



How to embed Open Source contribution into your company's DNA

Who are we?



Rudy BAER
**CEO & Once a
Developer & AI
prompter**



Yoann FLEURY
Lead Front-End Developer
**Expertise React &
TypeScript**



BearStudio : 2016's context

Prio n°1 : Find customers

Prio n°2 : Work for customers

Prio n°3 : "Handle the going nuts fixed-price project"

...

Prio x : Open source contribution

-
- ➔ Shy junior team
 - ➔ We used **JHipster** a lot
 - ➔ No historical OS contributors
 - ➔ Limited resources

The Core Challenge

The Core Challenge: Open Source in a **Service Company**

- ➔ One person doing open source ≠ the company supports open source
- ➔ Companies are not individuals, they are for profit and needs time to get money
- ➔ Individuals can contribute **anytime**
- ➔ Companies “can’t expect” or demand **personal-time contributions**

Why?

- ➔ IT companies depend on **Open Source** and make money
 - ◆ Completely different industry
 - ◆ Give a chance to everyone
- ➔ **Give back** to the community
- ➔ Show **expertise**



**Spoiler alert
we did it!**

until now...

Contributions History

→ 2019

- ◆ 🐜 Formiz
- ◆ 🚀 Start UI [web] (React Web boilerplate)

→ 2021

- ◆ 🚀 Start UI [native] (React Native boilerplate)
- ◆ 🚀 Start UI [figma] (Figma Design Kit for Start UI)
- ◆ 🚀 Create Start UI (CLI to bootstrap a project)

→ 2022

- ◆ 🐛 Start Repo (Quickly create default issues on GitHub/GitLab)
- ◆ 🐙 .github

→ 2023

- ◆ 🌱 Ficus UI (React Native UI library)

→ 2025

- ◆ 🐕 lunalink (TS library to build URL)
- ◆ 🔜 ui-state (Pattern Matching for UI)



Our Company Recipe



1st ingredient
tech communities

What is Open Source?

Open source means sharing your code publicly, so anyone can view, use, modify, and contribute to it

It's about **collaboration, community**, and building together in the open.



1 - Send them as attendee

- ➔ Meet **the people** behind Open Source
- ➔ **Encourage** developers to dive in after the talks



2 - Send them as Organizer / Volunteer

- Open Source: **share knowledge**
- **Conferences** are mostly about Open Source technologies, by Open Source contributors...

bonus: in 2025, real-life kindness matters against online trolls



UX/UI Mentor - Hackathon

Handihack Hackathon

mars 2018 - mars 2018 · 1 mois

Rouen, Normandie, France

Coaching of teams on UX & UI Design

Compétences : Product Design · Front-End Development



UX/UI Mentor - Startup Weekend

Startup Weekend Rouen

févr. 2018 - févr. 2018 · 1 mois

Rouen, Normandie, France

Coaching of teams on UX & UI Design

Compétences : Product Design



UX/UI Mentor - Hackathon

Hackathon Habitat76

oct. 2017 - oct. 2017 · 1 mois

Rouen, Normandie, France

Coaching of teams on UX & UI Design

Compétences : Product Design

Tools contribution

15:25 ⓘ

Programme - 17 novembre 2022
Codeurs en Seine · #Codeurs2022

08:45 - 09:00 (0h15)
Plénière d'accueil
SALLE A ACCESSIBLE

09:00 - 09:40 (0h40)
Comment je suis passé de la gestion de crise à l'astrophysique ?
Gaël Musquet
SALLE A KEYNOTE ACCESSIBLE

Pause
Boire un coup, papoter, visiter les stands 😊

10:00 - 11:00 (1h00)
Tu peux faire ça en CSS en 2022 !
Raphael Goetter
SALLE A ACCESSIBLE

10:00 - 11:00 (1h00)
5 ans de bien et de moins bien avec Kafka
Kafka

Donner son avis sur cette conférence

PROGRAMME FAVORIS INFO PLAN SPONSORS

app.codeursenseine.com/ ⓘ

15:26 ⓘ

09:00 - 09:40 (0h40)
SALLE A KEYNOTE

.Accessible aux sourds et malentendants

Comment je suis passé de la gestion de crise à l'astrophysique ?

