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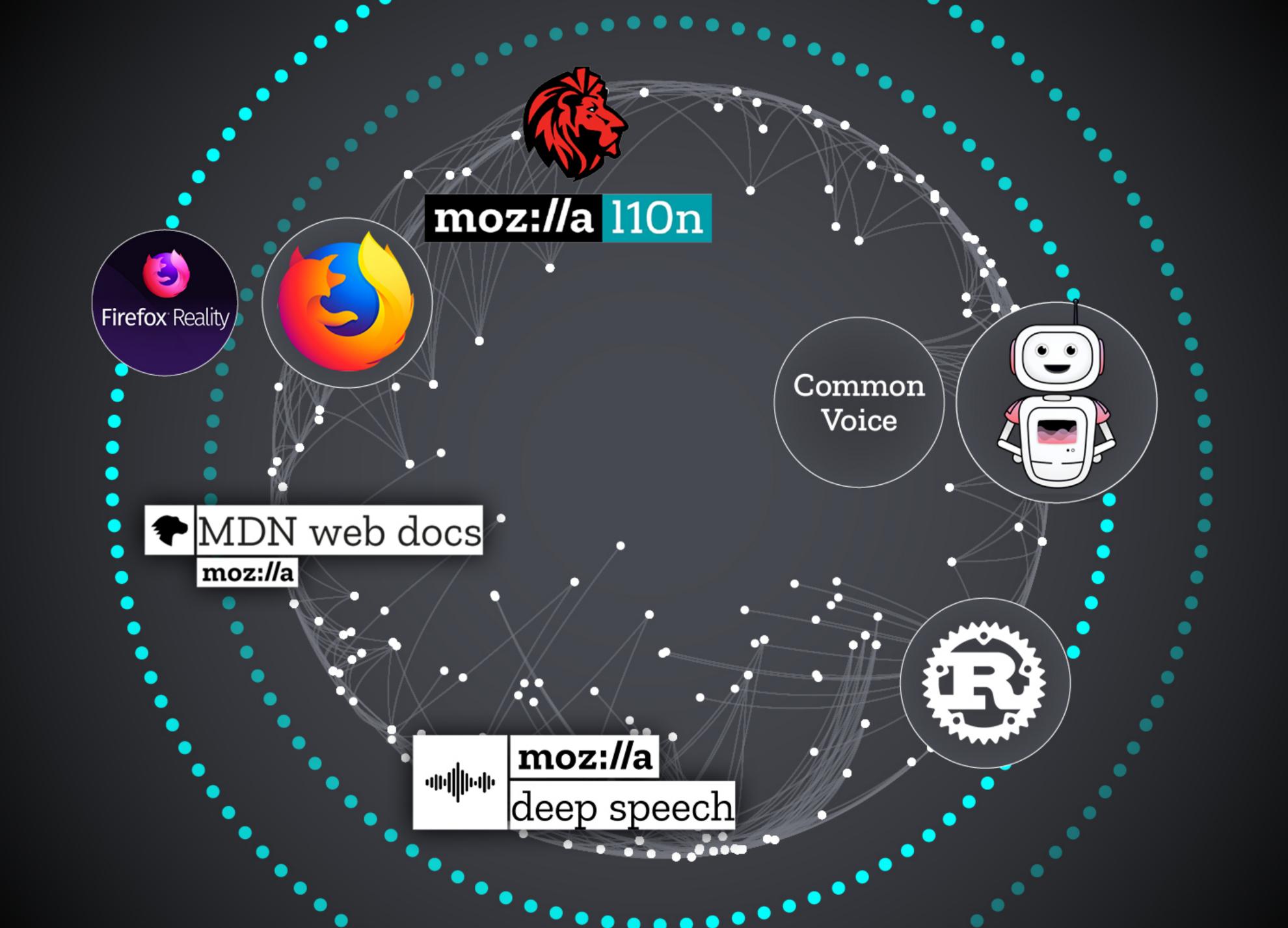
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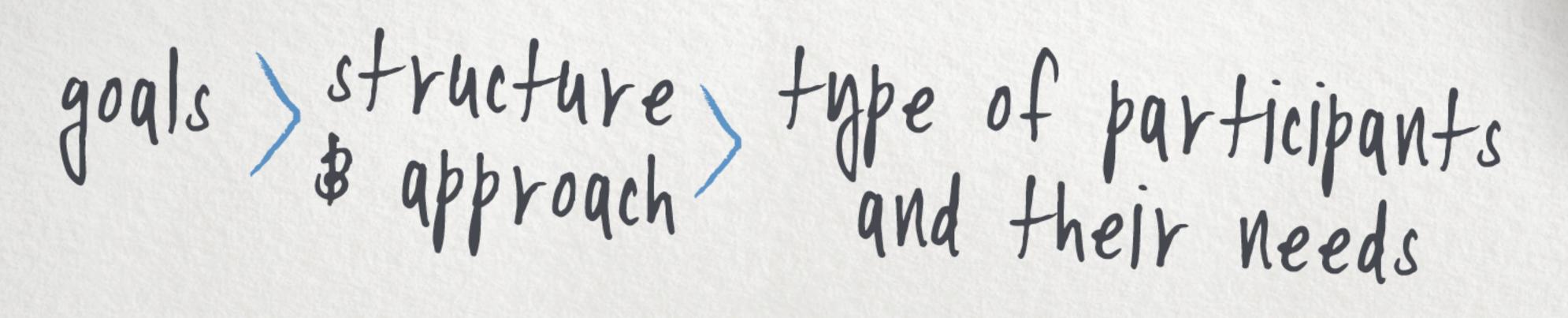












