Radical Transparency & "Open Source by Default"

Who Am I?

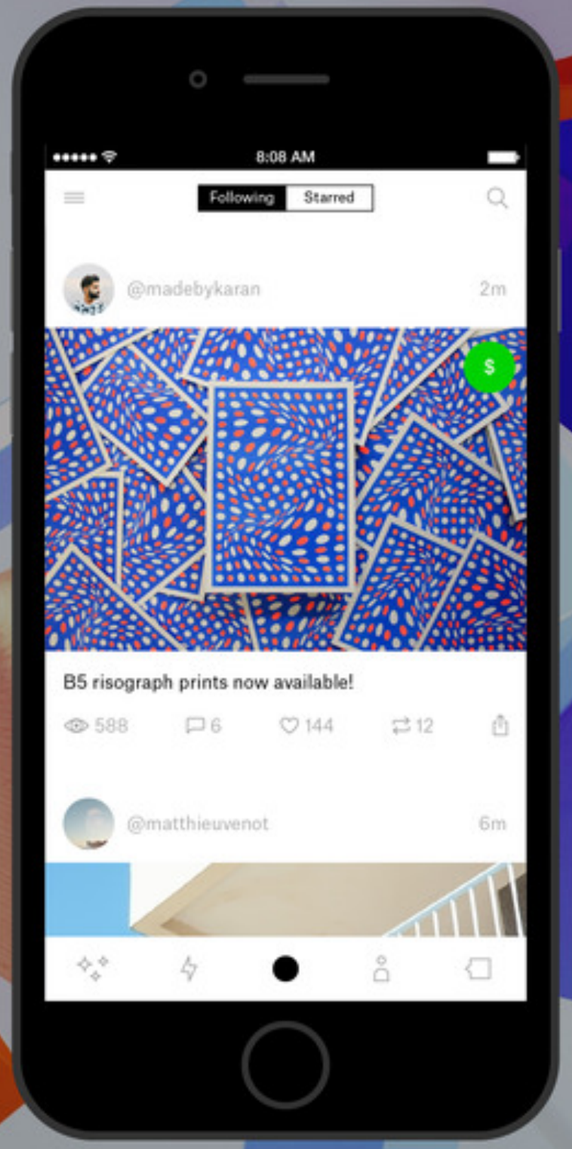
Sean Dougherty

Software Engineer

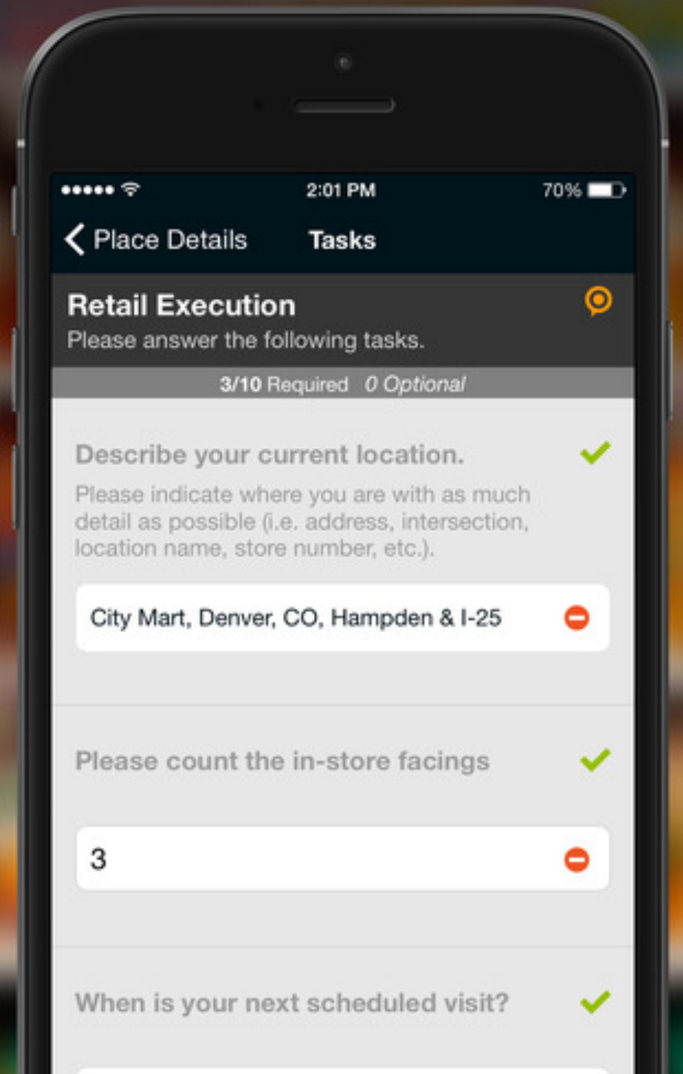
IBM
Personal Computer
MADE IN SINGAPORE
IBM