Il y a 21 ans j'arrivais à Rouen depuis ma Guadeloupe natale pour devenir météorologue. Mais je suis devenu hacker éthique après avoir sillonné la planète au rythme des désastres et des crises qu'ils engendrent. Le COVID-19 a été l'opportunité de revenir à mon premier amour : l'Astrophysique. Douze ans après la fermeture du Laboratoire de Recherche Balistique et Aérodynamique de l'Armée à Vernon j'ai rénové sa visée stellaire. Plus de 2000 personnes ont pu visiter et partager ma passion pour le hacking éthique appliquée à l'astronomie. Je vous propose de découvrir dans cette keynote comment hacker des télescopes :)

Donner son avis sur cette conférence

app.codeursenseine.com/talk... ⓘ

NetSecure Day
@NetSecureDay

📢 Nouveauté #NSD19
Maintenant que vous avez votre billet en poche, rendez-vous sur app.netsecure-day.fr pour préparer votre programme en sauvegardant vos conférences favorites.
Nous, on vous retrouve demain dès 9h à @RouenExpo ! 🕒💡

App forked with ❤ from [@codeursenseine](#)

Translate post

Retrouvez le programme complet, vos favoris et les infos pratiques sur l'app officielle du #NSD19

app.netsecure-day.fr



3 - Send them as speakers

- ➔ Talk about an **Open Source tool**
- ➔ **Non developers** can do it too

Secretary Vs Dev : retour d'expérience d'une assistante administrative dans un dev studio

Claire Jeanne

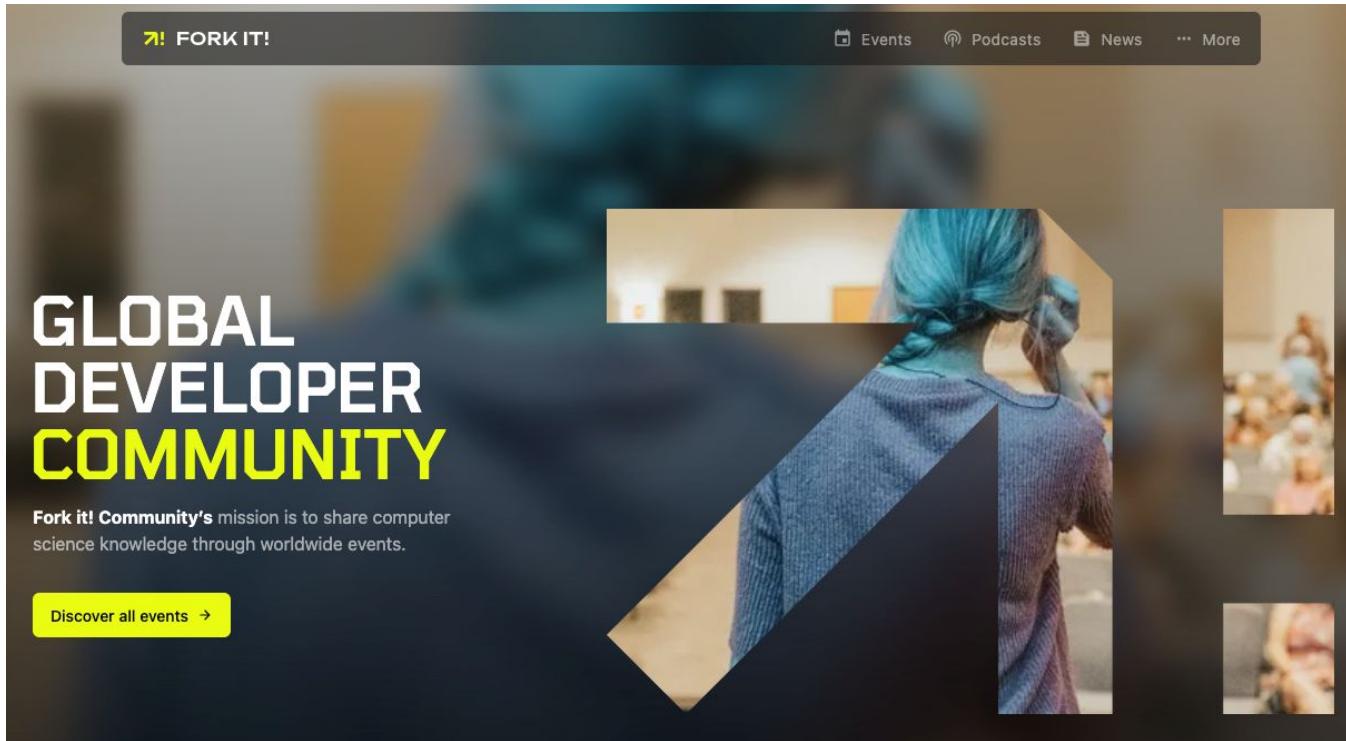
Vous vous êtes déjà sentie comme une baleine dans Microcosmos ? Moi ça m'est arrivé...

