Default"

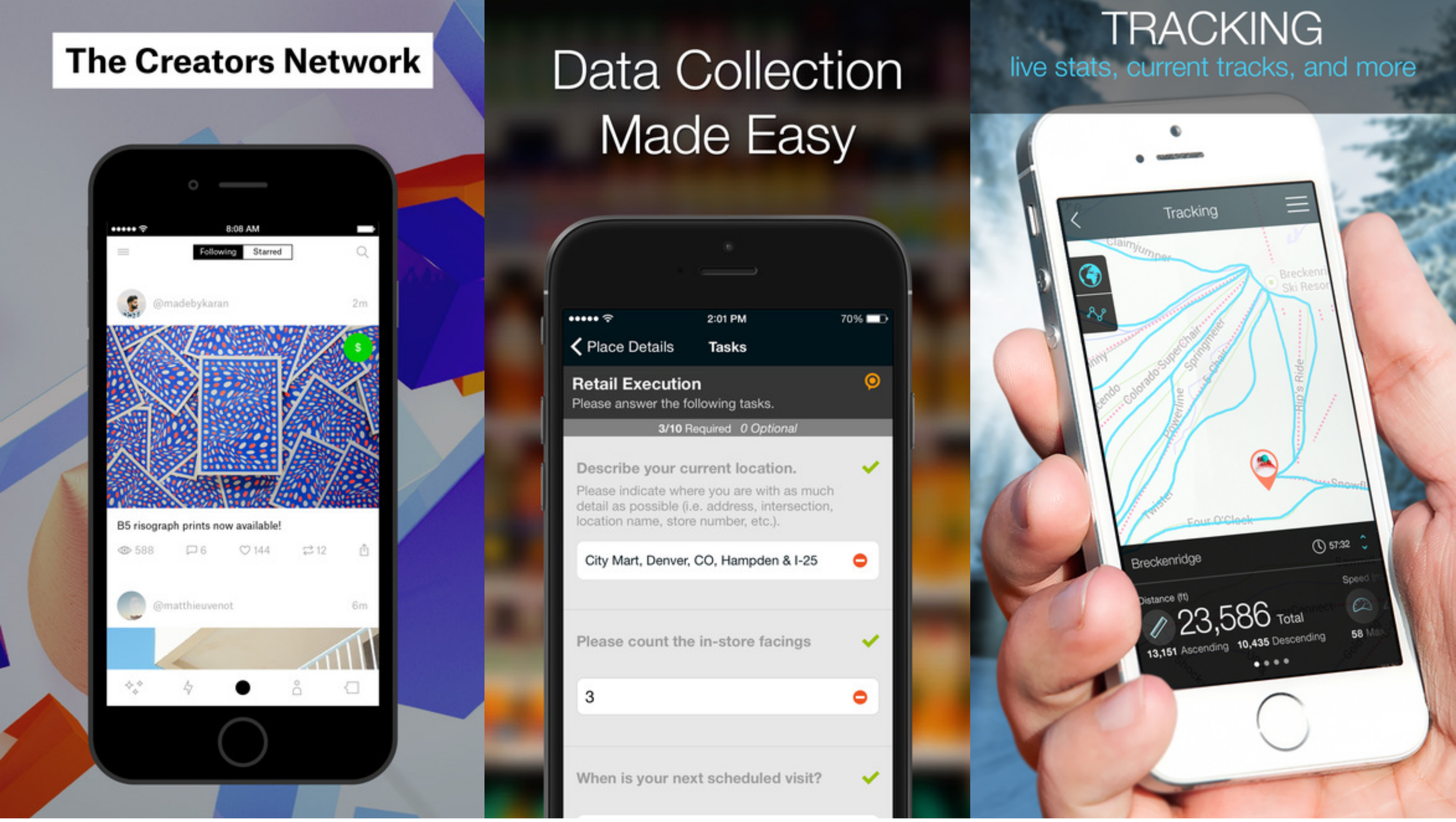
Who Am I?

Sean Dougherty

Software Engineer

IBM
IBM
IBM

Mostly iOS apps



Ello

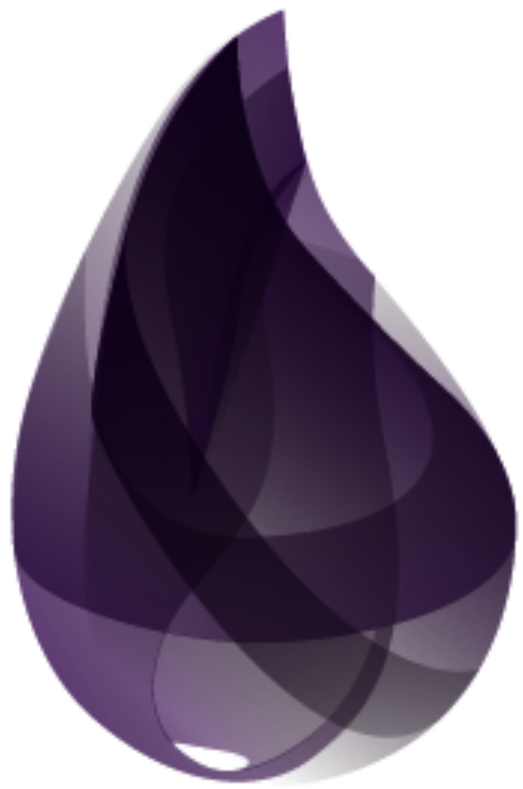
GoSpotCheck

SNOCRU

But other stuff too

RAILS

Sorta



elixir

Barely

TM

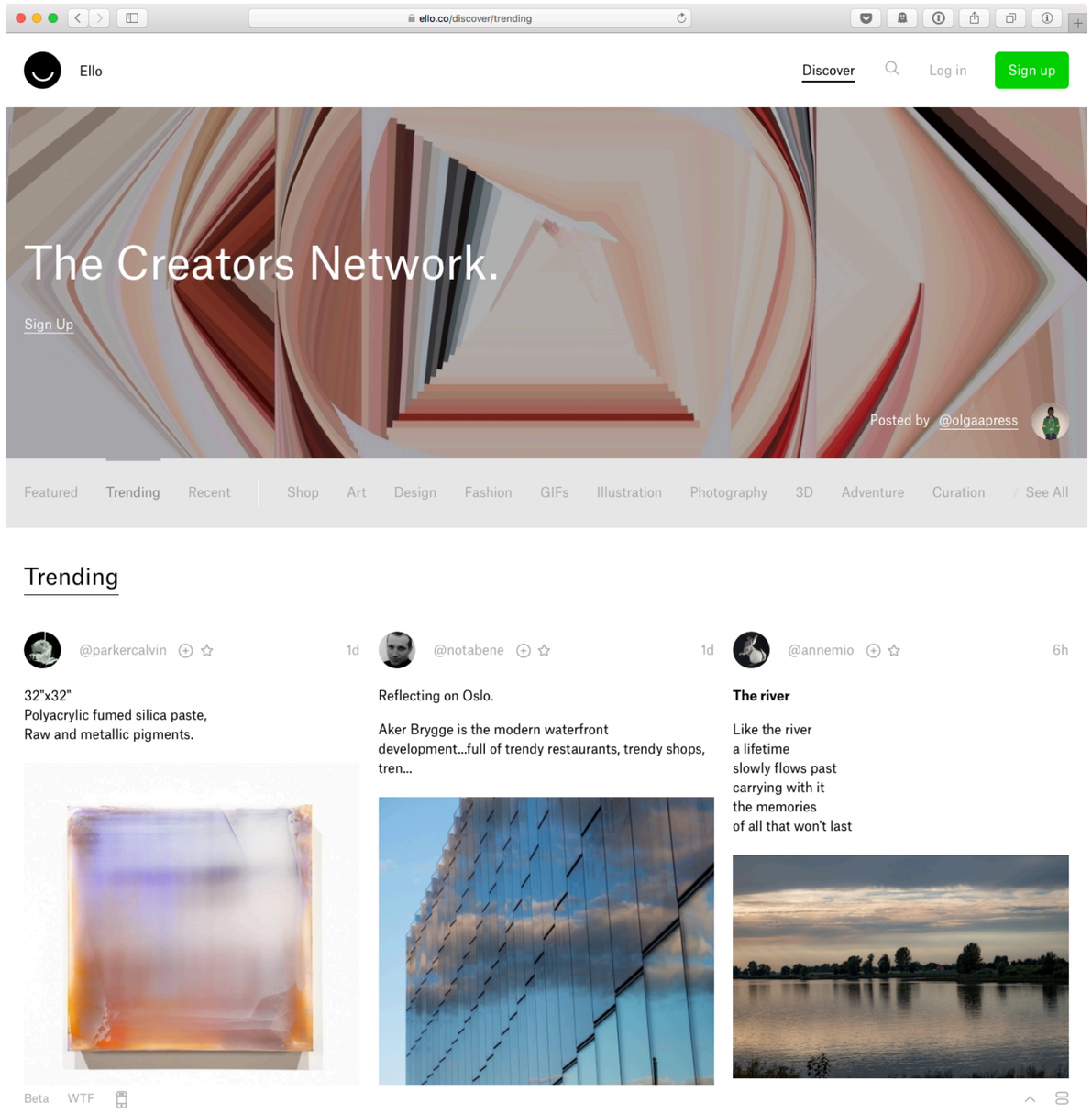
While relegated to the dustbin of the internet I once was a proud carrying member of the Flash ActionScript Club. I'll move on.

