Purposeful Open Source:
Fitting Your Open Source Strategy To Your Business Needs
START FROM GOALS
goals > structure & approach > type of participants and their needs

→ governance > licensing

resourcing > workflow & tools
goals -> structure & approach -> type of participants and their needs

- 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
- Improve developer hiring pool
- Improve internal collaboration

- Innovation
- Improve internal morale and retention
- Disrupt an incumbent, hold off insurgents
- Engage with users
- Branding and credibility
- Transparency for customers and partners
- Establish a basis for product reputation
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- Innovation
- Improve internal morale and retention
- Eat incumbents, hold off insurgenets
- Impress users
- Gain credibility
- Create a basis for product reputation
# Open Source Archetypes: Overview

<table>
<thead>
<tr>
<th>Main Benefit</th>
<th>B2B</th>
<th>Multi-Vendor Infra</th>
<th>Rocket Ship to Mars</th>
<th>Controlled Ecosystem</th>
<th>Wide Open</th>
<th>Mass Market</th>
<th>Specialty Library</th>
<th>Trusted Vendor</th>
<th>Upstream Dependency</th>
</tr>
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<tr>
<td>Driving industry adoption of your technology</td>
<td>Collaboration with partners; address a set of shared problems</td>
<td>Quick, focused effect in a specific area</td>
<td>Can build a sustainable ecosystem in which founding organization has strong influence</td>
<td>Large-scale collaboration; community can become self-sustaining</td>
<td>Large user base can make project broadly influential</td>
<td>Ensure quality solution to a specific problem; can lead to new partners</td>
<td>Loyalty of downstream consumers helps project stability</td>
<td>Broad reach across (hence insight into) many dependee projects</td>
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| 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 |
Open Source Archetypes: Examples
Rocket Ship to Mars
Mass Market
Developers
C-Suite & Senior Management
Middle Management
Middle Management
Goal Setting
Open Source Worksheet

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
- Brand awareness
- User engagement
Ecosystem Mapping

Use this page to draw a map or directed graph of current and potential actors in your ecosystem. List service providers 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 further away. The open source 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 near-term future. Be sure to save a snapshot of this map and see how it shifts over time.
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https://github.com/OpenTechStrategies/open-source-archetypes

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