Quand sur mon parcours professionnel j'ai rencontré un studio de développement. J'avais déjà écumé pas mal de secteurs, bien décidée à ne pas signer de CDI tant que je ne me sentirai pas vraiment bien quelque part ! Mais jamais rien qui ressemblait de près ou de loin au BEARSTUDIO.

J'ai plongé sans bouteille et sans préparation dans un monde où l'on m'a parlé d'agilité, d'auto-gouvernance, mais aussi de sprint, de merge request, d'issue et une flopée d'autre terme que je ne maîtrise toujours pas... En contrepartie je leur ai parlé contrat cadre, convention collective, gestion des congés, plan comptable...

1 an et demi plus tard je suis toujours là, eux aussi, on s'est apprivoisé on a appris à travailler ensemble et à se comprendre. C'est cette expérience singulière mais tellement enrichissante que je voudrais partager parce que franchement je ne regrette pour rien au monde d'avoir osé me lancer dans cette aventure professionnelle et humaine !

4- Create your community



Challenges for the company

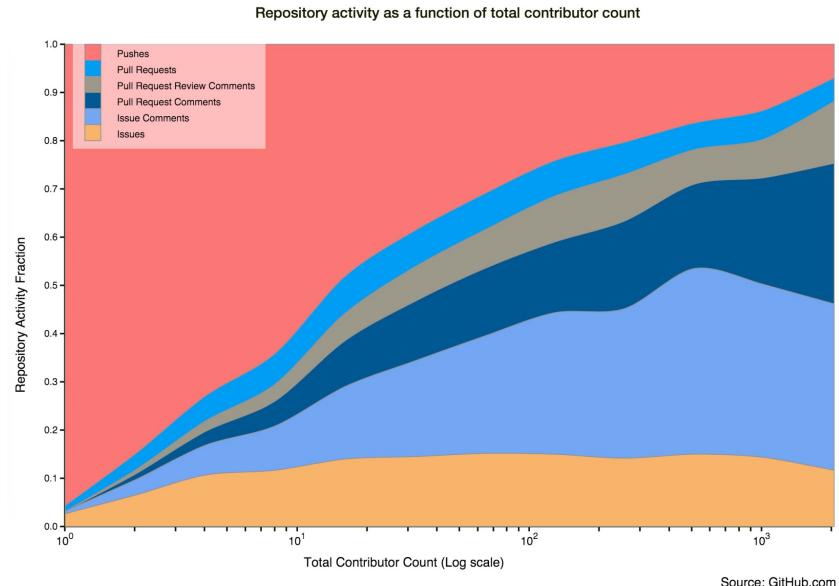
- Encouraging people to **attend in person** while convincing to take a bit of their time
- **Motivate** to speak: send as attendee first (or as volunteer)
- Send them as **volunteer** to events
- **Budget**
- **Time**