governance) licensing

resourcing workflow # tools



Open Source Goals

- Market insight
- Framework for partner collaboration
- > Ease vendor lock-in fear
- Lead a standardization effort
- > Improve product quality
- Amplify or expand developer base
- Figure 19 Improve developer hiring pool
- Improve internal collaboration

- > Innovation
- Improve internal morale and retention
- Disrupt an incumbent, hold off insurgents
- **4** Engage with users
- Branding and credibility
- Transparency for customers and partners
- Establish a basis for product reputation

Open Source Goals

Market insight

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> Innovation

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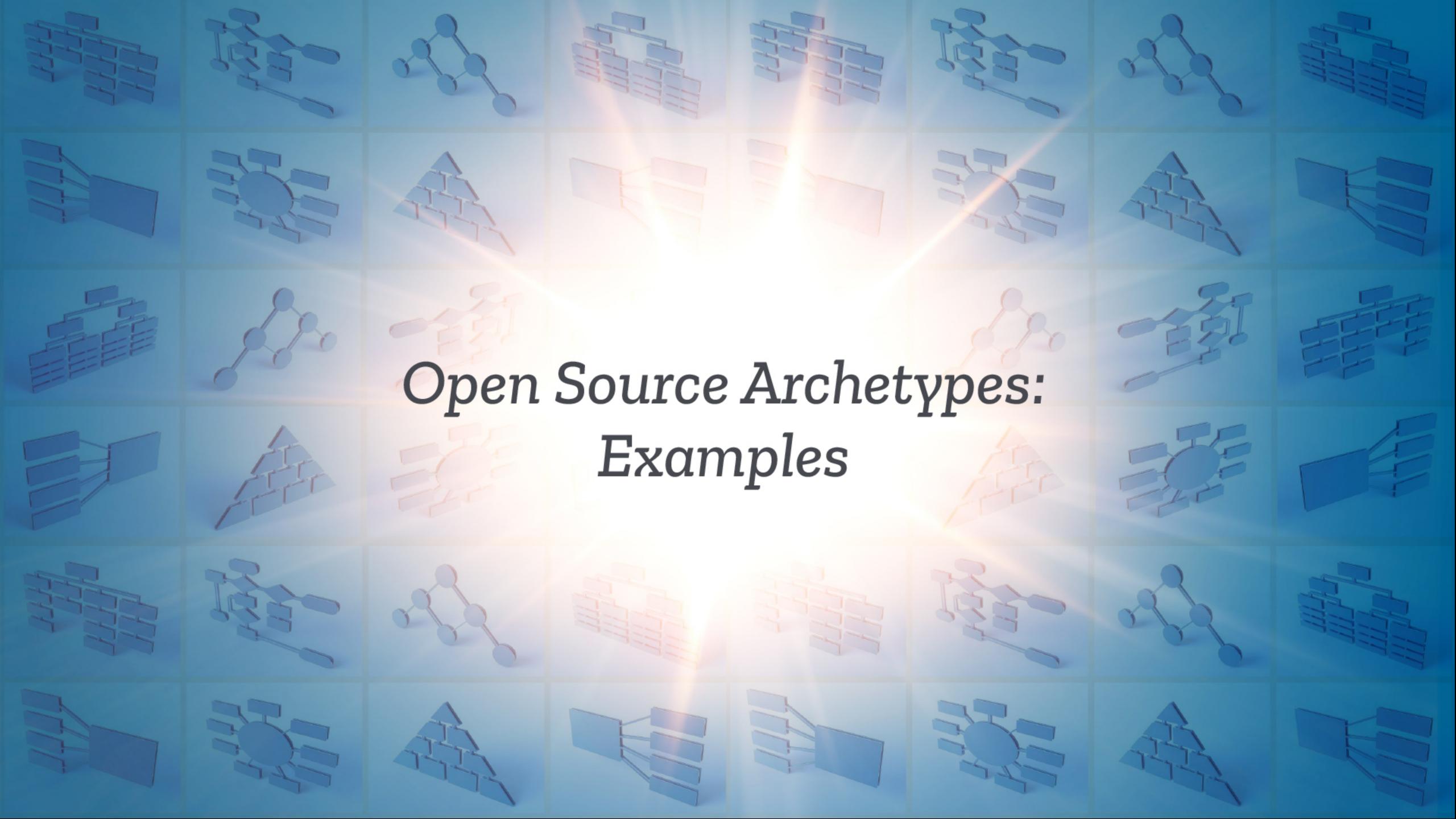
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a basis for product reputation

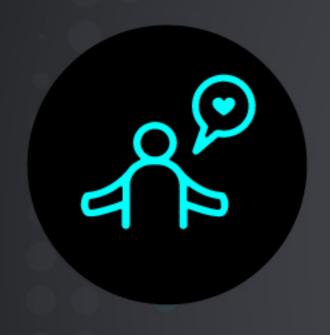
Open Source Archetypes: Overview

	B2B	Multi-Vendor Infra	Rocket Ship to Mars	Controlled Ecosystem	Wide Open	Mass Market	Specialty Library	Trusted Vendor	Upstream Dependency
Main Benefit	Driving industry adoption of your technology	Collaboration with partners; address a set of shared problems	Quick, focused effect in a specific area	Can build a sustainable ecosystem in which founding organization has strong influence	Large-scale collaboration; community can become self- sustaining	Large user base can make project broadly influential	Ensure quality solution to a specific problem; can lead to new partners	Loyalty of downstream consumers helps project stability	Broad reach across (hence insight into) many dependee projects
Main Drawback	Little or no collaborative development	Sometimes off-putting to individual contributors	Collaboration only available from those who share a very specific vision	Compromise needed to avoid forks (esp commercial)	Effort to maintain onboarding paths & manage all participants	Huge user base needs filtering for dev community	High barriers to entry; relatively small developer pool	Primary org must be careful how it uses its position	Developer base can sometimes be lightly motivated
Main situational consideration	Requires major market power to be effective	Business needs of participants affect community management	Everything depends on success of original vision	Participants have many motivations (commercial & non-commercial)	Differing commitment & engagement levels among participants	Contributor base does not accurately represent user base	Standard-setting effects (de facto or official)	Customer needs vs open source project needs	Usage patterns of downstream consumers
Development speed	Fast; pace set by business goals	Usually moderate, but depends on needs of	Fast; escape velocity	Medium	Slow - medium; some process overhead	Slow - medium; swift change destabilizes user base	Gets slower over time, as library stabilizes	Medium Primary vendor momentum vs. third-party needs	Medium; may slow down as standard settles