Mobile Lead at Ello

What is Ello?

The Creators Network

Ello is the only network designed for creators, by creators.


ello.co/discover/trending
Ello
Discover
Log in
Sign up
The Creators Network.
Sign Up
Posted by @olgaapress
Featured
Trending
Recent
Shop
Art
Design
Fashion
GIFs
Illustration
Photography
3D
Adventure
Curation
See All
Trending
@parkercalvin
1d
32"x32"
Polyacrylic fumed silica paste,
Raw and metallic pigments.
@notabene
1d
Reflecting on Oslo.
Aker Brygge is the modern waterfront development...full of trendy restaurants, trendy shops, tren...
@annemio
6h
The river
Like the river
a lifetime
slowly flows past
carrying with it
the memories
of all that won't last
Beta
WTF

The Ello PBC Charter

1. Ello shall never make money from selling ads;
2. Ello shall never make money from selling user data; and
3. In the event that Ello is ever sold, the new owners will have to comply by these terms.

Signed by each founder and investor

ELLO, PBC
A Better Way
October 20, 2014

Ello is a simple, beautiful, and ad-free social network.

There has been some speculation in the press since our launch eleven weeks ago that Ello will someday be forced to allow paid advertising on its network.

We understand some of this cynicism: with the Internet turning into one giant billboard, and with virtually all social networks relying on advertising to support themselves, it can be hard to imagine that there can be a better way.

But 2014 is not 2004, and the world has changed.

Ello's explosive growth over the last few months proves that there is a hunger to connect with friends and see beautiful things — without being manipulated by ad salesmen, boosted posts, and computer algorithms that don't always have our best interests at heart. On an ad-driven social network, the advertiser is the customer and you're the product that's bought and sold.

To assure in the strongest possible way that Ello stays focused on its mission to be a different kind of social network, Ello has converted to a State of Delaware Public Benefit Corporation (PBC).

A PBC is a special for-profit company in the USA that operates to produce a benefit for society as a whole. As a PBC, Ello is legally obligated to take its impact on society into account in every decision it makes.

Ello's PBC's charter states that Ello shall not for pecuniary gain:

1. Sell user-specific data to a third party;
2. Enter into an agreement to display paid advertising on behalf of a third party; and
3. In the event of an acquisition or asset transfer, the Company shall require any acquiring entity to adopt these requirements with respect to the operation of Ello or its assets.

In other words, Ello exists for your benefit, not just to make money.

Simple, beautiful, and ad-free.

There is a better way.

Enjoy Ello!

We, as founders and investors in Ello, vow to support Ello's mission and to abide by the terms of the Ello Charter as stated above.

Paul Budnitz, Todd Berger, Lucian Föhr, Gabe Varela, Matt Kitt, Jay Zeschin, Justin Gitlin, Brad Feld, Jason Mendelson, Seth Levine, Ryan McIntyre, David Cohen, Ari Newman, Mark Solon, Lee Bouyea, Cairn Cross, Tim Davis & Damon Way.

Open-Source by Default

1. What is Open-Source Software?
2. Why we're open-source and why you should be too
3. How to convince your company
4. How we do it

Open-Source by Default

1. **What is Open-Source Software?**
2. Why we're open-source and why you should be too
3. How we do it
4. How to convince your company

What is Open-Source Software?

WIKIPEDIA

Computer software with its source code made available with a license in which the copyright holder provides the rights to study, change, and distribute the software to anyone and for any purpose.

We came up with this all on our own

with no help from anyone

I'm lying

Programmers, governments, academics and companies

since the earliest days of programming

19553

Grace Hopper

wrote the first compiler

part of the A-0 System

UNIVAC (Universal Automatic Computer)

19967

IBM mainframe operating system

The Airline Control System

19883

GNU <guh noo> launched
a free and open-source operating system.

1991

Linux

started by Linus Torvalds

1992 released under a GNU License

Linus Torvalds, in true form.

1993

FreeBSD

FreeBSD, OpenBSD and NetBSD
derived from Unix
FreeBSD is the foundation of OS X

1995

MySQL®

MySQL
relational database

1998

Netscape Communicator
code base for Mozilla Firefox and Mozilla Thunderbird.

1999

.

is formed.

100s of projects

HTTP Server

Open Office

Subversion

Hadoop

2004

mozilla

Firefox®

The Mozilla, Firefox browser debuts.

2004

WordPress

Wordpress launches
powering over 70 million websites

2014

dotnet

their primary developer platform

2015

Swift

secretive company

sexy new programming langauges

Open source is everywhere

hosts millions of public (open-source) repositories

Microsoft

Google

20 million lines of code

^ over 900 projects

huge open source effort

React

RAILS

lets not forget

Open-Source is not a new idea

What is Open-Source By Default?

Unless we have a reason ***NOT*** to, a project is open sourced

Open-Source by Default

1. What is Open-Source Software?
2. **Why we're open-source and why you should be too**
3. How to convince your company
4. How we do it

But ***why*** do we do it?

^ standing on the shoulders of giants

Ello wouldn't exist without ***lots*** of open-source projects

1000s of people

RAILS

Swift

Go

ART SY

Linux

elixir

React

Pinterest

COCOAPODS

SOUNDCLOUD

redis

PostgreSQL

Ruby

Square

memCached

Image Magick

At Ello we feel strongly about living our values

Openness & Transparency

Guiding principle, openness and transparency

Its in our best interest to show our users how we build our software.

Trust

independent verifify

our actions and words are aligned

Makes us better engineers

Having peers inside and outside the company review our code helps us grow as developers and as communicators

Fun

Collaboration and involvement with the broader community gives greater significance to the work.