2nd ingredient

Contribute to an
existing project

Major issues

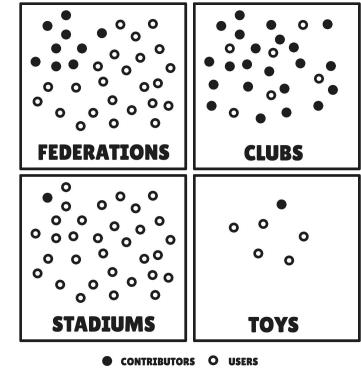
- ➔ Where to start?
- ➔ Impostor Syndrome
- ➔ Motivate team



<https://github.blog/news-insights/research/the-shape-of-open-source/>

Project choice

- Project, technology or tool used by the team
- Size (federations, clubs, toys, stadium)



	HIGH USER GROWTH	LOW USER GROWTH
HIGH CONTRIBUTOR GROWTH	Federations (e.g., Rust, Linux)	Clubs (e.g., Astropy)
LOW CONTRIBUTOR GROWTH	Stadiums (e.g., Babel)	Toys (e.g., gitweb)

No-code contributions !

- **Test the project/tool**
- **Create issues**
- **Take simple issues** good first issue
- **Improve documentation**
- **Help on the design**
- **Answer questions from the community**
- **Onboard people**



Donate

BearStudio's sponsorships

Current Sponsorships [Past Sponsorships](#)

Search users

[Export as CSV](#)

Name	Visibility	Start date	Amount	
 @petyosi	<input type="radio"/> Public	Dec 22, 2022	\$60.00 one time	Manage
 @dai-shi	<input type="radio"/> Public	Dec 22, 2022	\$250.00 one time	Manage
 @imsnif	<input type="radio"/> Public	Dec 22, 2022	\$100.00 one time	Manage
 @TkDodo	<input type="radio"/> Public	Dec 22, 2022	\$400.00 one time	Manage

 **Dominik**   @TkDodo · Dec 22, 2022

Thank you so much @_BearStudio for sponsoring me on GitHub ❤️



github.com
Sponsor @TkDodo on GitHub Sponsors
Web-Developer • ❤️ ReactJs and TypeScript •
Maintainer of TanStack Query and remeda • ...

Tips and tricks for motivation and onboarding

- Dedicated **recurrent day**
- Dedicated **period**
- **Yearly** objective
- **Articles**

3rd ingredient

Create an Open Source project

(Live “only” from Open Source)

- ➔ Freelance **have a side mission**
- ➔ Open Source companies **sell**
 - ◆ a product
 - ◆ change their business model
- ➔ Services companies **sell support**





Clearly identify the goals

- ➔ For the **company**
- ➔ For the **contributors**
- ➔ For your **clients**
- ➔ For your **users**

Methods to move forward



- ➔ Backlog preparation
- ➔ Dedicated week or days
- ➔ Code retreat
- ➔ Lunch break
- ➔ Mob programming
- ➔ In between contract



Techniques

- Have a real **everyday need**
- No need to be **perfect** on first releases
- **Show and tell**
- **Promote / Showcase**
- **Find a leader**
- **Onboard others**
- **find users**



