



THE LINUX FOUNDATION
OPEN SOURCE SUMMIT

Launching Open Source Projects

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Agenda

- Primary Lessons
- How Intel Manages Launches
- Three Sets of Questions
- Planning & Executing the Launch

Primary Lessons

One main goal

- Community participation

Two launch activities

- Opening up source code
- Creating open governance

Three sets of questions

- Why: consider alternatives
- Who: stakeholders & community
- How, What, & When: ducks in a row

How Intel Manages Open Source Launches

Phased Approach

- Phase 0: Code Development
- Phase 1: Launch
 - Phase 1a: open source code available
 - Phase 1b: industry effort & open governance
- Phase 2: Build Community
- Phase 3: Sustain & Streamline

Launch Criteria: code availability

- understanding project mission, end goals
- legal & licensing issues
- community assets, comms channels
- project infrastructure
- follow best open source code practices
- follow best community & advocacy practices

Launch Criteria: open governance

- communicate early with potential collaborators
- relationship with neutral foundation
- determine rules of collaboration
 - governance system
 - technical steering group
 - financial considerations
- all launch activities are collaborative

Three Sets of Q's

Understand Why

- Why Open Source in the first place?
- Why this project?
- Why create a launch?

Who is involved?

- Project Leadership
- Stakeholders
- Community

Launching Code: All Ducks in a Row

- Agree on the mission & write a charter
- Manage all the legal issues
- Clean up the code & write the docs
- Establish all the assets & infrastructure
- Establish technical governance ...
- Work with advocacy & community teams on communications
- Build in support for diversity and inclusion

Launching Governance: Bigger Ducks

- Communicate early with potential collaborators
- Establish relationship with neutral foundation
- Determine rules of collaboration
 - governance system
 - technical steering group
 - financial considerations
- All launch activities are collaborative

Planning & Executing the Launch

Two Types of Public Launches

- Big Bang
 - Big reveal
 - PR statements, industry quotes
 - lots of prep, timing, & coordination required
- Whimper
 - quiet, more transparent
 - much less expensive, also less visible

Final Lessons

- Participation = success
- Do what is best for the community



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