Wide Open



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Rocket Ship to Mars

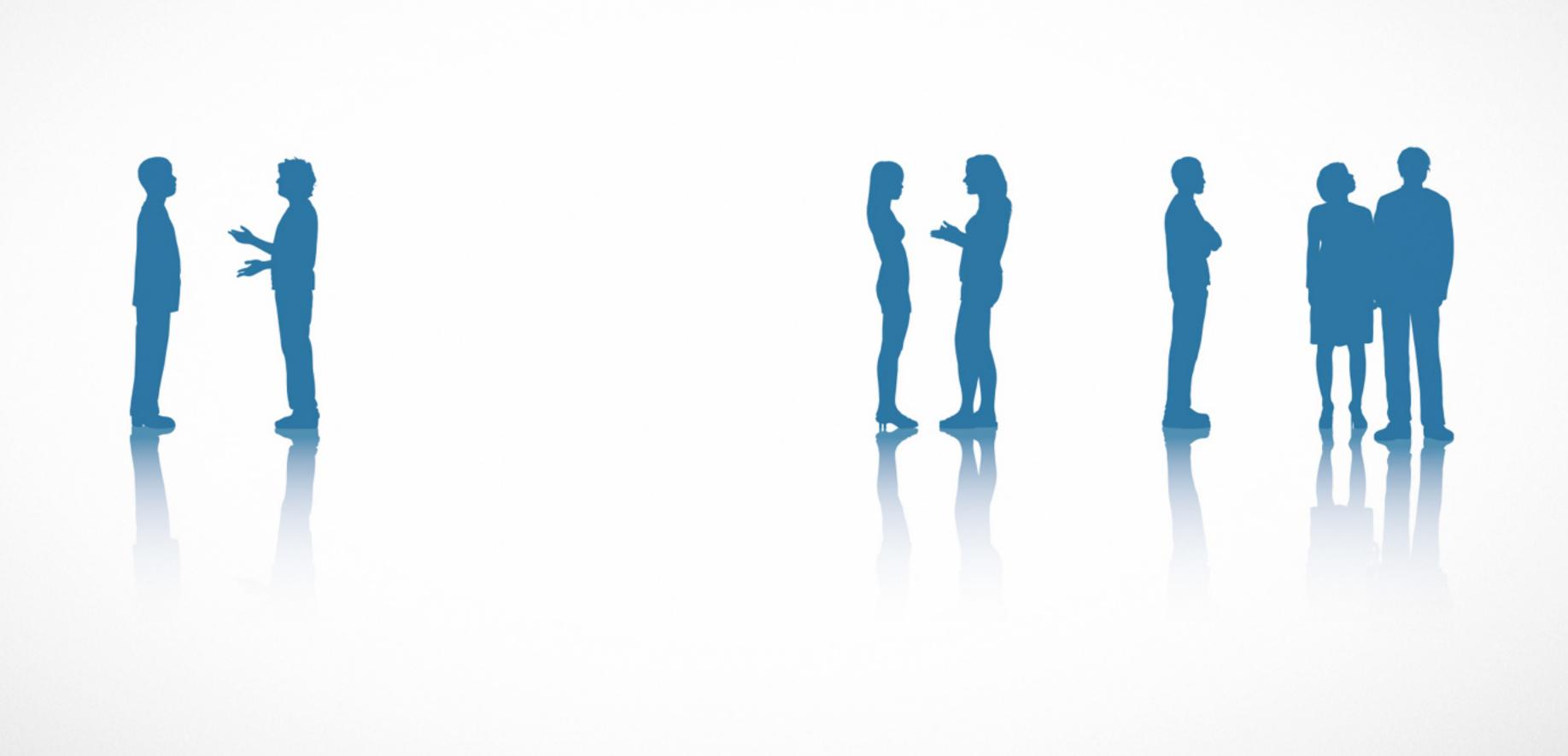
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Mass Market