**4th ingredient
maintain OS project**

Main issues

- ➔ Keep up **the motivation**
- ➔ Free some **time**
- ➔ Identify **ROI**

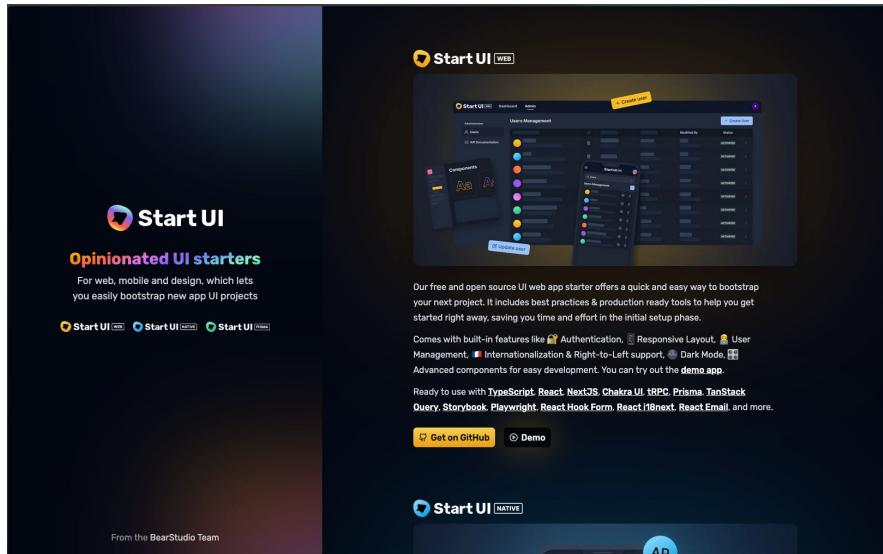


Marketing

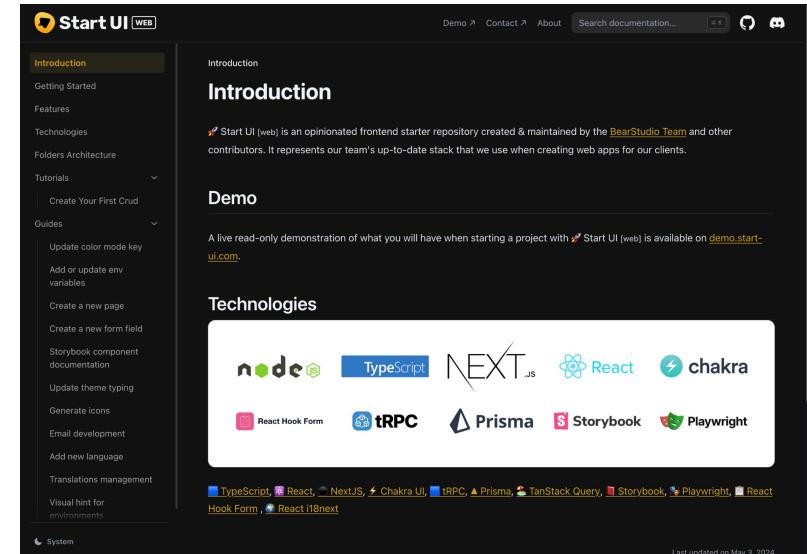
- Goodies
- Exhibitions
- Involve most people in the company



