

A close-up photograph of beer foam in a glass. The foam is white and covered in numerous large, irregularly shaped bubbles of varying sizes, some translucent and others more opaque. The glass has a dark blue rim.

# Craft as in Beer

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 @CrayZeigh



Free Software

**1950's-1960's** - Software is not covered under current copyright law

**1980** - Software defined and added to copyright law

**1974** - CONTU argues that software as original thought should be covered

**1983** - Richard Stallman leaves MIT AI Lab to found the Free Software Foundation

That's not how **community** works

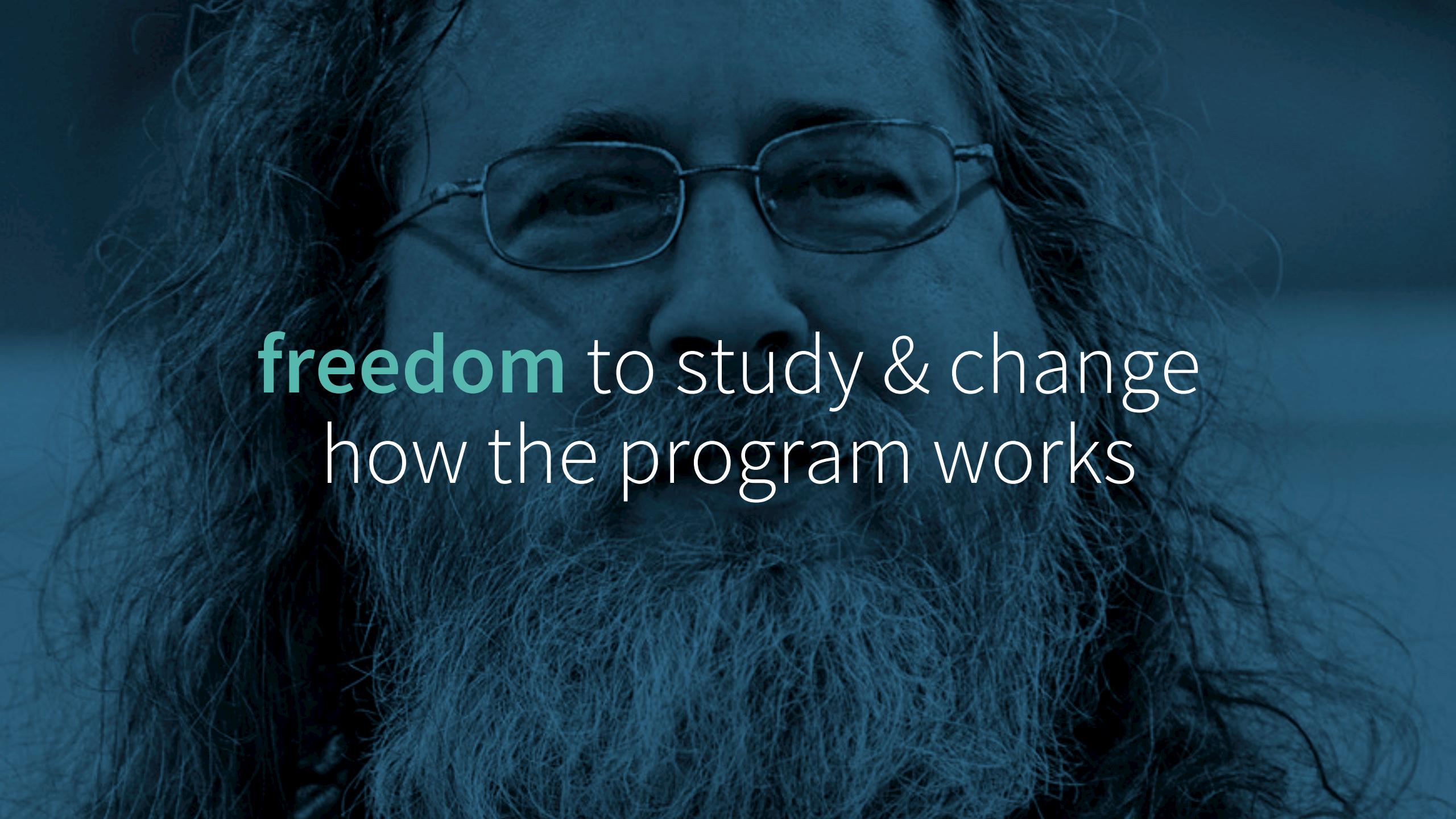
Richard Stallman



free software  
definition

A close-up, profile photograph of a person's head and shoulders. The person has long, dark, wavy hair that falls over their shoulders. They are wearing a pair of round, dark-framed glasses. Their gaze is directed towards the right side of the frame. The lighting is soft, highlighting the texture of their hair and the contours of their face.

**freedom** to run the  
program as you wish

A close-up photograph of a person with dark hair and glasses, looking down at a laptop screen. The image has a blue tint.

**freedom** to study & change  
how the program works



**freedom** to redistribute copies

A close-up photograph of a woman's face. She has long, dark, wavy hair and is wearing a pair of dark-rimmed glasses. Her eyes are closed or heavily shadowed, and she has a neutral expression. The lighting is soft, highlighting the texture of her hair and the frames of her glasses.