Mostly iOS apps

The Creators Network



Data Collection Made Easy



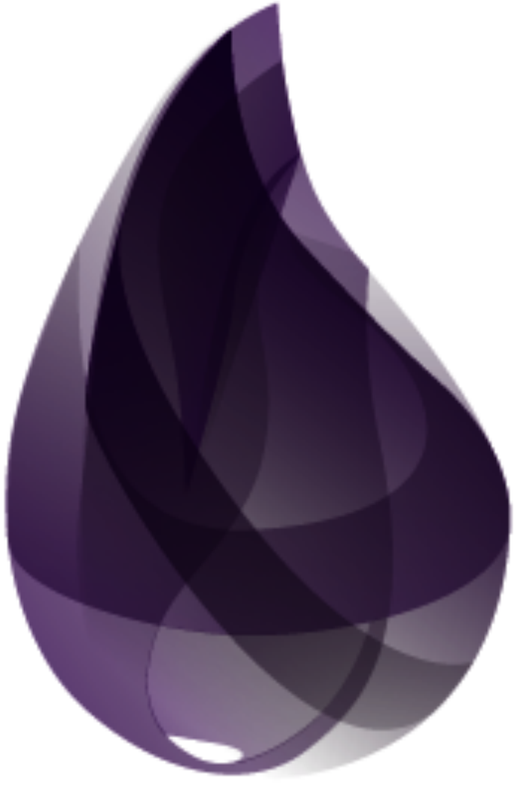
TRACKING

live stats, current tracks, and more

But other stuff too

RAILS

Sorta



elixir

Barely

TM

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

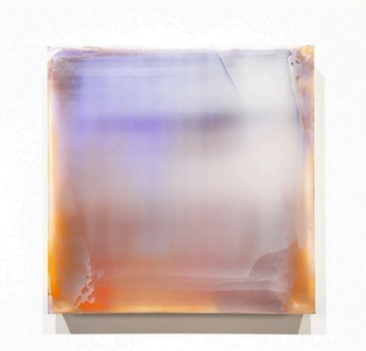
Posted by @olgaapress

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

We came up with this all on our own

PROUD
OF
MYSELF

I'm lying

19553

19967

IBM

19883

1991

1993

FreeBSD

1995

MySQL®

1998

1999

THE

APACHE™

SOFTWARE FOUNDATION

2004

mozilla

Firefox®

2004

WordPress

2014

Microsoft®
.NET
TM

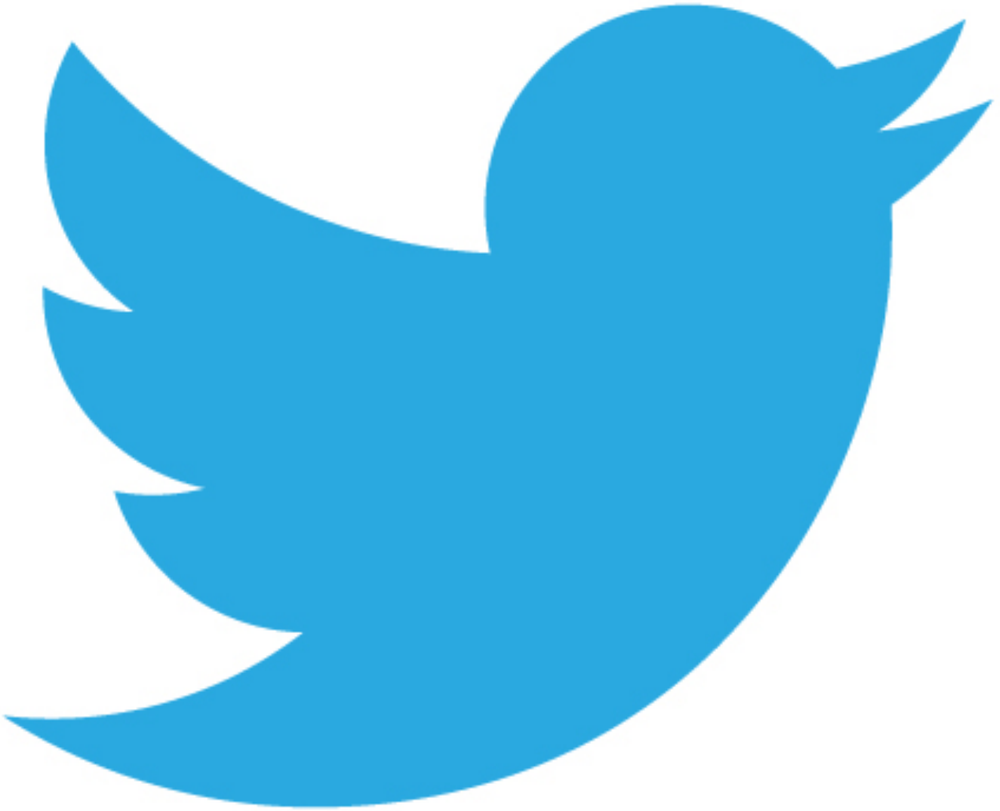
2015

Swift

Open source is everywhere

Microsoft

Google



RAILS

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

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

1000s of people

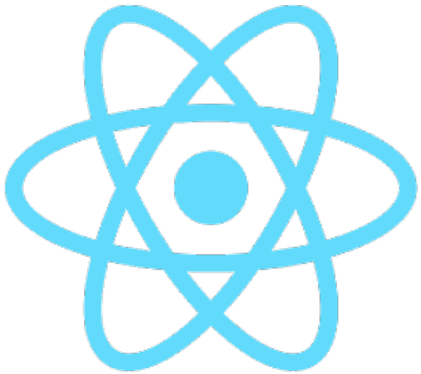
Swift

Go

ARTSY

Linux

elixir

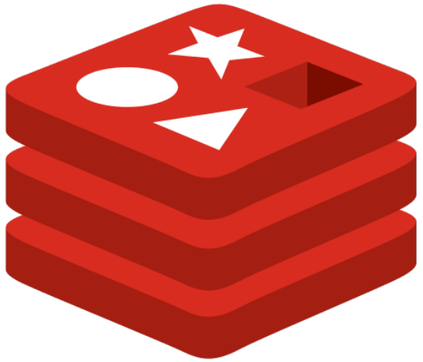


React

Pinterest

COCOAPODS

SOUNDCLOUD



redis

PostgreSQL

Ruby

Square

memCached

At Ello we feel strongly about living our values

Openness & Transparency

Trust

Makes us better engineers

Feels Good

Fosters Community

Helping Others

Being a Good Citizen

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

Obviously

~~LinkedIn~~

GitHub

Travis CI

CODE

CLIMATE

JET
BRAINS

Best Practices

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

1

2

Attract Talent

3

Press and Attention

4

Best Practices

5

Improve Communication

6

Impact

7

How do you keep other companies from swiping your talent?

