

# STANDING ON THE SHOULDERS OF GIANTS

FOSS WILL GET YOU THERE



# THE CONCEPT

FOSS will help you start your business, innovate, and grow.



# THE IDEA

I have this great idea ... but I want to get it out there quick before someone else does...





SOURCE

# WHY FOSS?

- Avoid lock-in
- Cheaper? No.
- More flexible licensing
- "More than one way to do it"
- No need to reinvent the wheel\*
- More eyes = less bugs
- More secure

\* let the developers do that





# MYTHS

"Open Source copies, it does not innovate"

"Open Source is just for amateur hackers"

"Free = less reliable"

"OSS Projects are not into making money"



# DEBUNKING THE MYTHS

- (1) people work harder on stuff they like.
- (2) the standard office environment is very unproductive.
- (3) that bottom-up often works better than top-down\*

Source: Paul Graham, [What Businesses can learn from Open Source](#)

\*exceptions : e.g. Apple



# DEBUNKING SOME MORE

Open Source adoption in business up 26% in 2007.\*

Large FOSS Projects

- MySQL
- Zope
- Mozilla
- eZ Systems

\* [Source - Open Logic](#)





# BUT REMEMBER...

Open Source Software may cost just as much, if not more, than proprietary software.







SOURCE



# CROWDSOURCING

Crowdsourcing is the new outsourcing.



# GO FURTHER

Let your customers design your projects

See : The Customer is the Company, Inc Magazine 2008



# BUSINESS MODELS

- Product Model
- Services Model
- Consultancy
- Government
- Non-IT sector, IT department

Many others....



# BUSINESS SOFTWARE NEEDS

- Simple
- Rapid Prototyping
- Get's the job done
- Interoperable
- Scalability
- Reliable
- Secure





# STRUCTURED INFO

## Developing

- VCS
- Languages
- Dev Tools

## Communication

- IM
- Email
- Documents
- Project Collaboration



# INFRASTRUCTURE

Server side...

- Apache
- PHP
- Python
- Ruby
- MySQL



# THE S WORDS

The WEB 2.0 Way

Platforms, Toolkits, Frameworks and APIs

=

MASHUPS



# FRAMEWORKS

Django

Ruby on Rails

Zope

Zend

... and many more



# SCRIPT SAVIOURS

jQuery

YUI

Dojo

Prototype

...



# SHIFTING DATA

Moving Data  
+  
Giving it context  
+  
UI

... tools are so widespread that  
they becoming less of the focus.





# NOT THE RIGHT FIT?

Build from scratch....

OR

FIX IT!

... file bugs, write patches,  
devote developer time...



# BEWARE

- Licenses
- Forks
- Passing Trends
- Organisation and Structure - make sure the project is well governed



# OPENING UP

When you open up your code...

- Ensure transparency
- Build the infrastructure and community (sites, wiki, bug tracking, mailing lists, code repository...)
- Developer APIs for your services



# CONCLUSION

Open Source

....ENABLES  
....MATTERS  
....WORKS  
....PAYS  
....INSPIRES  
....



# GET IN TOUCH!

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