**freedom** to distribute  
your modified version

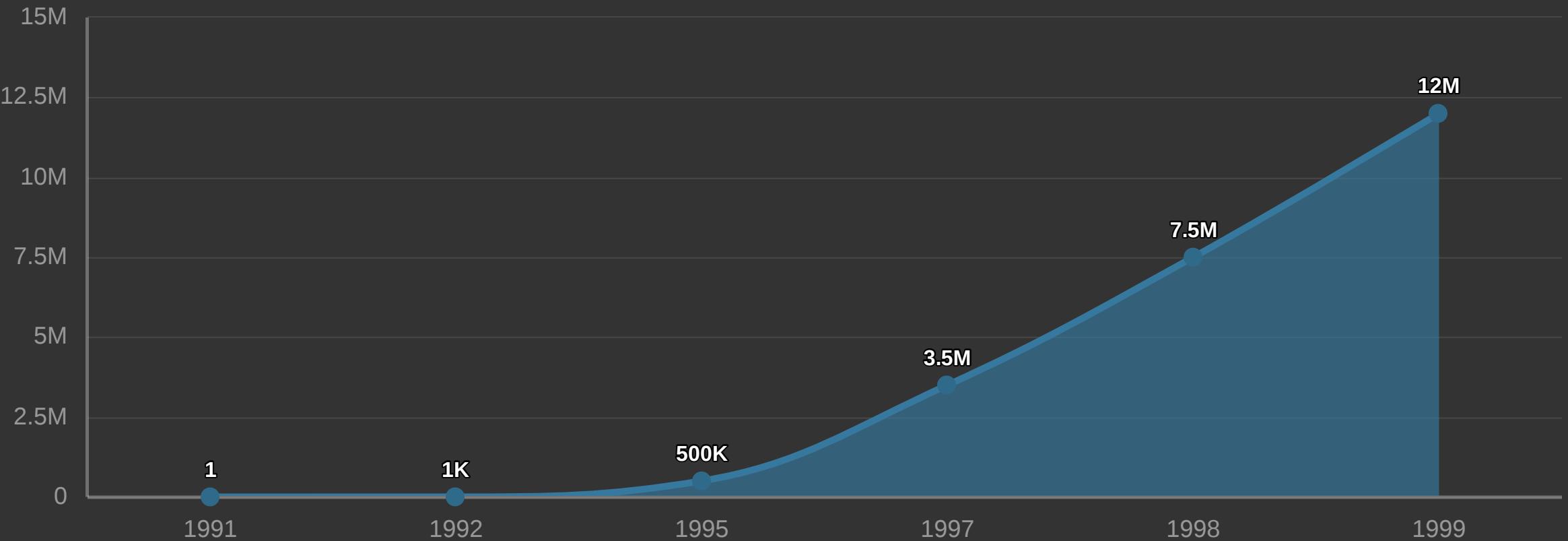