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

Is this going to be a distraction for the team?

Changing the Existing Team Culture

Start contributing to the projects you already use

Start Small

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**

How we do it

18F

buffer

Our Muse

ART SY

http://artsy.github.io

2 categories of code

26

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

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

ello.co

Ello

Discover Log in Sign up

Featured Trending Recent | Shop Art Design Fashion GIFs Illustration Photography 3D Adventure Curati See All

Featured

ME @magdalena_ehul in Illustration 1m

Let's talk about tonight

14

Beta WTF

@aspenexcel in 3D 3m

@scannerdemaxprovenzano in Art 6m

Registro 12092016- Star Wars Eposidio I Calcomanías/ Stickers
#imagenscanner

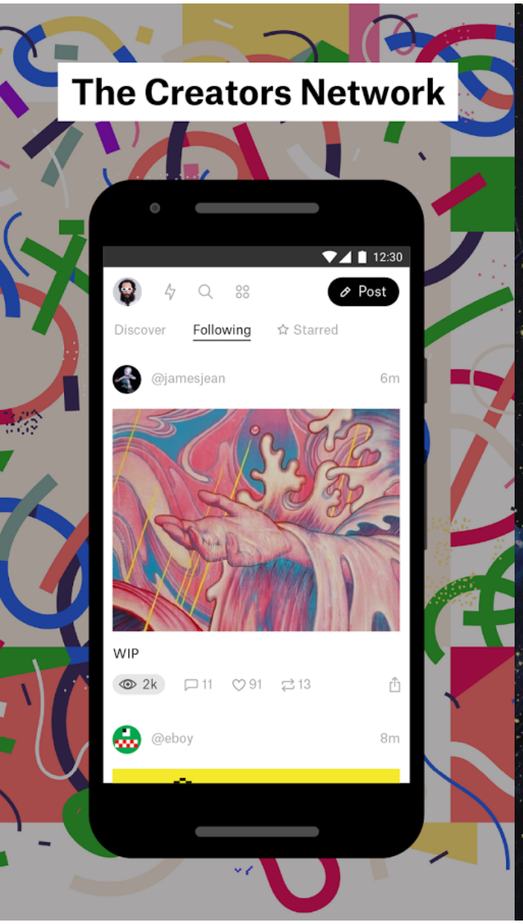
64 Share

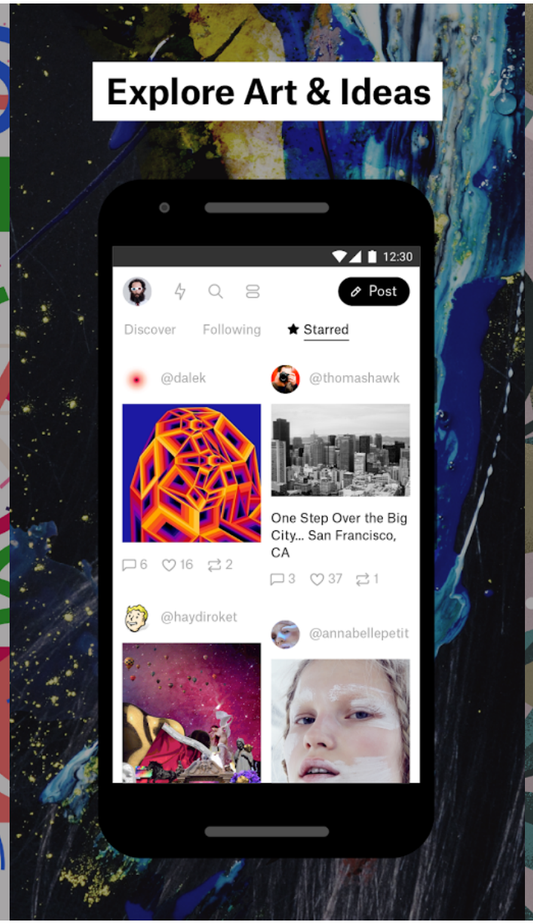
DENV

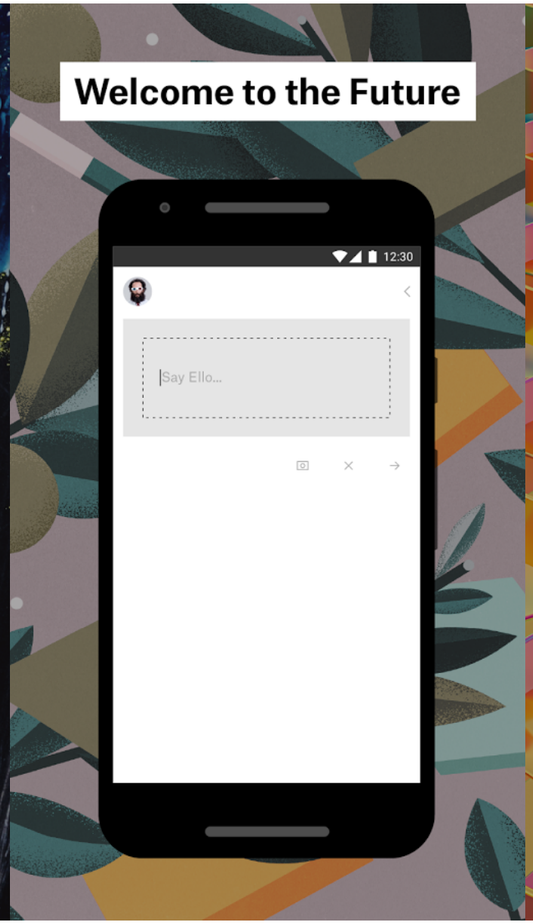
🎉 WebApp 🎉

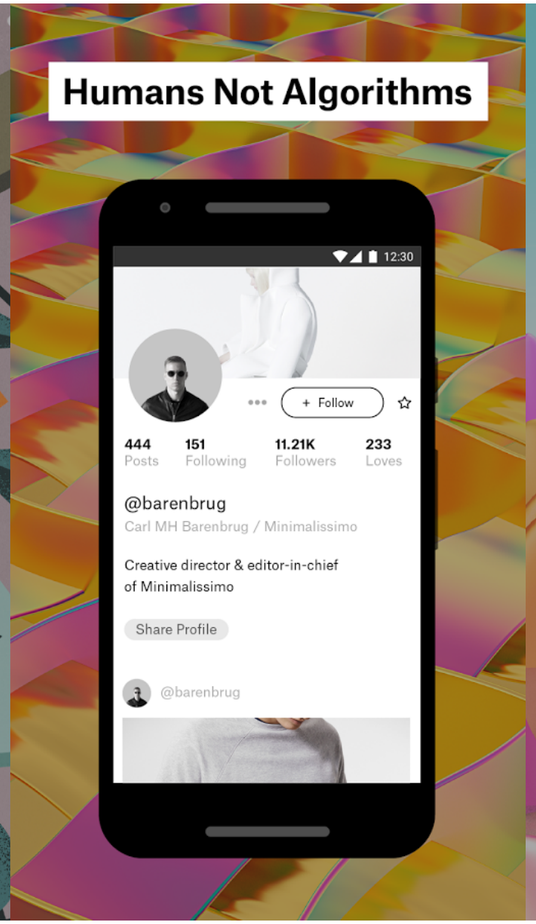
WTF

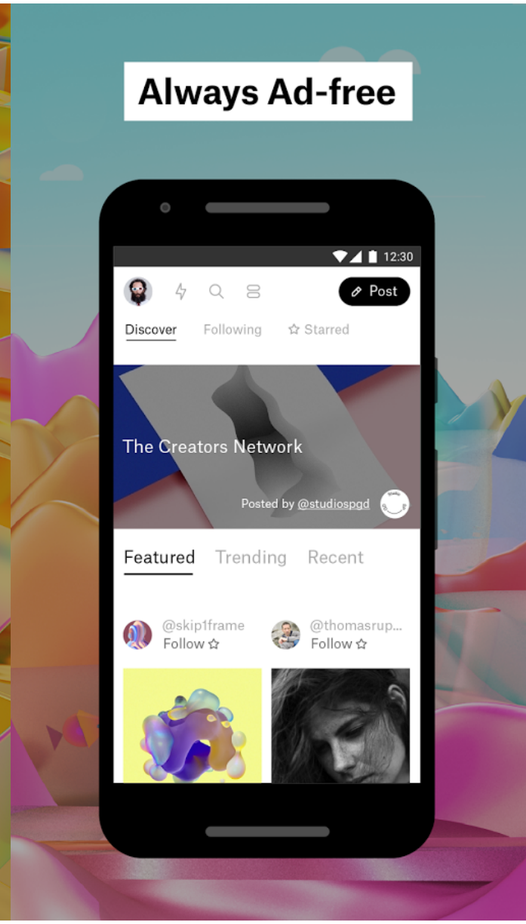
Ello Notifications


The Creators Network
12:30
Post
Discover
Following
Starred
@jamesjean
6m
WIP
2k
11
91
13
@eboy
8m


Explore Art & Ideas
12:30
Post
Discover
Following
Starred
@dalek
@thomashawk
One Step Over the Big City... San Francisco, CA
6
16
2
3
37
1
@haydiroket
@annabellepetit


Welcome to the Future
12:30
Say Ello...

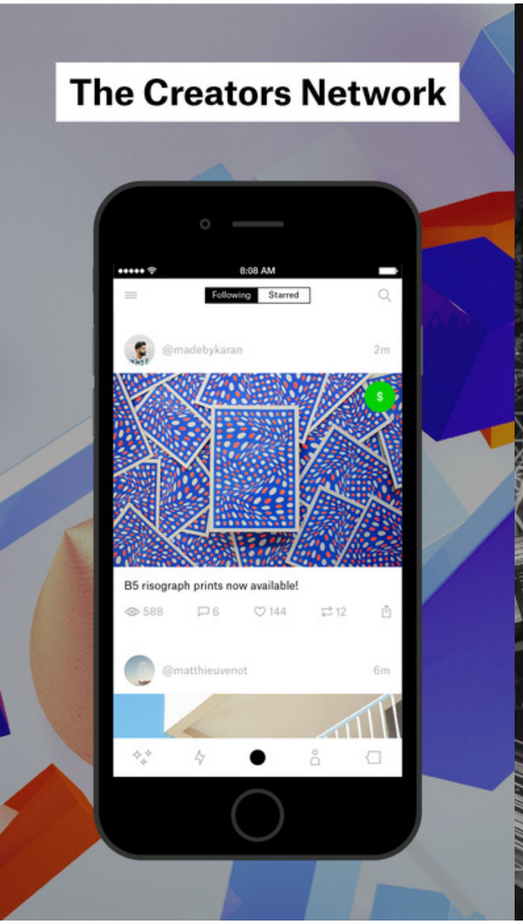

Humans Not Algorithms
12:30
Follow
444
Posts
151
Following
11.21K
Followers
233
Loves
@barenbrug
Carl MH Barenbrug / Minimalissimo
Creative director & editor-in-chief
of Minimalissimo
Share Profile
@barenbrug