Feels Good

Having work seen by a larger group, potentially used by a larger group and discussed by a larger group feels good.

Fosters Community

Ello is a community of creators sharing their work with the world.

We build our product with the same sense of greater community.

Helping Others

Ello is an idealistic company.
staked our brand on an ideal and ethic of doing things differently.
Other's have helped us
We want to help others

Being a Good Citizen

We rely heavily on other's open-source projects.

We wouldn't be able to do what we've done without others.

We feel its critical to give back.

Now, why should ***you*** be Open-Source by Default

Obviously

All of the above

Recruiting

Turns out folks love working on Open-Source.

competative differentiator

Security

Finding and disclosing bugs and vulnerabilities

Free or discounted

Tools or services

Github

Travis CI

Travis CI

Code Climate

Editors like Jetbrains

Best Practices

On display to the world

well written

well factored

Open-Source by Default

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How do you sell this to your boss/investor/co-founder/co-worker?

1

Improve Team Culture

empowers engineers to contribute both inside and outside the company

2

Attract Talent

open-source is a powerful
advertisement
shows the kind of company you are
other developers will notice

3

Press and Attention

Ello-iOS has 500 stars
articles and on network interest
larger tech world and ello users love it

4

Best Practices

motivates devs to do their best work

5

Improve Communication

not just talking to the person next to you

non-ello employees need more context

6

Impact

internal open-source expands the impact to a larger audience

Orta's work on cocoapods vs artsy

7

Don't give it **all** away

real value is users, the creativity, database of works

not the building blocks

protect the core value and open-source the rest.

How do you keep other companies from swiping your talent?

They’re gonna do it any way

Make your company better

Start by working in the open

Isn’t it insane to give away countless hours of hard work and investment?

You’re not giving it away
operating company
the data and users
not in the individual components

Is this going to be a distraction for the team?

We've not experienced that.

Fits in smoothly

Changing the Existing Team Culture

how to move towards OSS by Default

Start contributing to the projects you already use

good open-source citizen

create PRs on projects you use

be active on code that is important to you

site Moya

Start Small

Pick a an internal project and make the repo public

The code doesn't have to be perfect on day one
software is a work in progress
competing priorities
put yourself out there, it'll be ok
we have lots of code in need of love

Open-Source by Default

1. What is Open-Source Software?
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4. **How we do it**

How we do it

Other companies are doing this rare but increasingly common

ello's goal has been to open-source our work

18F

18F, government technology company
transform government
build better public services

buffer

Buffer
social media engagement company.

Our Muse

ARTSY

Artsy mission is to make all the world's art accessible to anyone with an Internet connection.

they blog a ton

they've open-sourced a TON

talk with Ash/Orta

talking with leaders/investors about positive alignment

politicing was surprisingly easy at ello

http://artsy.github.io

Great posts

Great projects

2 categories of code

library & infrastructure code

gems, cocoapods, libraries

generic, reusable

more likely to have contributions / develop a community

custom built applications

not plug and play

about transparency, trust, education

26

26 public repos and counting

Sevice Oriented Architecture

LOTS of applications.

Filters ▾ | Find a repository...