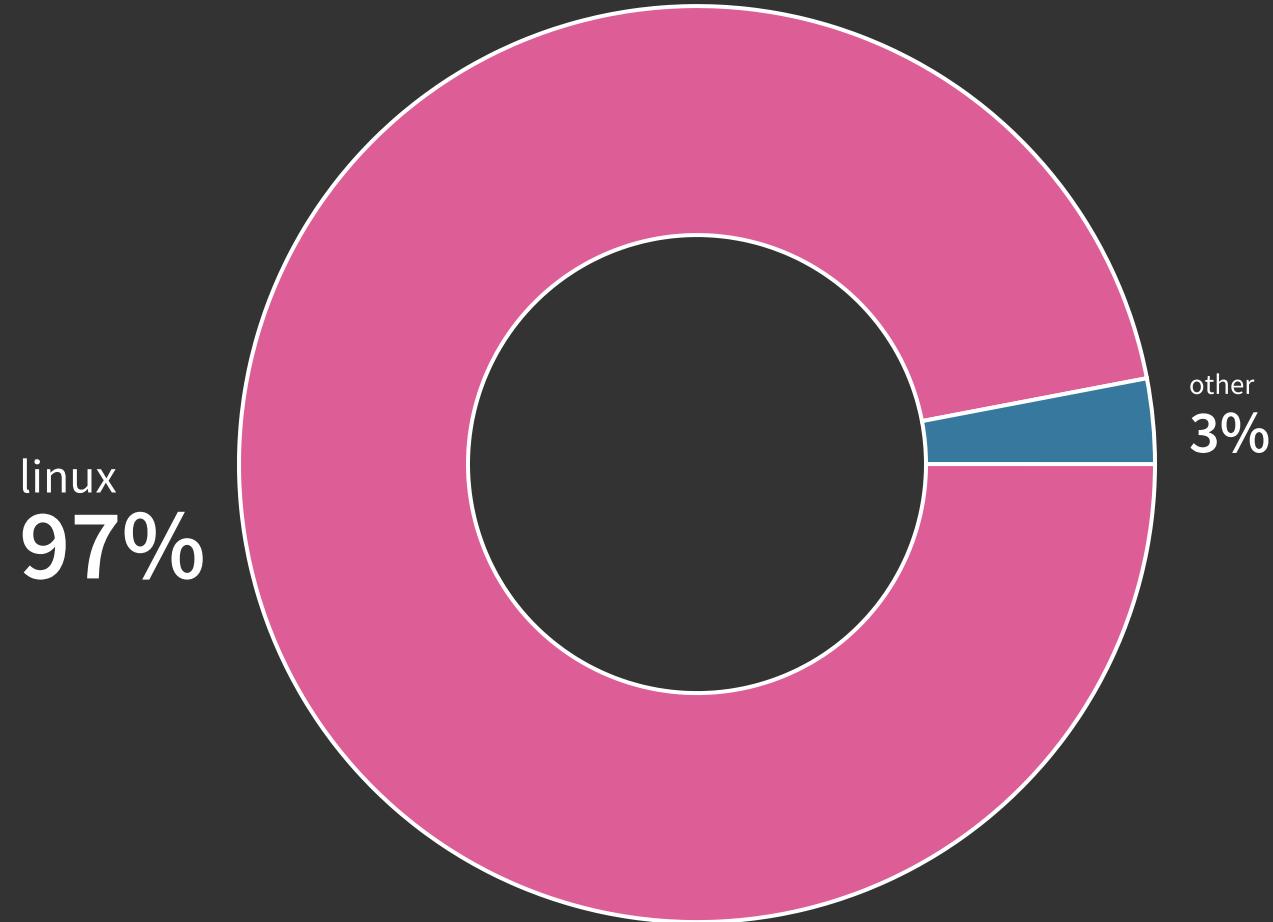
# linux user adoption

(forbes)