Doc & landing

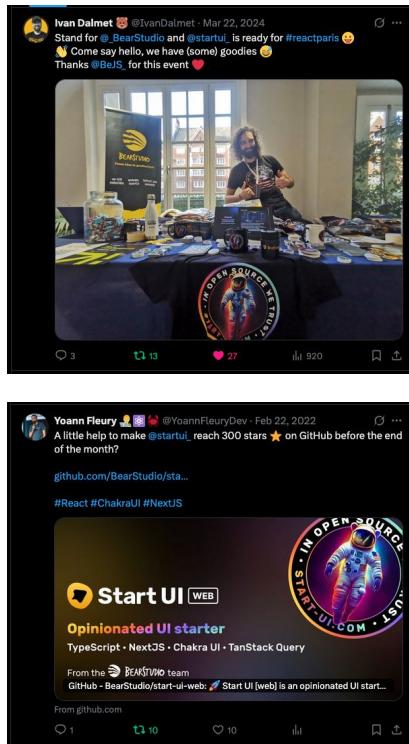
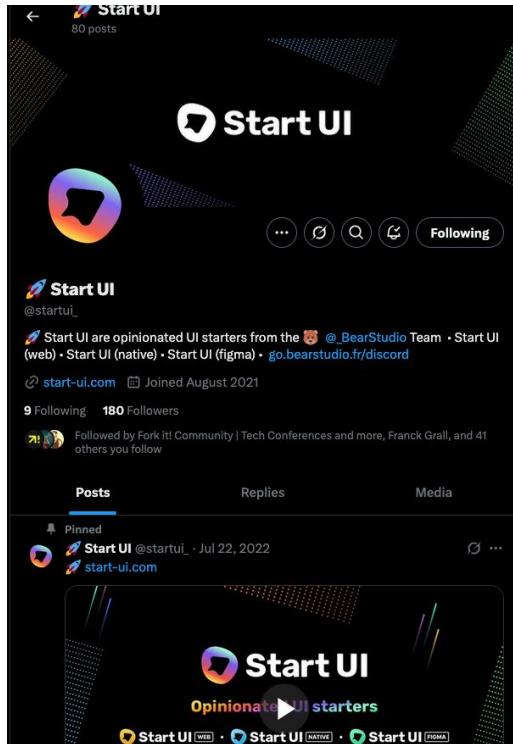


The Start UI landing page features a dark background with a central hero section. At the top left is the Start UI logo. Below it, the heading "Opinionated UI starters" is followed by a brief description: "For web, mobile and design, which lets you easily bootstrap new app UI projects". A row of social media icons for GitHub, LinkedIn, and YouTube follows. The main content area shows a screenshot of the Start UI application interface, which includes a sidebar with "Components", "Users Management", and "Dashboard" sections, and a main area showing a list of items. Below the screenshot is a paragraph detailing the project's features like authentication, responsive layout, user management, internationalization, dark mode, and advanced components. It also lists supported frameworks and tools: TypeScript, React, NextJS, Chakra UI, tRPC, Prisma, TanStack Query, Storybook, Playwright, React Hook Form, React i18next, React Email, and more. Two buttons at the bottom are "Get on GitHub" and "Demo". At the very bottom is the "Start UI NATIVE" section with an "AP" button.



The Start UI documentation page has a dark theme with a sidebar on the left and a main content area on the right. The sidebar contains links to "Introduction", "Getting Started", "Features", "Technologies", "Folders Architecture", "Tutorials", "Create Your First Crud", "Guides", "Update color mode key", "Add or update env variables", "Create a new page", "Create a new form field", "Storybook component documentation", "Update theme typing", "Generate icons", "Email development", "Add new language", "Translations management", "Visual hint for environments", and "System". The main content area starts with an "Introduction" section, followed by a "Demo" section containing a note about the live demonstration and a link to the demo site. Below that is a "Technologies" section featuring logos for Node.js, TypeScript, Next.js, React, Chakra UI, React Hook Form, tRPC, Prisma, Storybook, and Playwright. At the bottom of the page is a footer with a list of technologies and the text "Last updated on May 3, 2024".

Talk about your project



Talk about your project



This Week In React Articles Newsletter Thread Sponsor

English ▾

Issues

2025

#237: RSC, TanStack, Storybook, Lingo Compiler, LiveStore, Base UI | Legacy Arch, Hermes N-API, 120fps, ReactRaptor, DevTools | TC39, Import Maps, Vite, Vitest, Babel, PHP

#236: Remix, TanStack, RSC, RedwoodSDK, Storybook, Docusaurus I ExecuTorch, Screens, FlashList, Reanimated, Expo, EAS, Radon | TypeScript, Temporal, Angular, JSPM, ESLint, tsdown

