

The
GAME
of



So, You Think You Want to Start an Open Source Business? In Italy?

confsl – 11 Giugno 2010
Antonio Russo



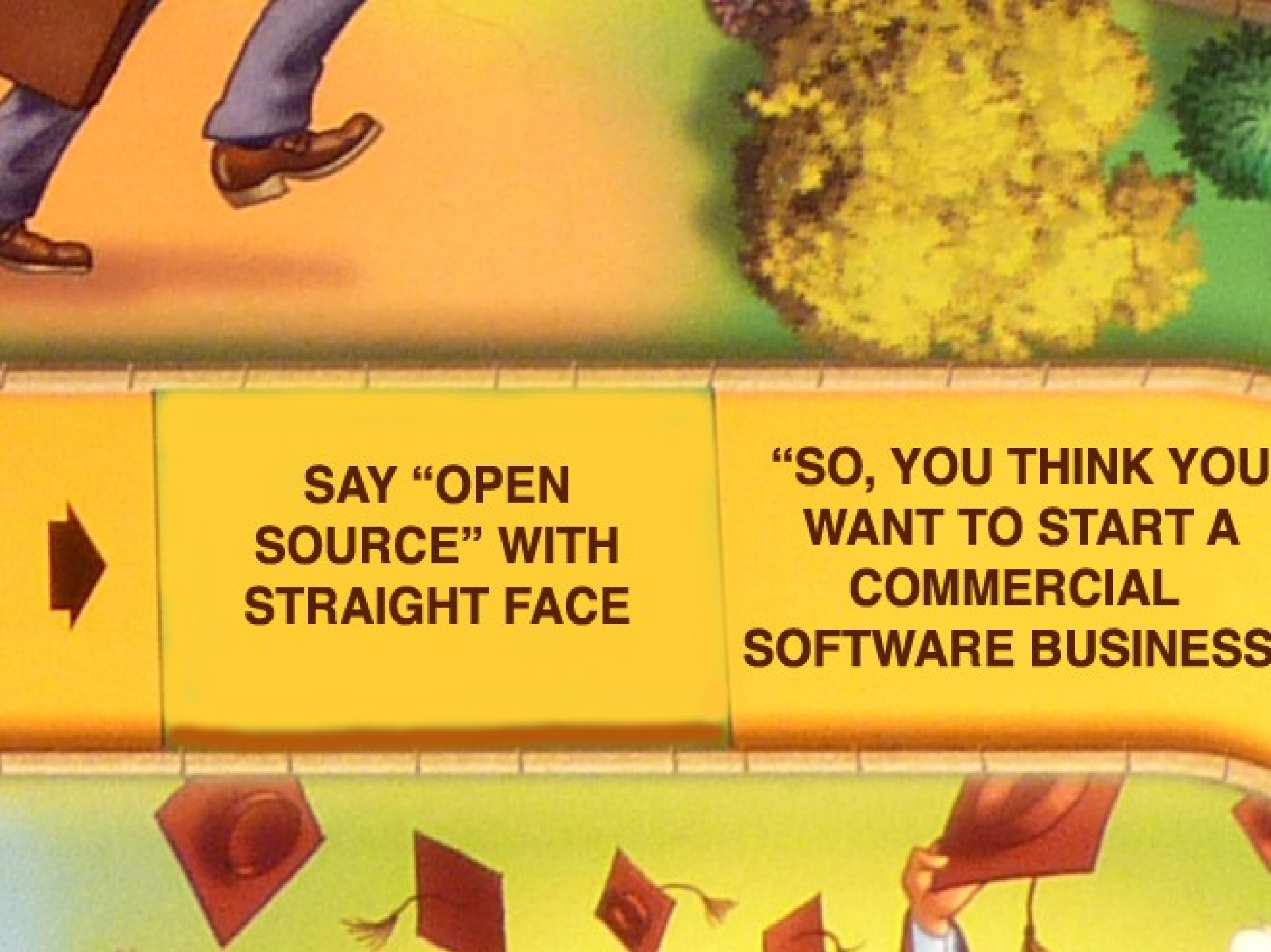


OPEN SOURCE

FAUXPEN SOURCE



**SAY "OPEN
SOURCE" WITH
STRAIGHT FACE**



**SAY "OPEN
SOURCE" WITH
STRAIGHT FACE**

**"SO, YOU THINK YOU
WANT TO START A
COMMERCIAL
SOFTWARE BUSINESS"**

**BUILD AN
AWESOME
APPLICATION**

**DETERMINE
YOUR
PRODUCT**

**BUILD AN
AWESOME