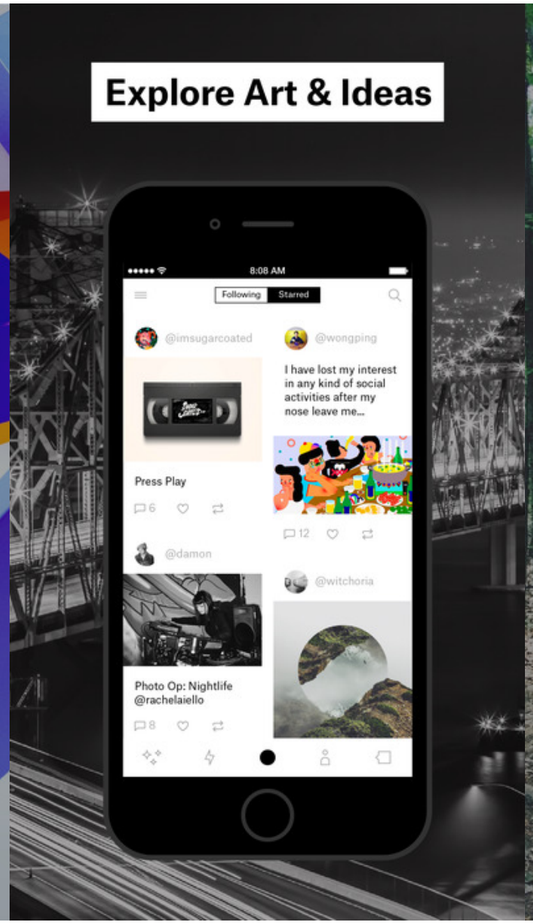

Always Ad-free
12:30
Post
Discover
Following
Starred
The Creators Network
Posted by @studiospgd
Featured
Trending
Recent
@skip1frame
Follow
@thomasrup...
Follow