heroku-buildpack-imagemagick

Shell ★ 19 ⑂ 95

forked from rocketmobile/heroku-buildpack-imagemagick

Updated 4 hours ago

ello-ios

Swift ★ 519 ⑂ 51

Ello's open source iOS app

Updated 3 days ago

wtf

CSS ★ 10 ⑂ 1

Stargazers

Ello WTF site - help, FAQs, about us, and other static pages

Updated 4 days ago

ello_protobufs

Ruby ★ 0 ⑂ 0

Protocol buffers for cross service communication

Updated 4 days ago

ello-notifications

Ruby ★ 2 ⑂ 0

Push notification generation and delivery service

Updated 5 days ago

People

3 >

jayzes
Jay Zeschin

mkitt
Matthew Kitt

rynbyjn
Ryan Boyajian

15

15 library & infrastructure repos

Streams

Ello Click

Render Service

Render Pipeline

Dotfiles

Sightengine Ruby

Lettertray

Time Ago in Words

Rspec Rails Time Metadata

Ello Protobufs

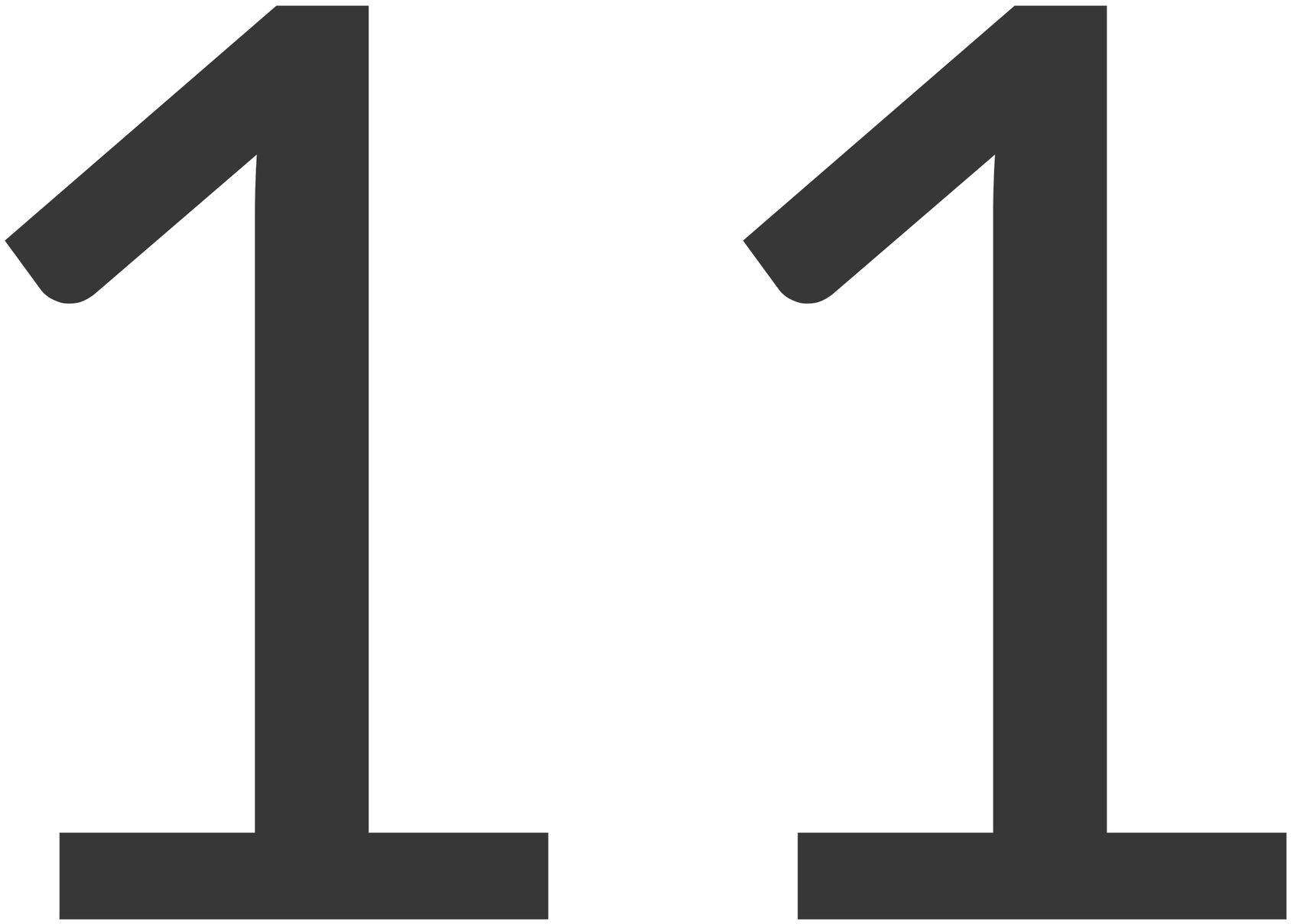