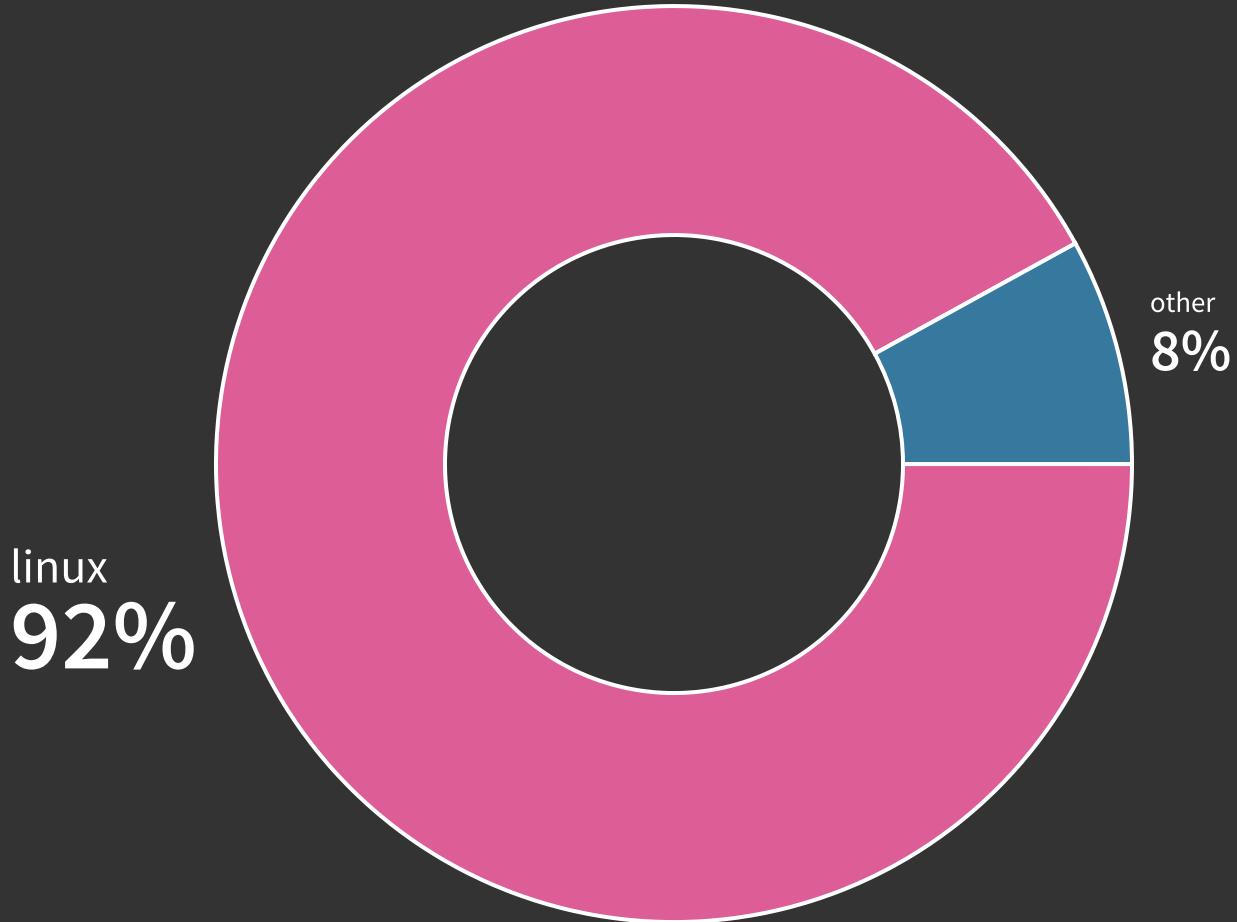
# webservers of top 1M domains



linux  
**97%**

other  