Developers



C-Suite & Senior Management



Middle Management

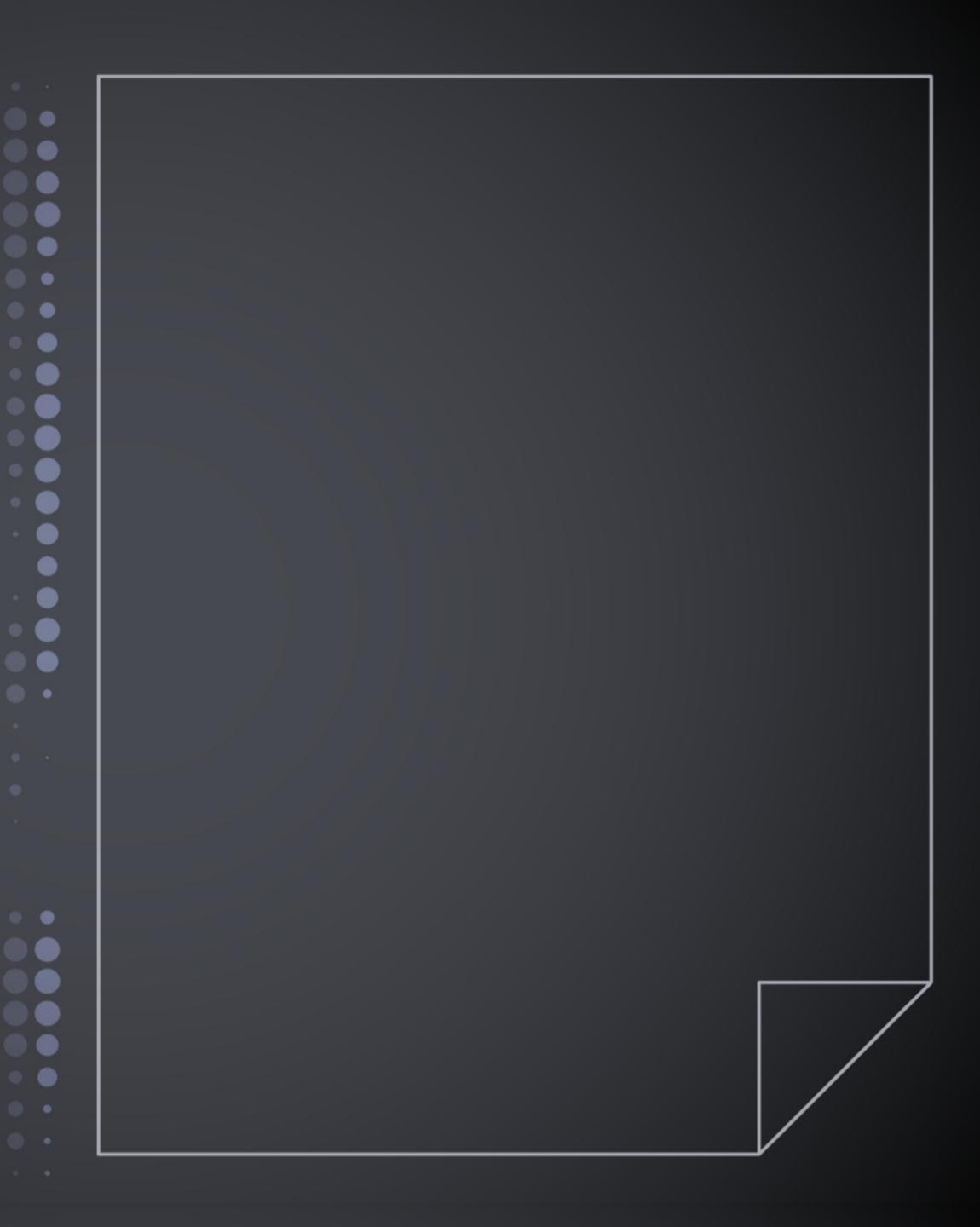


Middle Management



Goal Setting





Goal Setting



Your Open Source Goals

On this page, circle or highlight up to three important open source goals from the list. Select up to 3 more secondary goals. Note them with a checkmark.