NCMEC Reporting

Kinesis Stream Reader

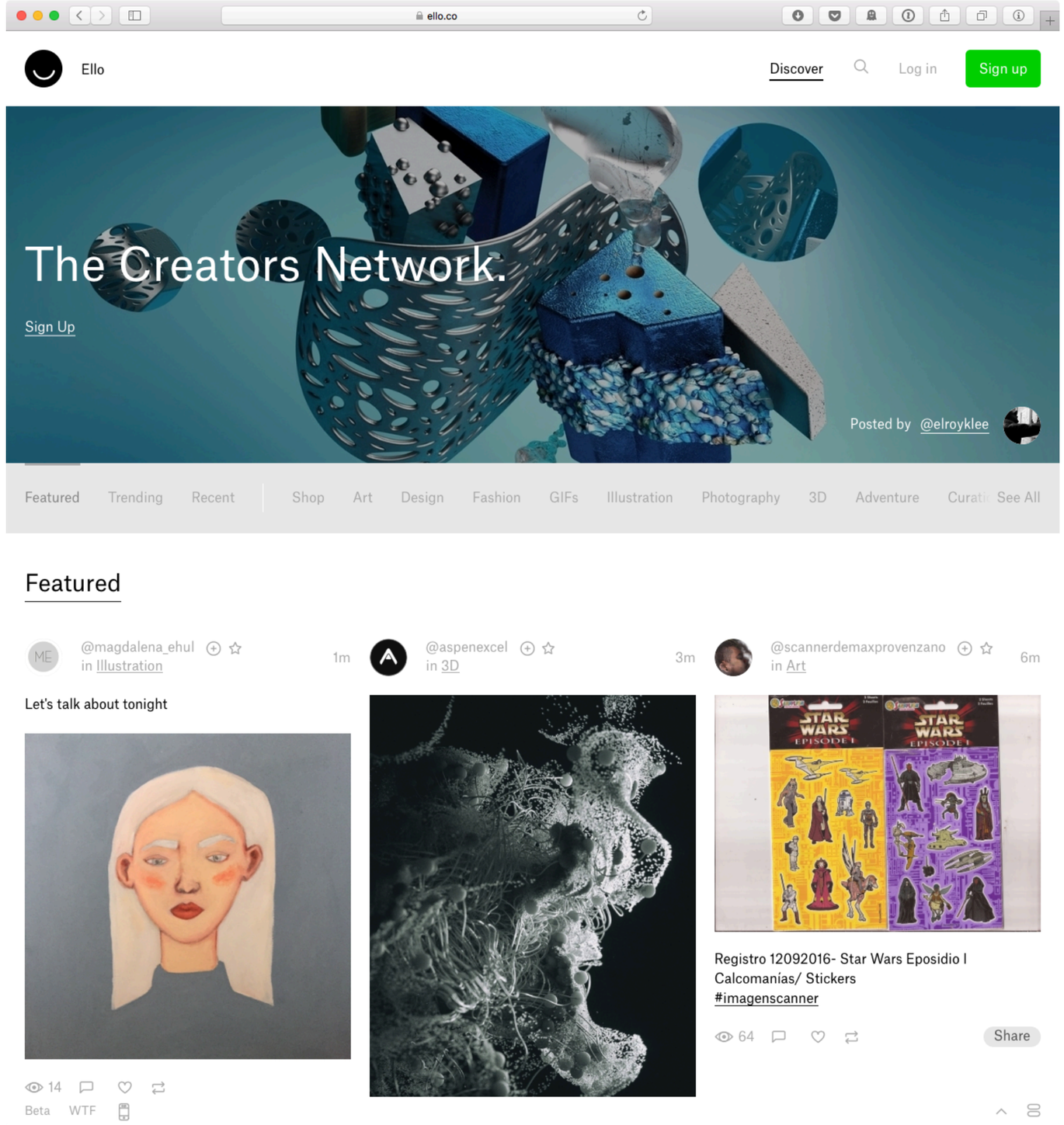
Megaphone

GH Warehouse

Mesos DNS Env



11 custom built application repos



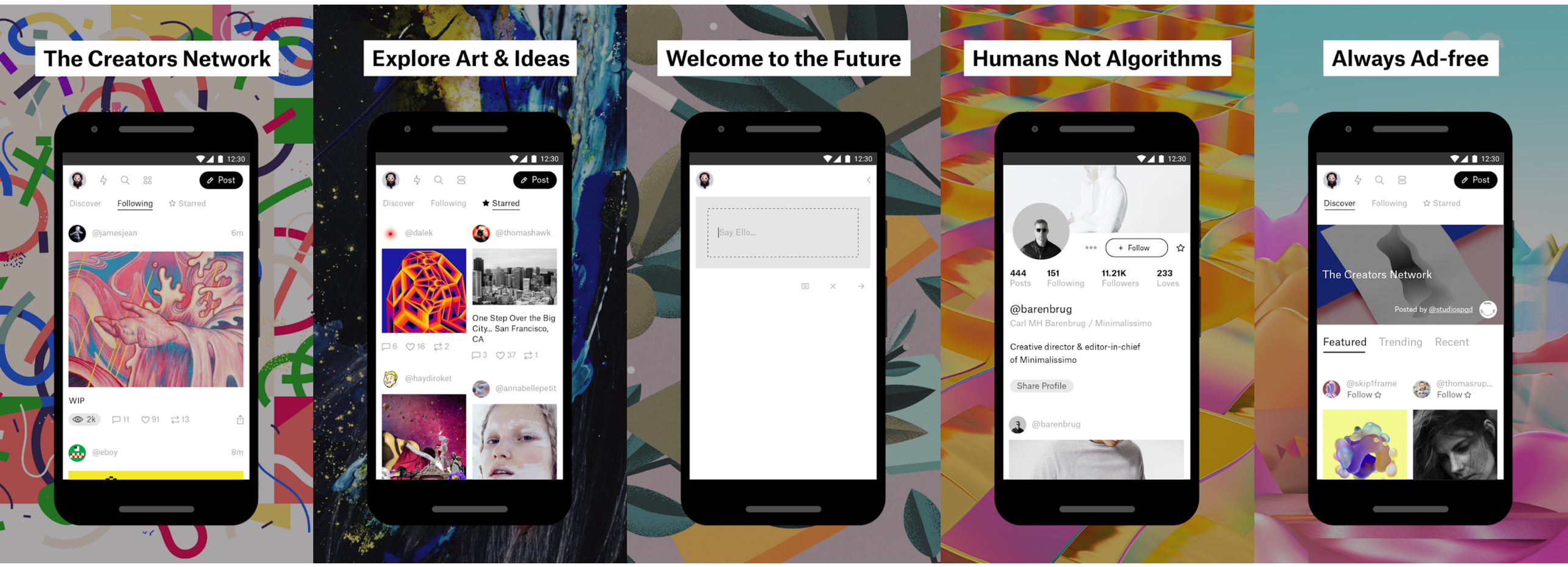
Announcing WebApp OSS 🎉

Ryan pressing the button

🎉 WebApp 🎉

WTF

Ello Notifications

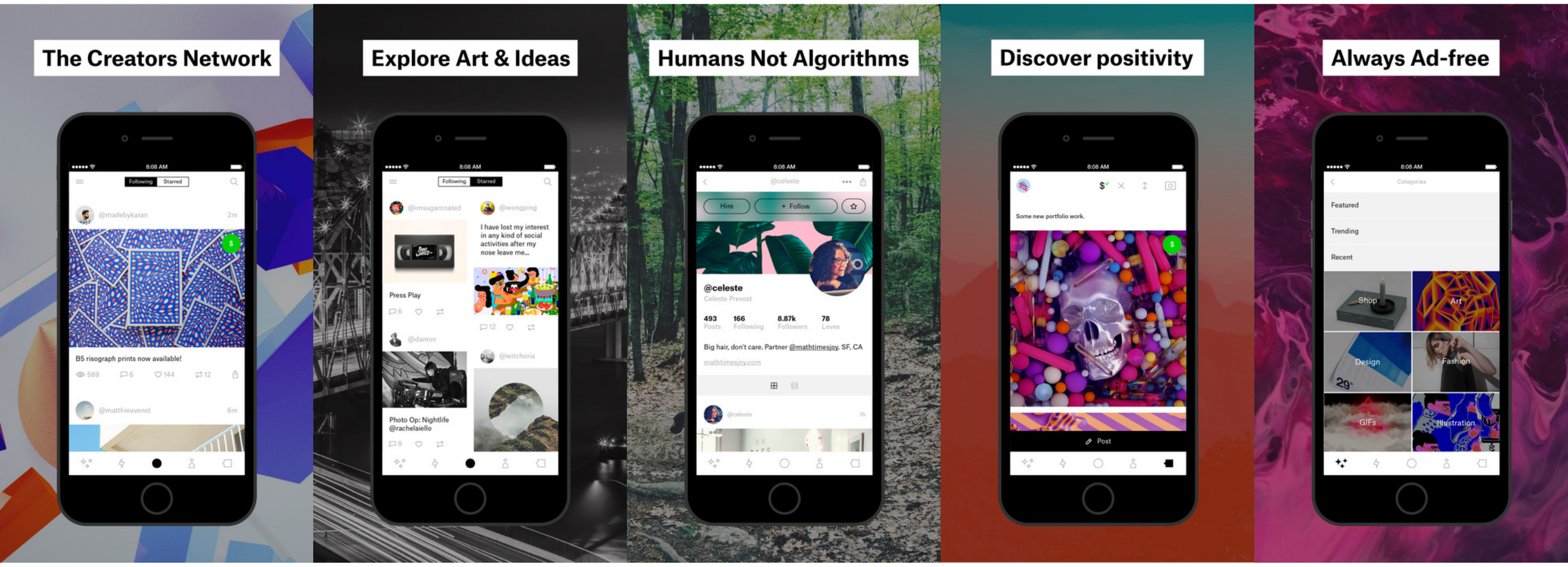


Ello Android

Ello Bill of Rights

Ello Button

Notification Streams


The Creators Network
Explore Art & Ideas
Humans Not Algorithms
Discover positivity
Always Ad-free

Ello iOS

Ello IFTTT

Notification Streams Client Ruby

Ello Kinesis Consumer

GitHub

all work happens in public

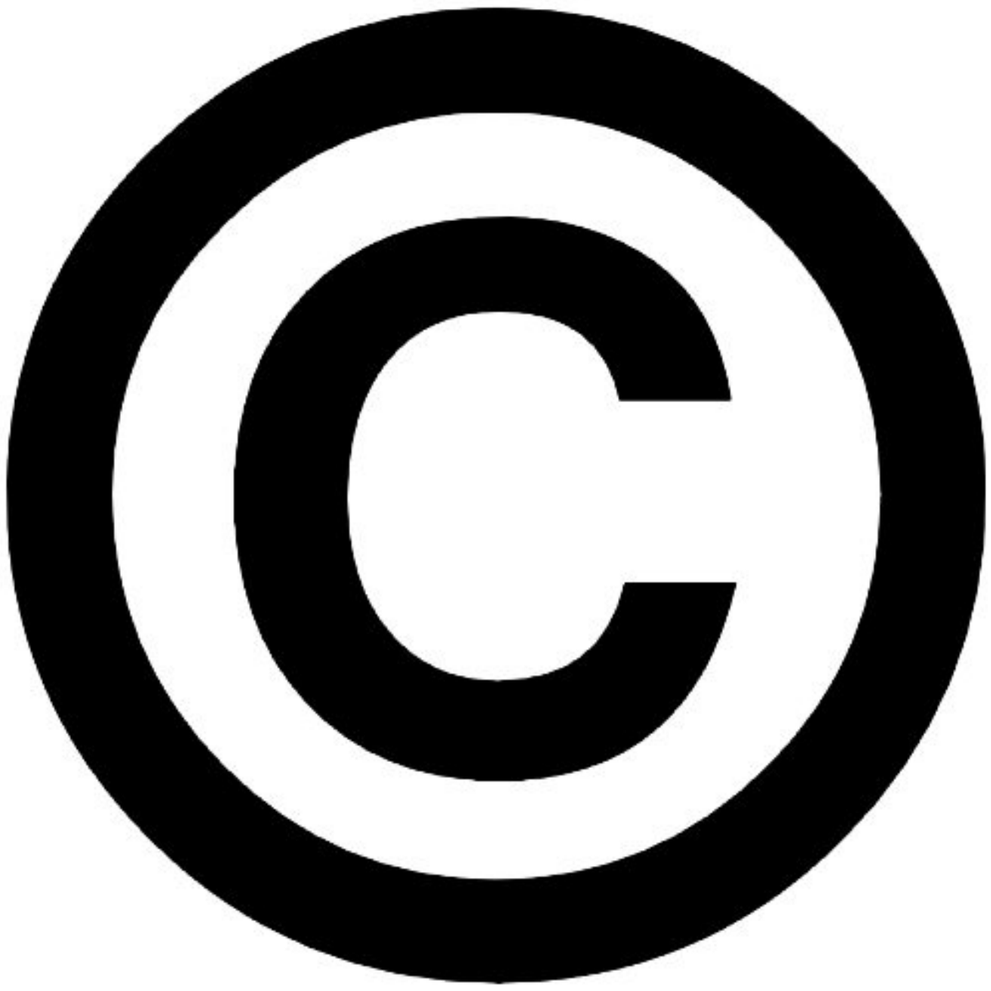
no private internal work

leave as much of the history as possible

new projects start public, easy

What about mixed private/public code?