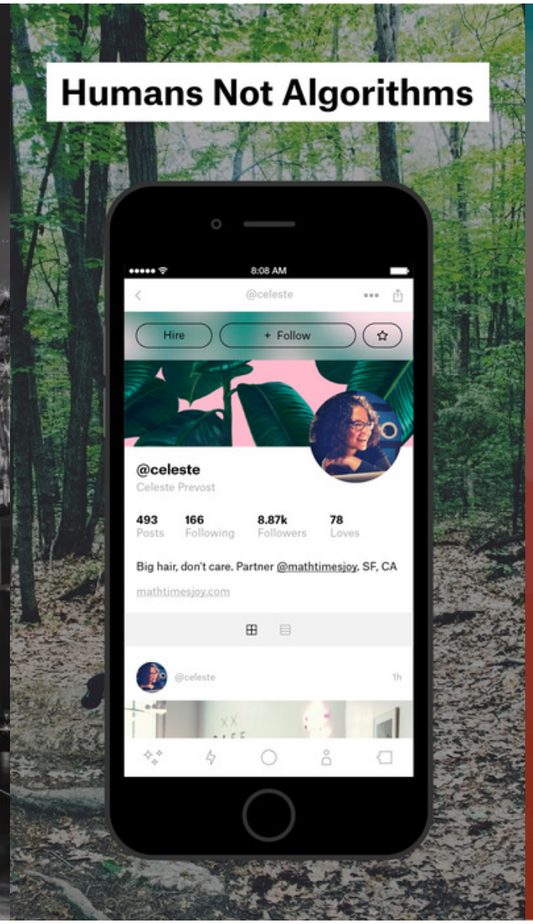
Ello Bill of Rights

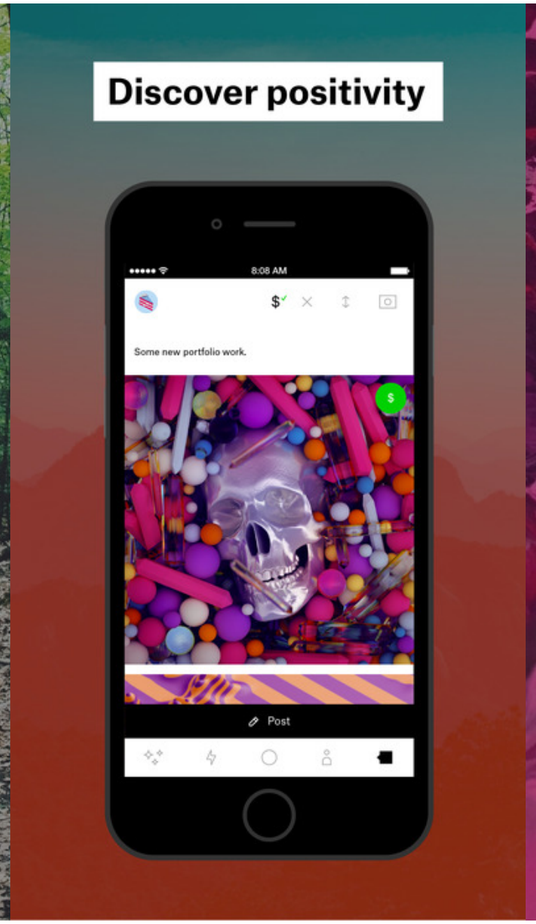
Ello Button

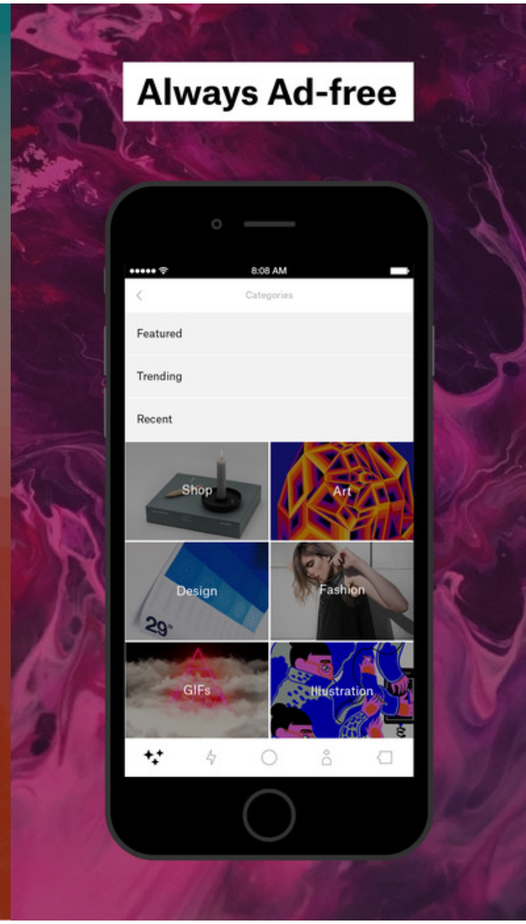
Notification Streams


The Creators Network
8:08 AM
Following
Starred
@madebykaran
2m
B5 risograph prints now available!
588
6
144
12
@matthieuvenot
6m


Explore Art & Ideas
8:08 AM
Following
Starred
@imsugarcoated
@wongping
I have lost my interest in any kind of social activities after my nose leave me...
Press Play
6
12
@damon
@witchoria
Photo Op: Nightlife @rachelaiello
8


Humans Not Algorithms
8:08 AM
@celeste
Hire
+ Follow
@celeste
Celeste Prevost
493 Posts
166 Following
8.87k Followers
78 Loves
Big hair, don't care. Partner @mathtimesjoy. SF, CA
mathtimesjoy.com
@celeste
1h


Discover positivity
8:08 AM
Some new portfolio work.
Post


Always Ad-free
8:08 AM
Categories
Featured
Trending
Recent
Shop
Art
Design
Fashion
GIFs
Illustration

Ello IFTTT

Notification Streams Client Ruby

Ello Kinesis Consumer

GitHub

What about mixed private/public code?

©

COPYRIGHT

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

rtyley.github.io/bfg-repo-cleaner/

BFG Repo-Cleaner by rtyley

BFG Repo-Cleaner

Removes large or troublesome blobs like git-filter-branch does, but faster. And written in Scala

View project on GitHub

```
$ bfg --strip-blobs-bigger-than 100M --replace-text banned.txt repo.git
```

an alternative to git-filter-branch

The BFG is a simpler, faster alternative to `git-filter-branch` for cleansing bad data out of your Git repository history:

- Removing **Crazy Big Files**
- Removing **Passwords**, **Credentials** & other **Private data**

The `git-filter-branch` command is enormously powerful and can do things that the BFG can't - but the BFG is *much* better for the tasks above, because:

- Faster : **10 - 720x** faster
- Simpler : The BFG isn't particularily clever, but *is* focused on making the above tasks easy
- Beautiful : If you need to, you can use the beautiful Scala language to customise the BFG. Which has got to be better than Bash scripting at least some of the time.

Usage

First clone a fresh copy of your repo, using the `--mirror` flag:

```
$ git clone --mirror git://example.com/some-big-repo.git
```

This is a bare repo, which means your normal files won't be visible, but it is a *full* copy of the Git database of your repository, and at this point you should **make a backup of it** to ensure you don't lose anything.

Now you can run the BFG to clean your repository up:

```
$ java -jar bfg.jar --strip-blobs-bigger-than 100M some-big-repo.git
```

The BFG will update your commits and all branches and tags so they are clean, but it doesn't physically delete the unwanted stuff. Examine the repo to make sure your history has been updated, and then use the standard `git gc` command to strip out the unwanted dirty data, which Git will now recognise as surplus to requirements:

```
$ cd some-big-repo.git
$ git reflog expire --expire=now --all && git gc --prune=now --aggressive
```

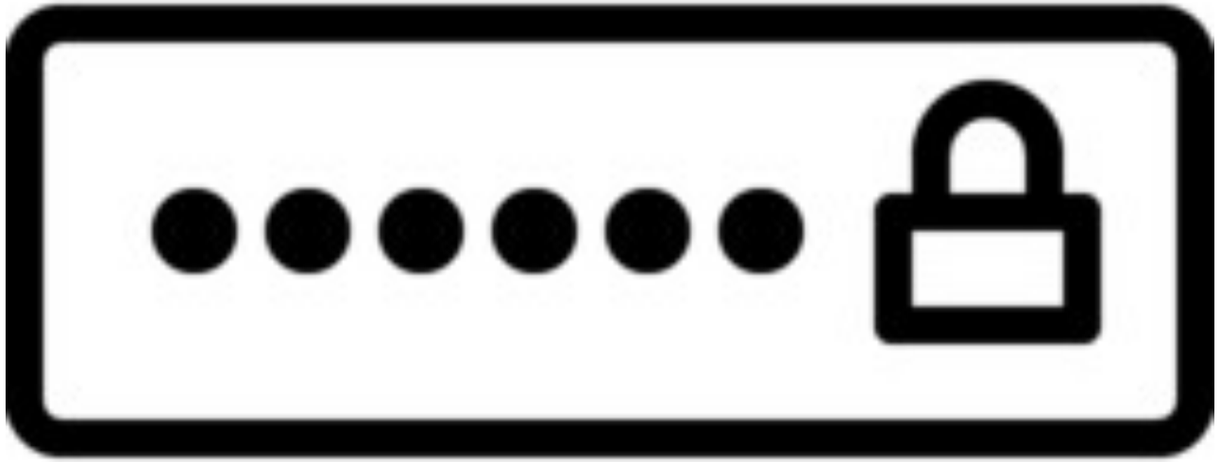
Download v1.12.13

The BFG is by Roberto Tyley, the author of Prout, gu:who, Agit and the packager of Spongy Castle.
Twitter Google+ PGP

build passing

bountysource $835 raised

This page was generated by GitHub Pages using the Architect theme by Jason Long.