#235: React Router, createStore, SuspenseList, Transition Indicator, Compiler, RenderHooks, Waku, React-Scan | Expo, Lava, Fortnite, Skia, Al, Lynx | TC39, using, Zod, Node, Deno

#234: TanStack DB, TanStack Query, React Router, Vite, Redux Toolkit, Parcel 1.0.80 RC, Expo, Legal, Re.Pack, Skia, Radon IDE, Rive | Rslib, Composites, Lightning CSS, Accessibility, V8

#233: RSC, Next.js, Compiler, Unhead, Shadcn, Relay, Mantine | Expo, WebGPU, Skia, Apple fees, Reanimated, Fragment Refs | Node.js, TS, Prisma, Deno, GSAP

Sponsor

Start UI [WEB]

Opinionated UI starter

TypeScript • NextJS • Chakra UI • TanStack Query

From the BEARSTUDIO team

The advertisement features a central logo of an astronaut floating in space, surrounded by a circular ring with the text "IN OPEN SOURCE WE TRUST" and "START-UI.COM". The background is dark with a gradient of purple and blue.

Start UI [web] - Opinionated web app UI starter

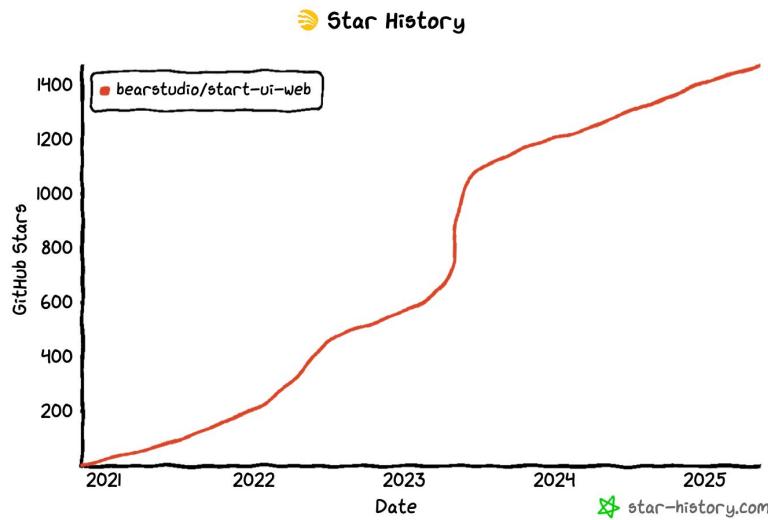
Our **free and open source UI web app starter** offers a quick and easy way to bootstrap your next project. It includes **best practices & production ready tools** to help you get started right away, saving you time and effort in the initial setup phase.

Comes with built-in **features** like 🛡 Authentication, 📜 Responsive Layout, 🌐 User Management, 🇮🇳 Internationalization & Right-to-Left support, 🌙 Dark Mode, 🚀 Advanced components for easy development. You can try out the [example app](#).

Ready to use with **TypeScript**, **NextJS**, Chakra UI, TanStack Query, Storybook and more.

[Start UI \[web\] on GitHub](#)

Collect Stars



- **Organic**
- **Give back** to the community by sponsoring newsletter
- **Exhibit giveaway**



ROI on the company

- Make your employee **learn** new things
- Improved efficiency and time saved through the use of OS projects**
- Trigger **business** opportunities
- Learn and share Open Source **best practices**
- Builds “healthy” **confidence**
- Improve **technical skills**
- Improve **soft skills** (communication, project management, ...)
- Improve **documentation** skills
- Credibility**

Conclusion

Don't forget

- Subjects skipped like:
 - deprecation
 - version update
 - community
 - ...

The main point

ROI is not measured by **money**

- ~€10 million in revenue thanks to open source.
- How many from our contributions? Difficult to tell, but **not null**
- **Budget:** teambuilding, marketing, business, HR...

FOSS contribution allows companies to **manage their budgets differently**

Don't sleep on Open Source



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Questions?