TOOL**

**FOUND
A COMPANY**

**START
A
FOUNDATION**

**UH, SEE IF THERE
IS ENOUGH MONEY
TO GET STARTED**





**KEEP YOUR
REAL JOB**

**MAKE A DECISION
ABOUT WHICH
LICENSE TO USE**

**DETERMINE
YOUR
COPYRIGHT POLICY**

Open Source Licenses

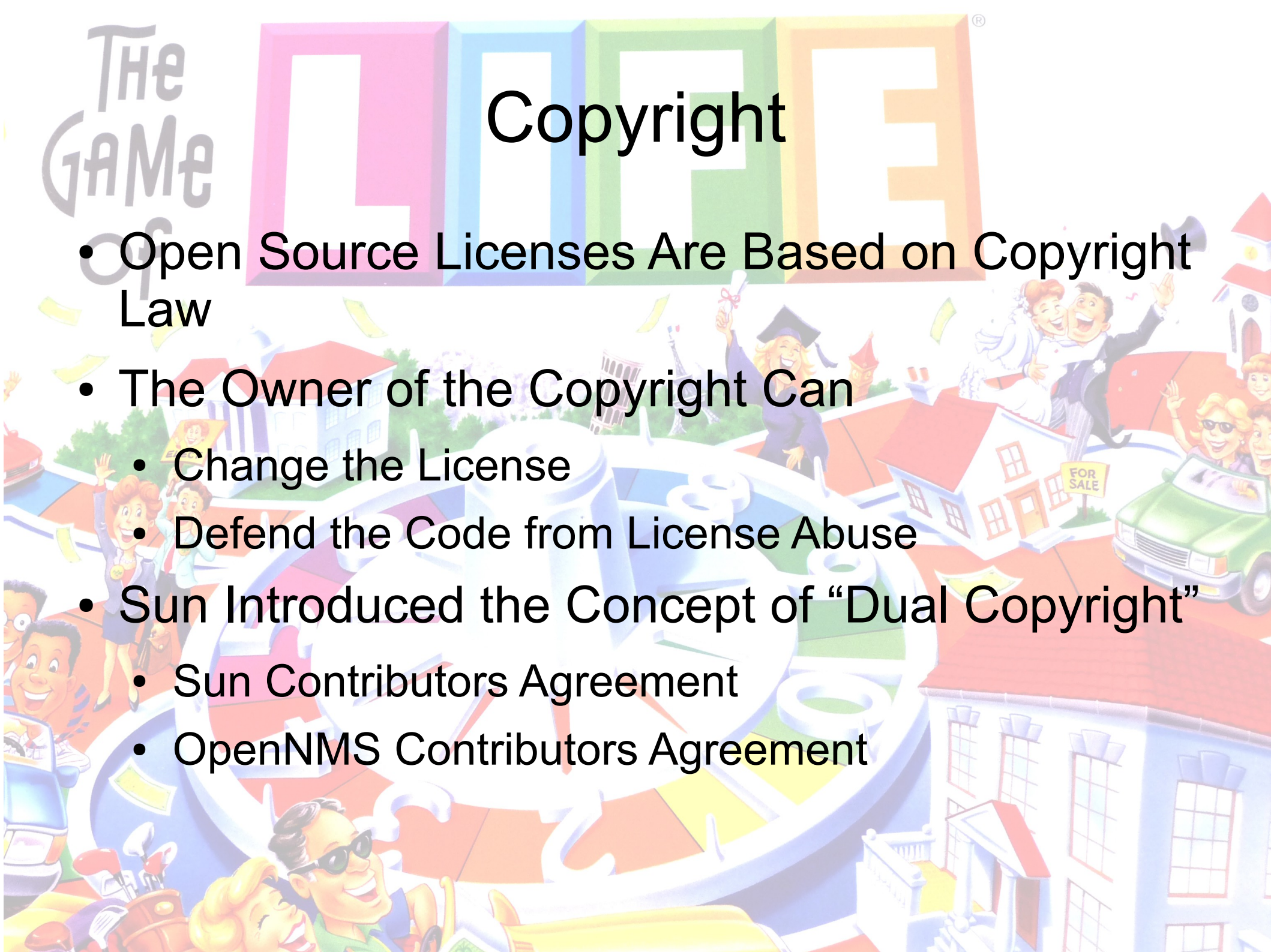
- The Open Source Initiative (OSI) Approves Many Licenses
- Main Licenses
 - GPL v2/v3
 - LGPL
 - Eclipse Public License*
 - Apache
 - BSD