some things are legally required to stay private



COPYRIGHT

Things that we use that are copyrighted

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,; ' " (!?) +-*/=

12 The quick brown fox jumps over the lazy dog. 1234567890

18 The quick brown fox jumps over the lazy dog. 1234567890

24 The quick brown fox jumps over the lazy dog.

36 The quick brown fox jumps ove

48 The quick brown fox ju

60 The quick brown f

72 The quick brow

Our fonts

SSL Pinning

public and private code can be friends

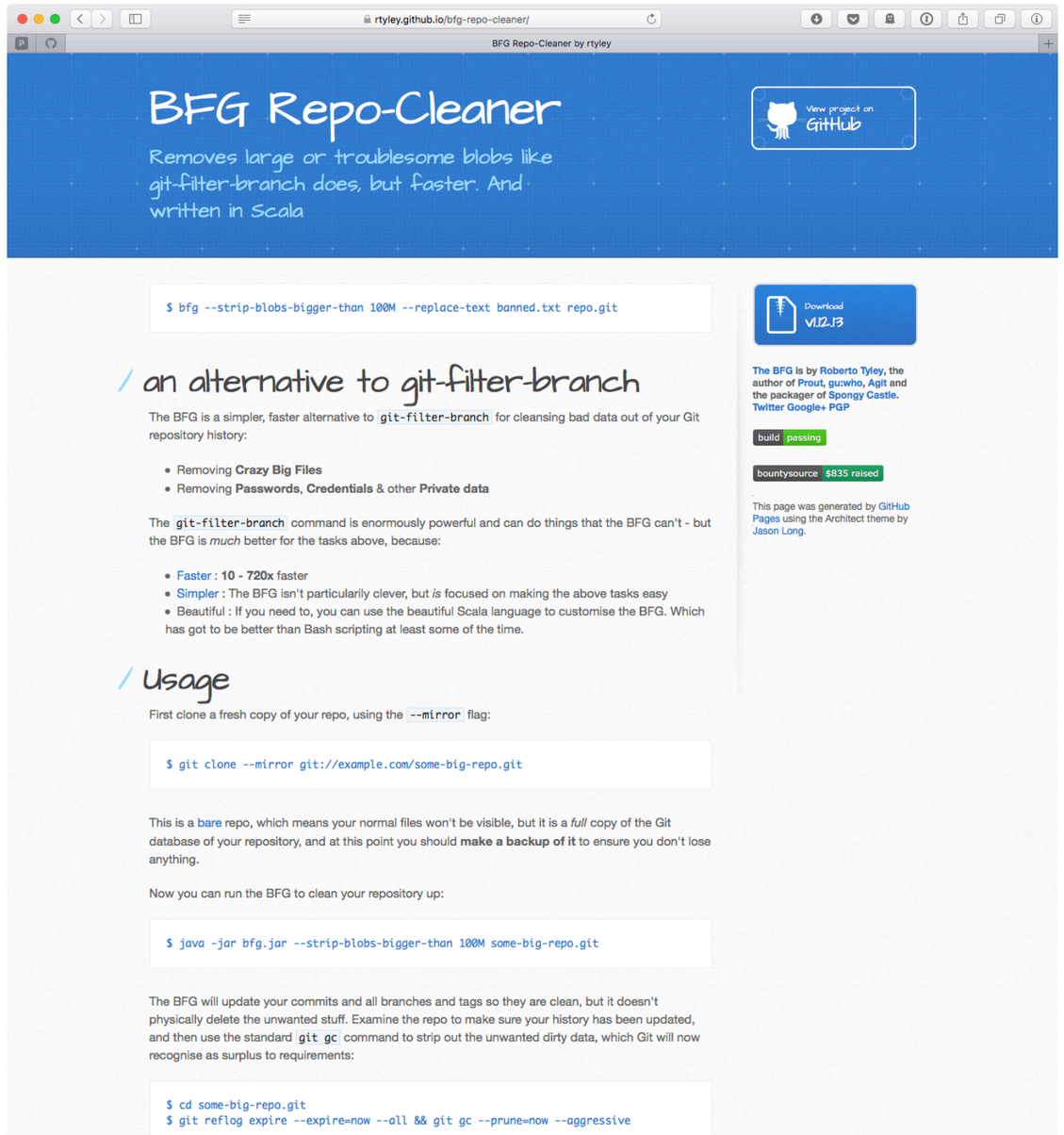
basic process

extract the private stuff into a library

have a public version to work in place

private pods for iOS (fonts/certs)