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

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

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

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

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

git push

GitHub, Inc. github.com/ello/ello-ios/issues

Issues · ello/ello-ios · GitHub

Personal Open source Business Explore Pricing Blog Support This repository Search Sign in Sign up

ello / ello-ios

Watch 21 Star 519 Fork 51

Code Issues 4 Pull requests 4 Pulse Graphs

is:issue is:open Labels Milestones New issue

4 Open 10 Closed Author Labels Milestones Assignee Sort

What is elloapi and elloprovider difference? 2
#128 opened 3 days ago by rlam3

Why not FutureKit?? 2
#112 opened 25 days ago by colinta

Blog about your experience of open sourcing. 2
#52 opened on Jul 12 by jcampbell05

Size calculators repeat similar code
#48 opened on Jul 11 by steam

ProTip! Type g p on any issue or pull request to go back to the pull request listing page.

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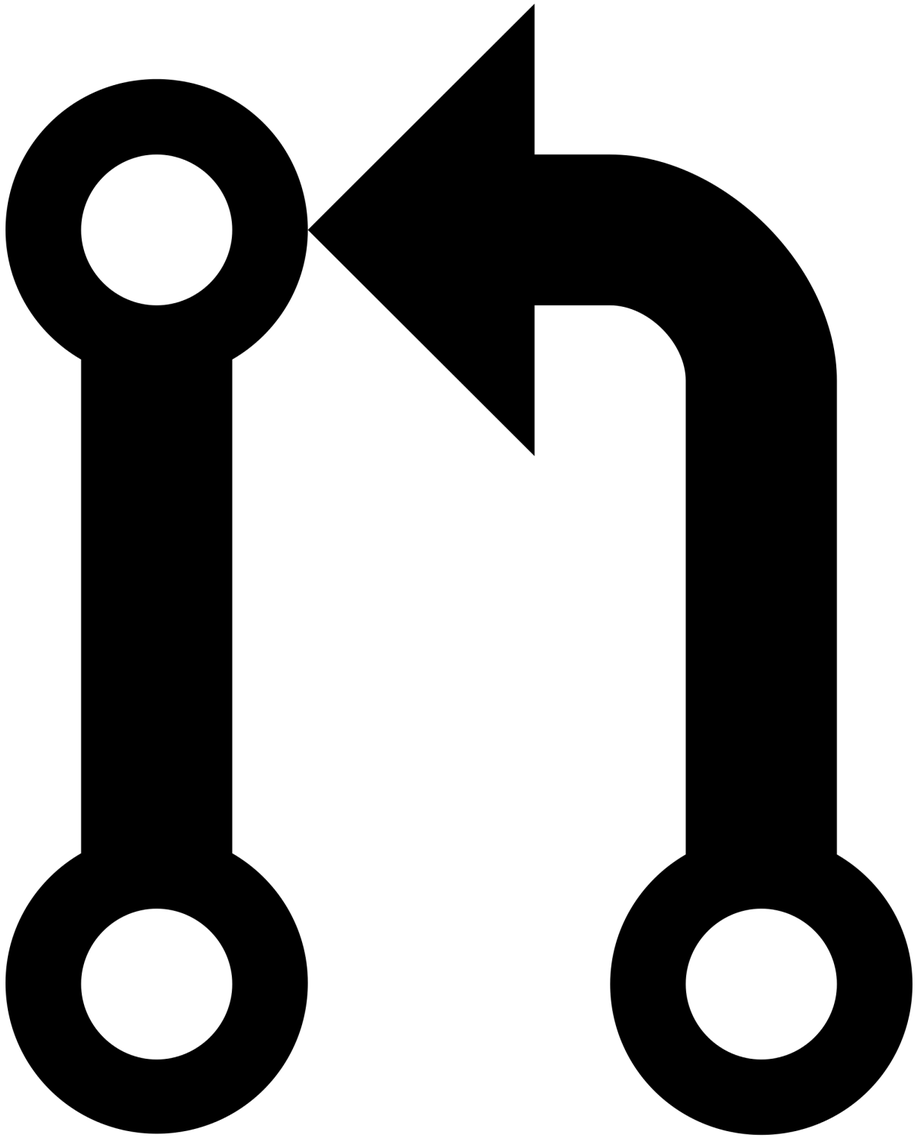
Contact GitHub API Training Shop Blog About