The
GAME
of

Copyright

- Open Source Licenses Are Based on Copyright Law
- The Owner of the Copyright Can
 - Change the License
 - Defend the Code from License Abuse
- Sun Introduced the Concept of “Dual Copyright”
 - Sun Contributors Agreement
 - OpenNMS Contributors Agreement





**OBTAIN A
SERVER AND
A FORGE**

**STOP
OR
GO?**





MAKE AN OPEN
SOURCE BUSINESS
A BUSINESS

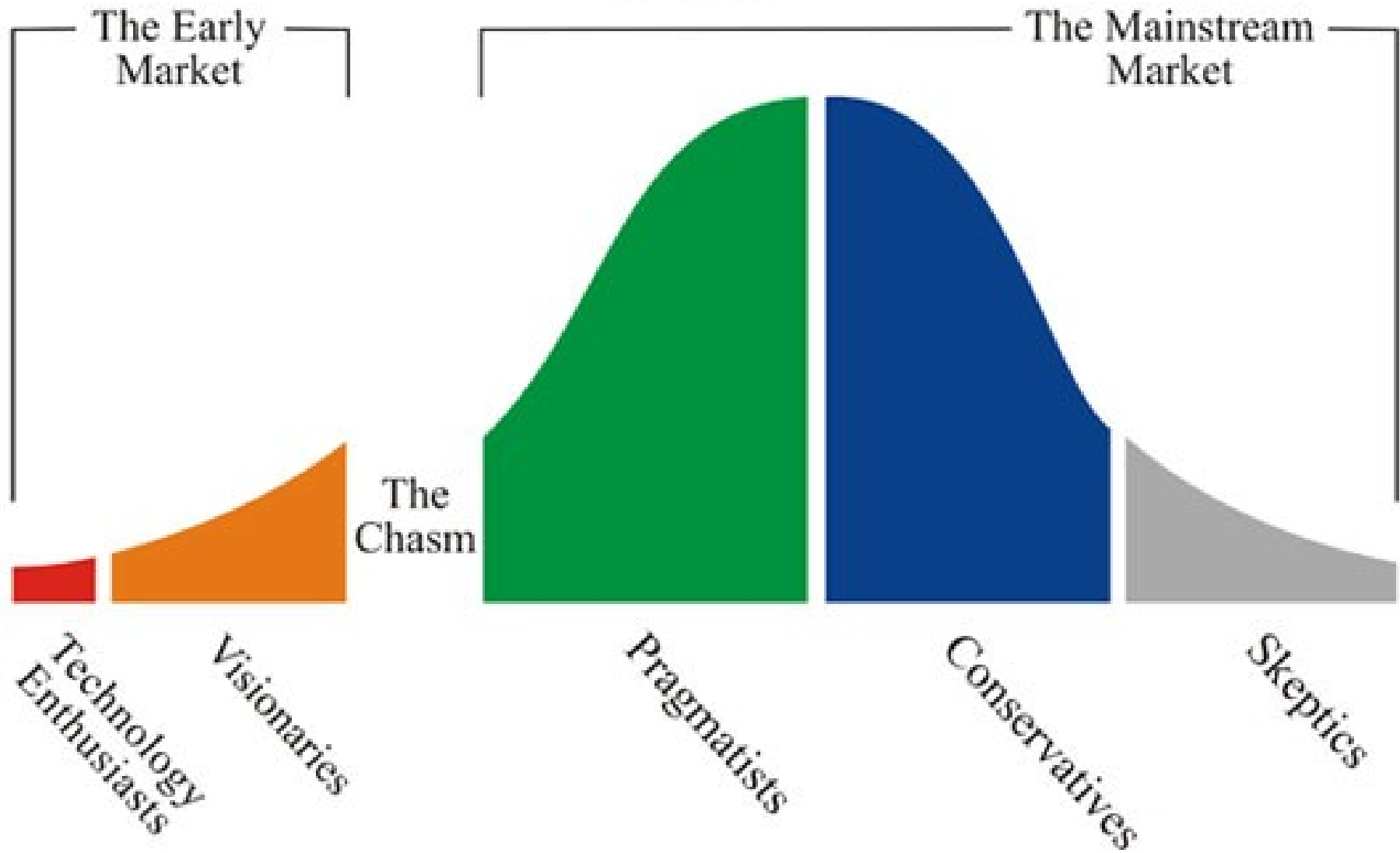
CROSS THE CHASM

FORM A
CORPORATION

The



The Chasm





**MAKE AN OPEN
SOURCE BUSINESS
A BUSINESS**

CROSS THE CHASM

**FORM A
CORPORATION**



**FORM A LIMITED
LIABILITY
COMPANY**

**FORM A
SOLE
PROPRIETORSHIP**

GET A LAWYER



RELEASE EARLY,
RELEASE OFTEN

GET AN
ACCOUNTANT

GET LIABILITY
INSURANCE

THINK ABOUT
TRADEMARKS

GET
STARTED!