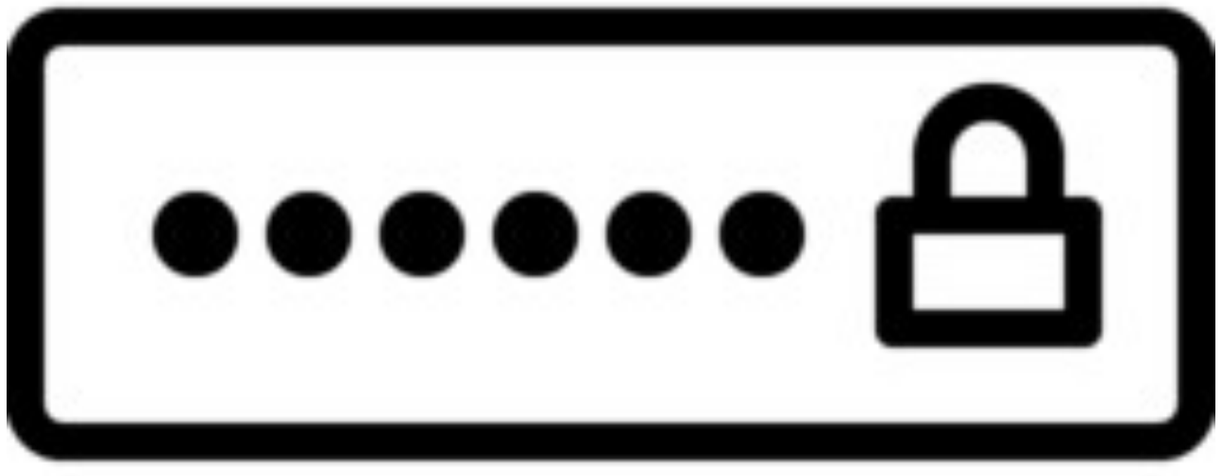
external font server for web



BFG is your friend

git-filter-branch magic

cleanup and re-write git history



remove sensitive data

passwords

tokens

occasional profanity

environment variables

```
repo -> ello/repo-private
```

rename the old private repository

```
git clone repo-private repo --mirror
```

clone a mirror

```
bfg --replace-text
bfg --delete-files
```

replace text and delete files

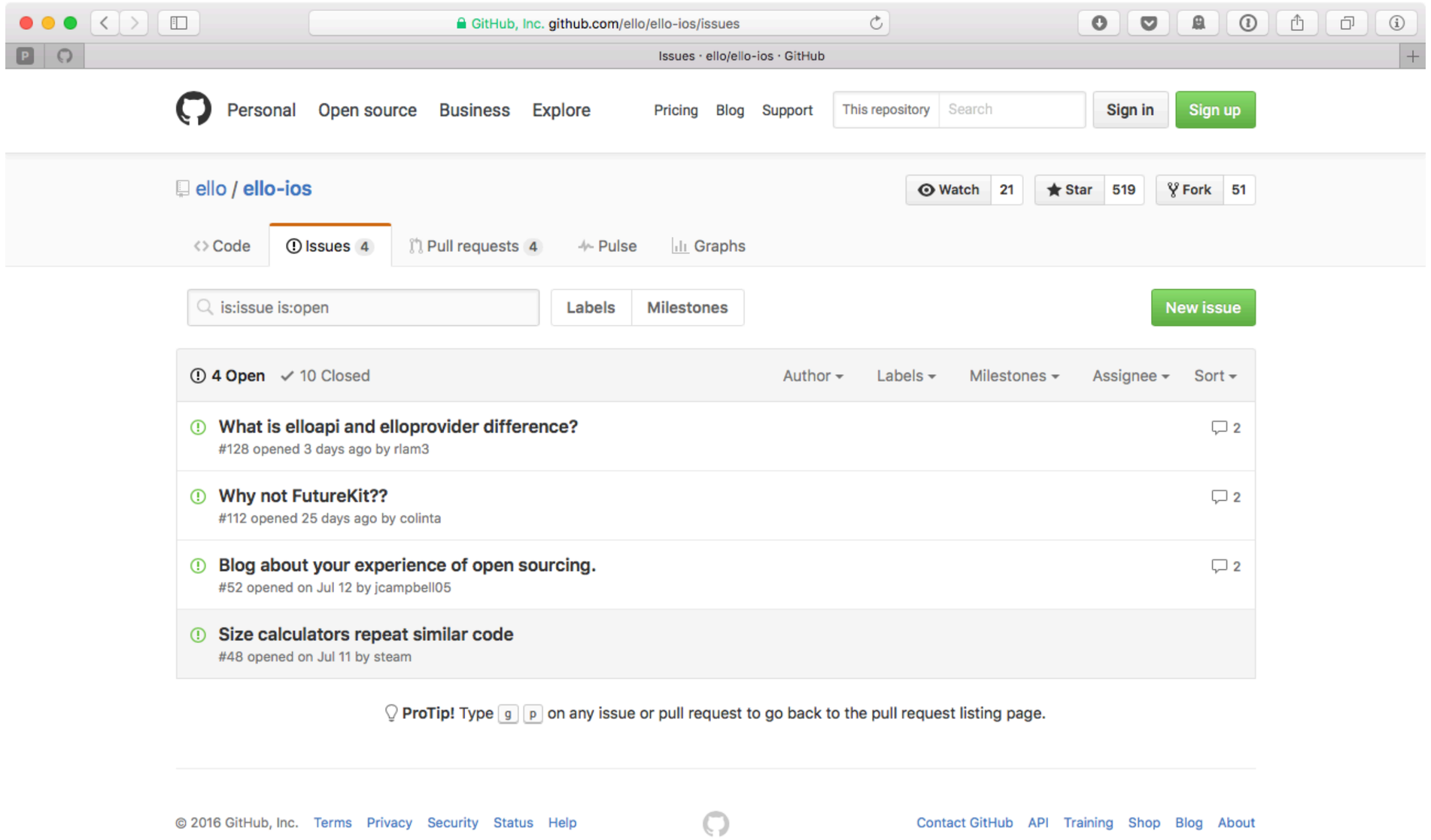
```
git reflog expire --
  expire=now --all

git gc --prune=now —
                  .
aggressive
```

clean up

```
git push
```

push the new repo

magic

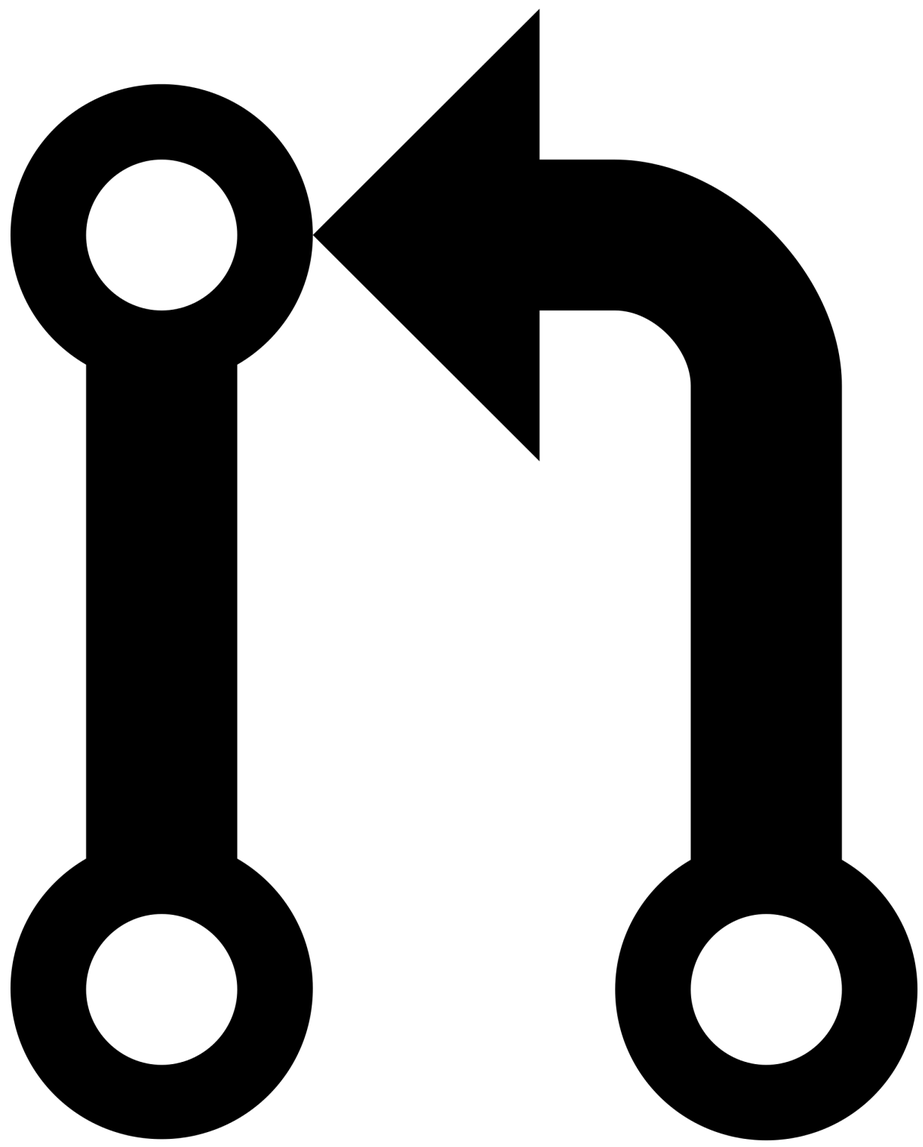


Github Issues

talk with non-ello folks about the project

trello - roadmap

pivotal tracker - story plannings



We accept Pull Requests!

fit our roadmap

fit our engineering standards

We review and discuss code via commit messages, pull request descriptions and comments