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

MIT

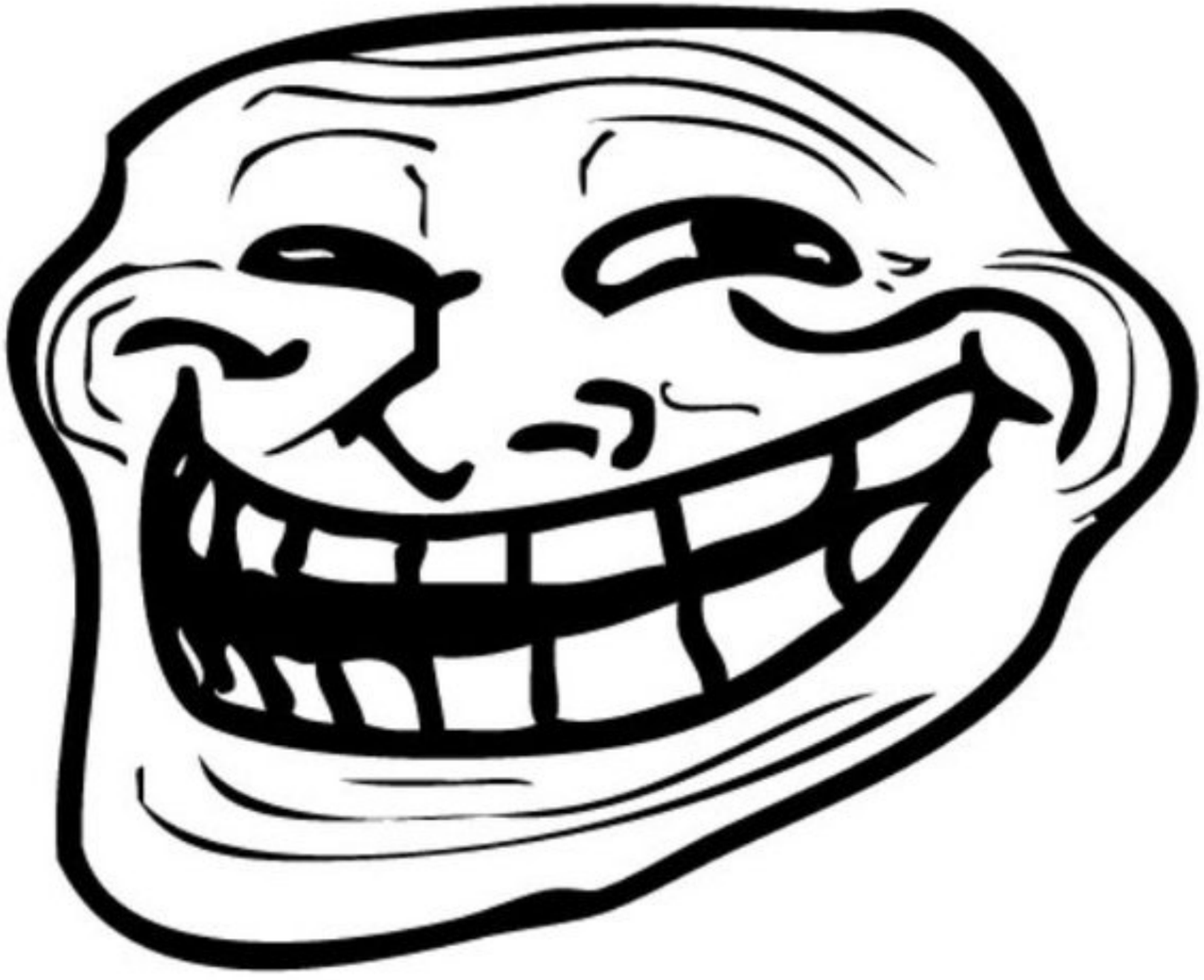
THE APACHE™ SOFTWARE FOUNDATION

MIT

THE
APACHE™
SOFTWARE FOUNDATION

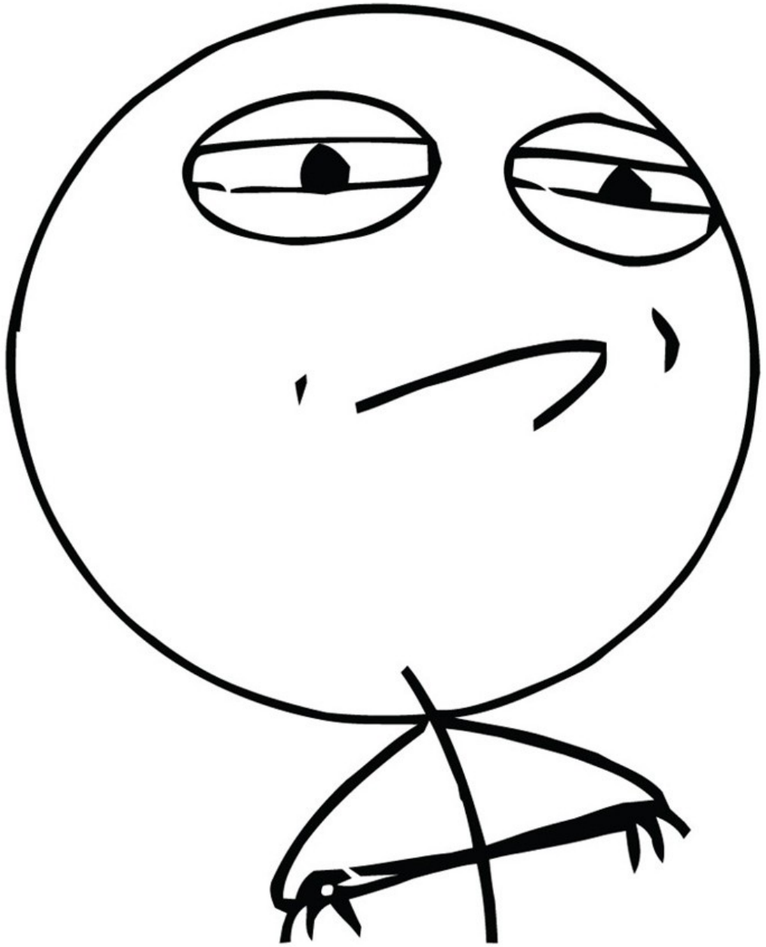
https://en.wikipedia.org/wiki/MIT_License

Challenges/Concerns



Motivation & Consistency

CHALLENGE ACCEPTED



www.thefunnyblog.org

Next Steps for Ello

Making the apps easy to install and bootstrap

Open-Source outside of Engineering

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

•

Ello Rules

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