STOP

LET NOTHING
STOP YOU!

WRITE CODE



RELEASE EARLY,
RELEASE OFTEN

WRITE CODE

LET NOTHING
STOP YOU!



GE
STAR

**CREATE
PRODUCTS**

**CREATE
A
WEBSITE**

**SEPARATE
WORK FROM
LIFE**

**CREATE A
BLOG**





**GET DOWN
TO
BUSINESS**

PARTICIPATE

**CREATE A
MAILING LIST
OR FORUM**





**USE TWITTER,
FACEBOOK,
IRC**

**START
MARKETING
YOUR COMPANY**

**START
BUILDING A
COMMUNITY**

**PAY
DAY**

**EASY
PRICING**

**GET
CUSTOMERS**

NET 30



AY DAY



GET CRM AND/OR
TROUBLE TICKET
SYSTEM

WRITE
STATEMENTS OF
WORK

RENEWALS!



USE THE
BOWLING PIN
MODEL

FIRE A
CUSTOMER

GROW

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Millionaire
ESTATES

Countryside
Acres

IPO!

GET
ACQUIRED
\$\$\$

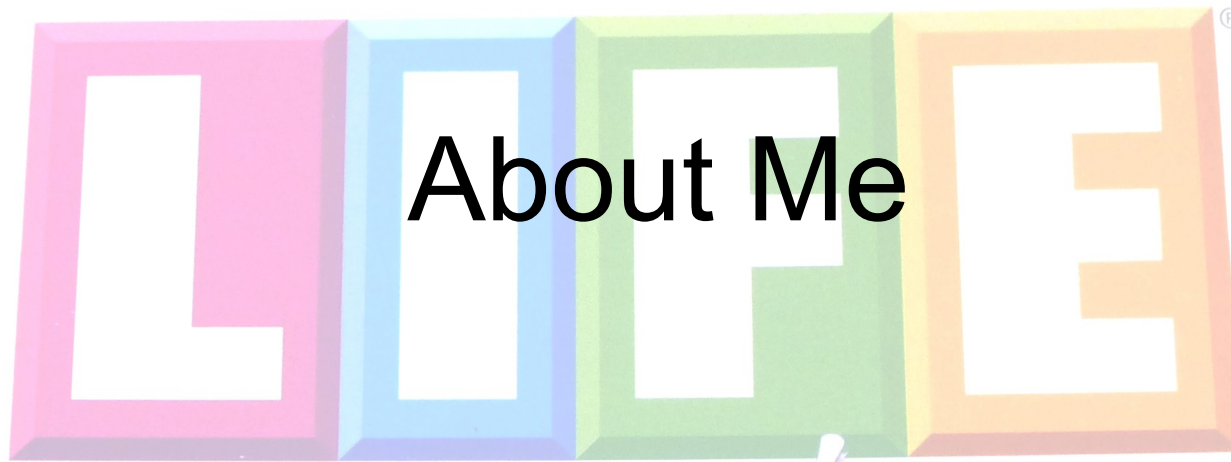
MAKE A GREAT
LIFESTYLE
COMPANY

IF NEEDED,
GET
INVESTMENT

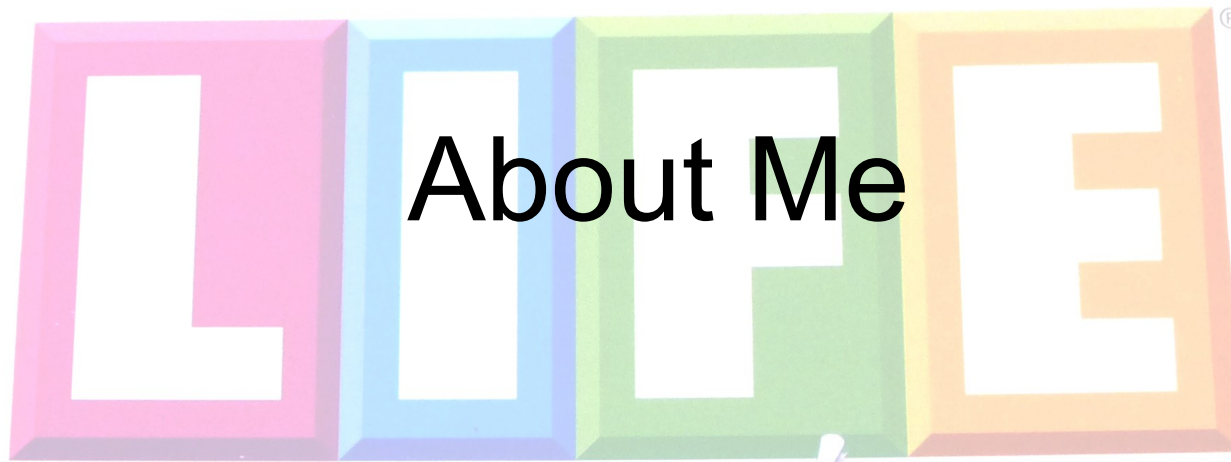




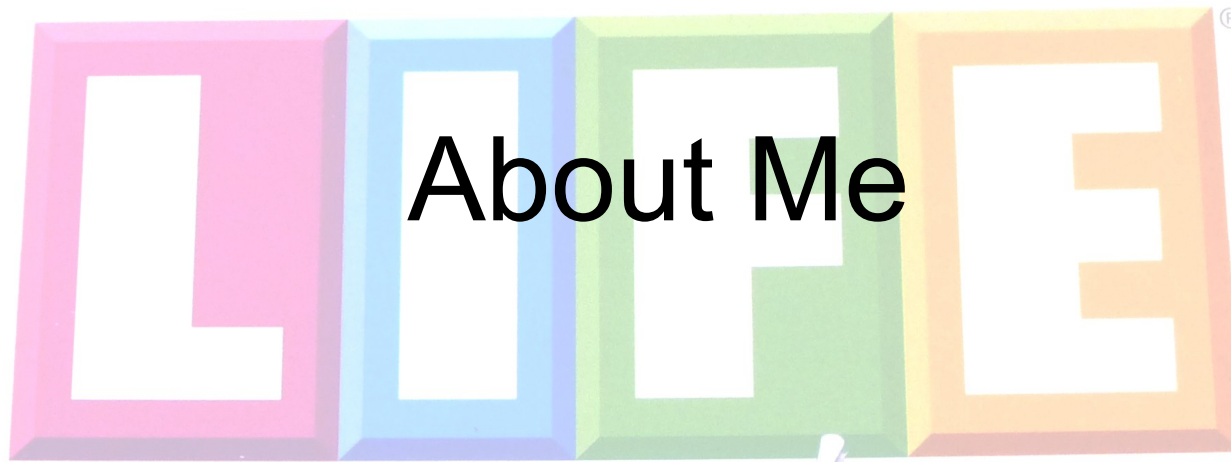
About Me



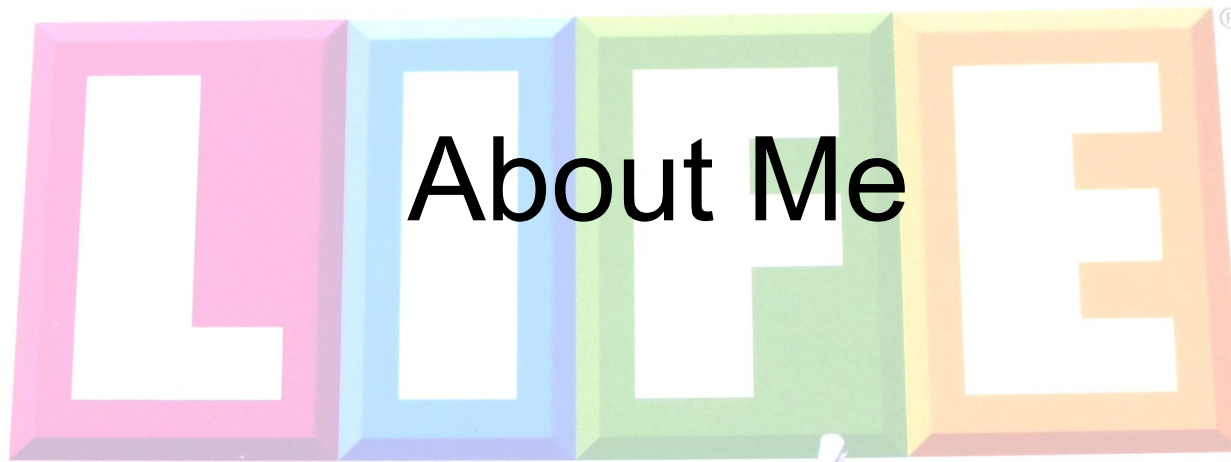
About Me



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