https://ello.co/wtf/policies/rules/

gotta follow the rules

internal

external

Must have a license

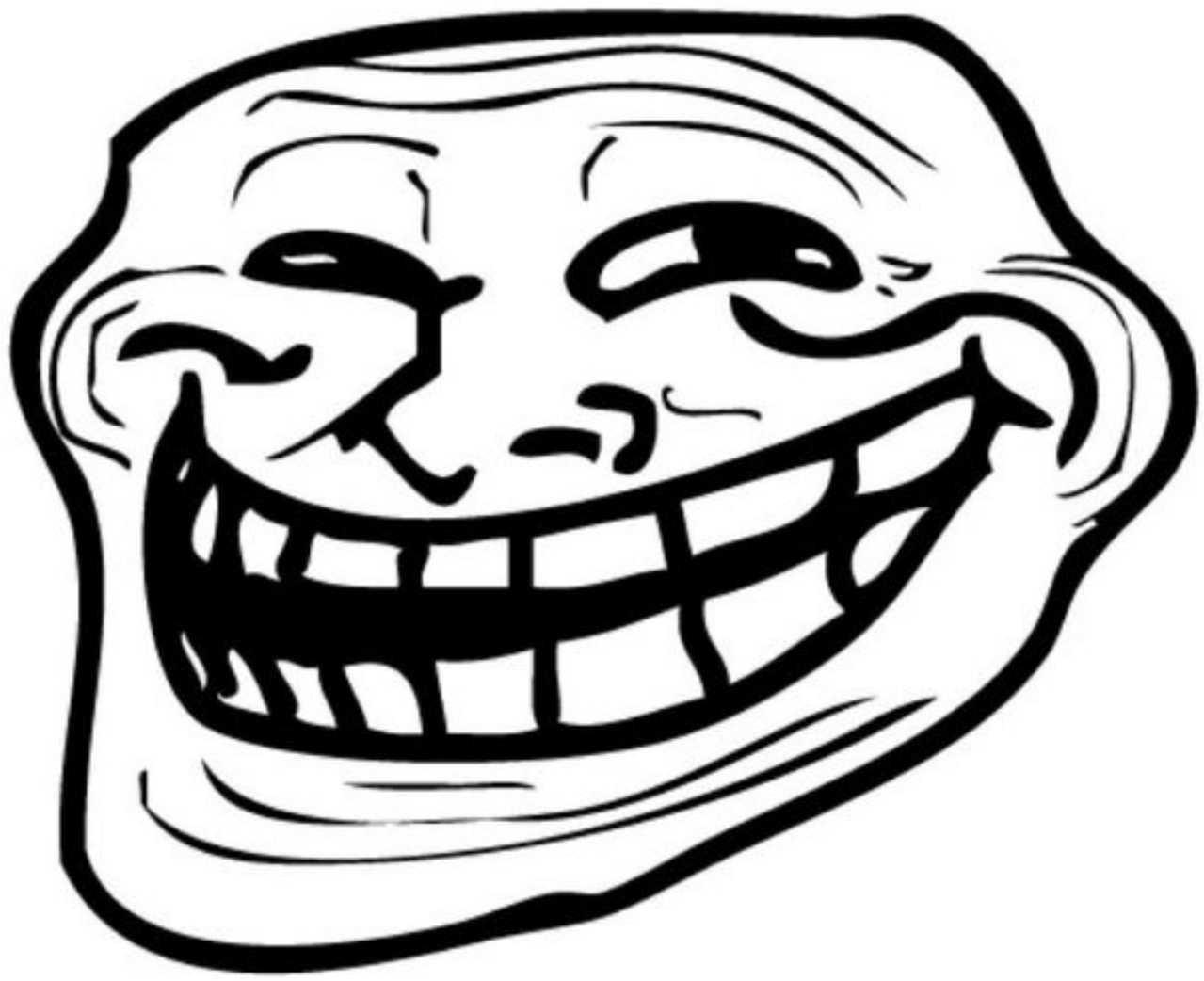
No Contributor License Agreement

requires CLA

https://en.wikipedia.org/wiki/MIT_License

easier to maintain

Challenges/Concerns



Trolls & PR Churn

trolls have not been an issue

non-ello staff answer issue questions

Motivation & Consistency

Enthusiasm and focus ebbs and flows

consistent processes help

Little steps

won't happen overnight

open-source by default makes this easier

CHALLENGE ACCEPTED
www.thefunnyblog.org

Next Steps for Ello

Making the apps easy to install and bootstrap

Our API is not open (yet)

Makes it hard to build and run

provide a sandbox

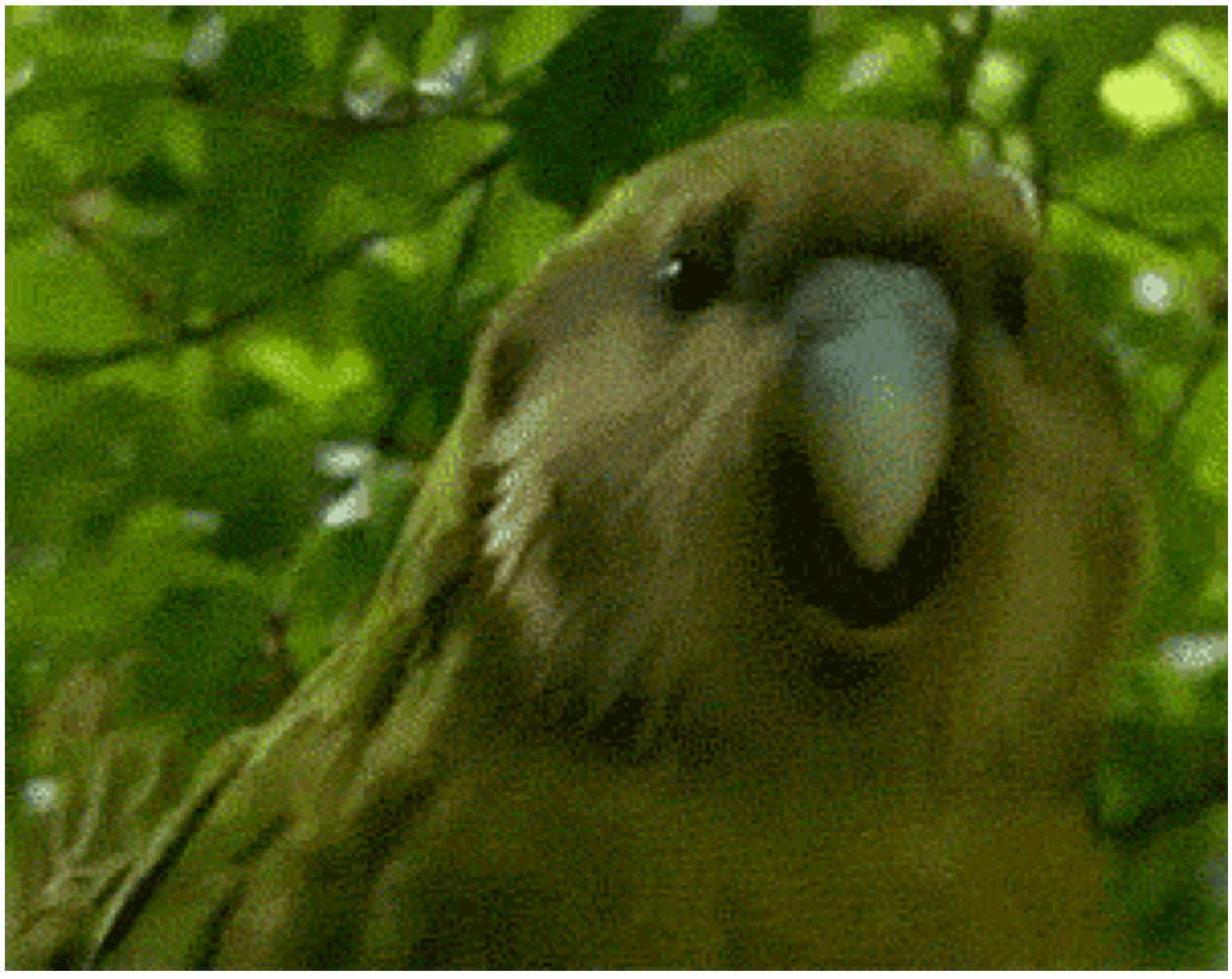
Open-Source outside of Engineering

WTF (about section)

We want to move more of our company into the open

Our culture and processes are great candidates

open- source is not new



open-source is fun to work on

open-source improves team culture

saves you money

I hope you'll join us and adopt

Open-Source by Default

Sean Dougherty

ello.co/sean

twitter.com/sdougherty

seancdougherty.com

seancdougherty@gmail.com

Resources

Ello is now open source by default.

https://ello.co/jayzes/post/tqll-z8u8gfbdysrk6wbkg

•

Open Sourcing Ello's iOS app

https://ello.co/sean/post/eobkyhj79p8yzol7it_1ew

Moving to OSS by Default

https://realm.io/news/orta-therox-moving-to-oss-by-default/

•

Becoming Open Source by Default

http://code.dblock.org/2015/02/09/becoming-open-source-by-default.html

Ello's Github

https://github.com/ello

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Ello Rules

https://ello.co/wtf/policies/rules/