Development And Collaboration Goals

Amplify or expand developer base

Market and contextual insight

Framework for partner collaboration

Lead a standardization effort

Disrupt an incumbent, hold off insurgents

External Marketing Goals

Ease vendor lock-in fear

Engage with users

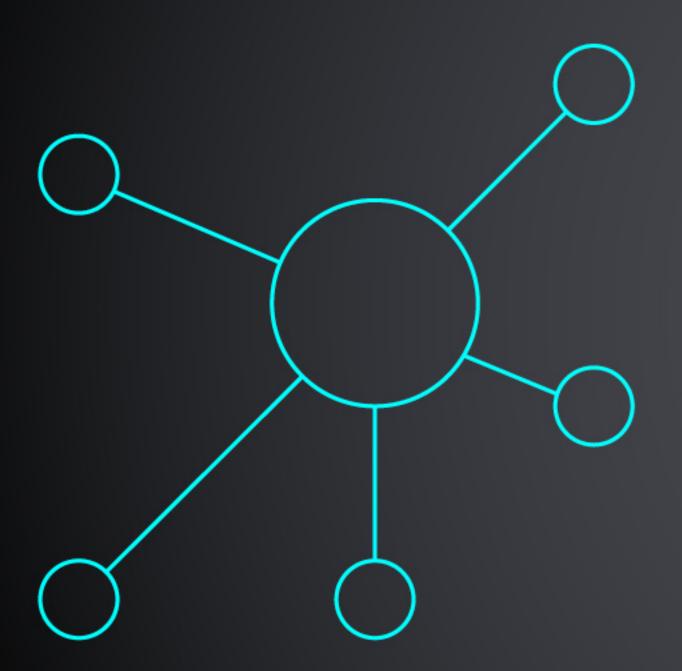
Transparency for customers and partners

Establish a basis for product reputation

Branding and credibility

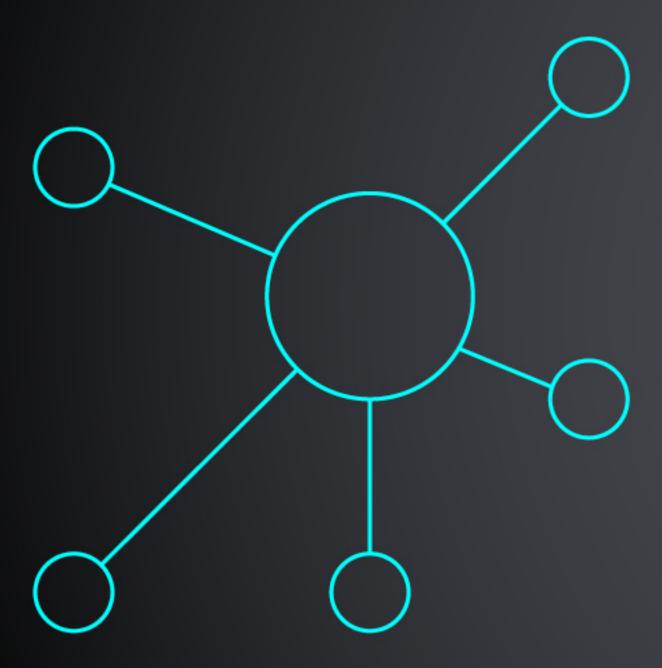
External Marketing Goals

Ecosystem Mapping





Ecosystem Mapping



Use this page to draw a map or directed graph of current and potential actors in your ecosystem. List service providers further away. The open source and group them by the type of service they offer. Identify potential collaborators, and mark the ones with competitive service offerings. Identify competing open source and proprietary substitutes for your open source project.

Place actors with large, current impact closer to the center of the map and future recruits project belongs at the center, and your company itself might be close in or further out, depending on its current effective scale of investment.

When done, note interesting relationships between various nodes on the map. Add customers in another color. This map is a picture of your world as it currently exists and how it might change in the nearterm future. Be sure to save a snapshot of this map and see how it shifts over time.