**3%**

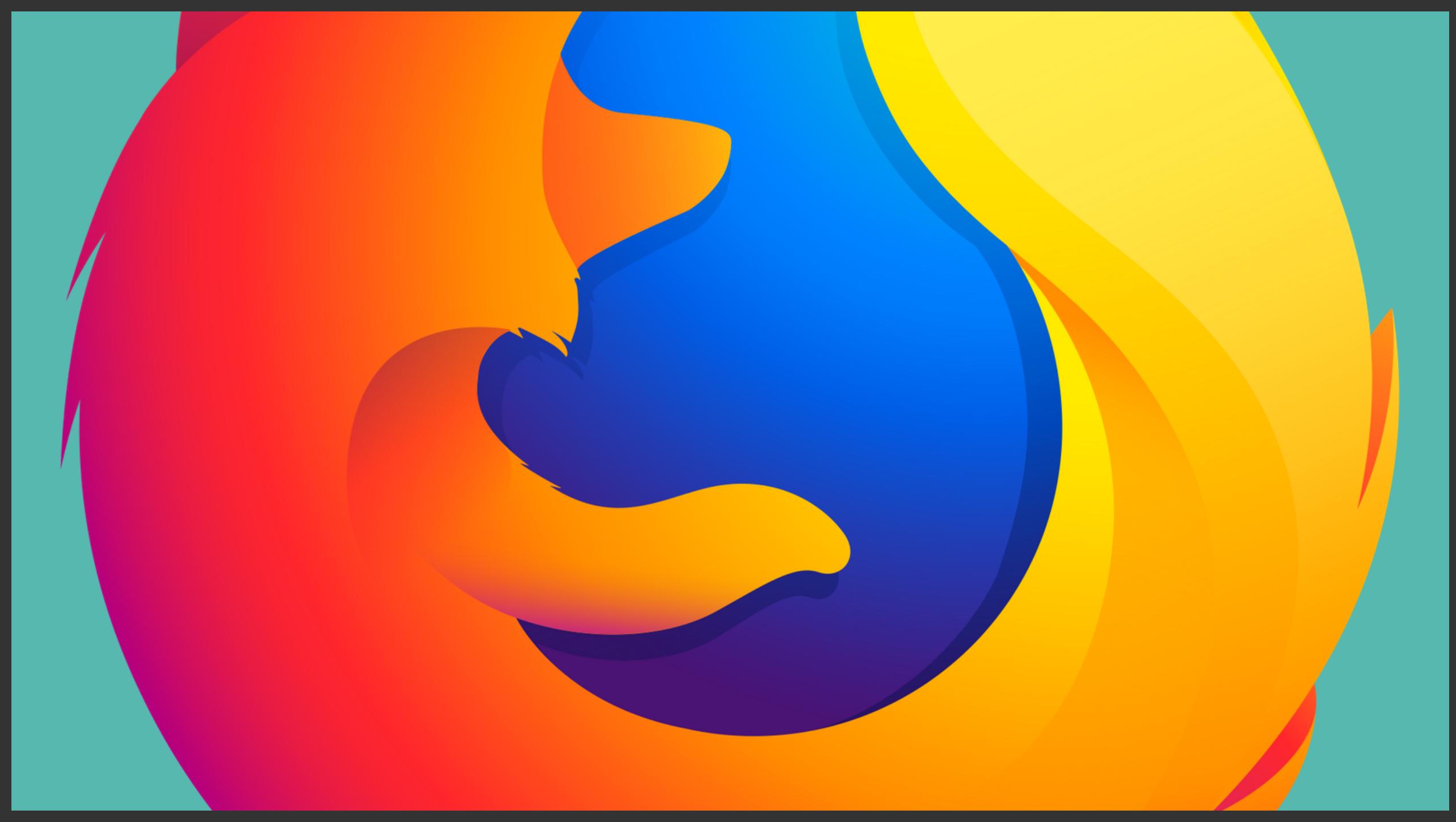
# Amazon EC2 instances















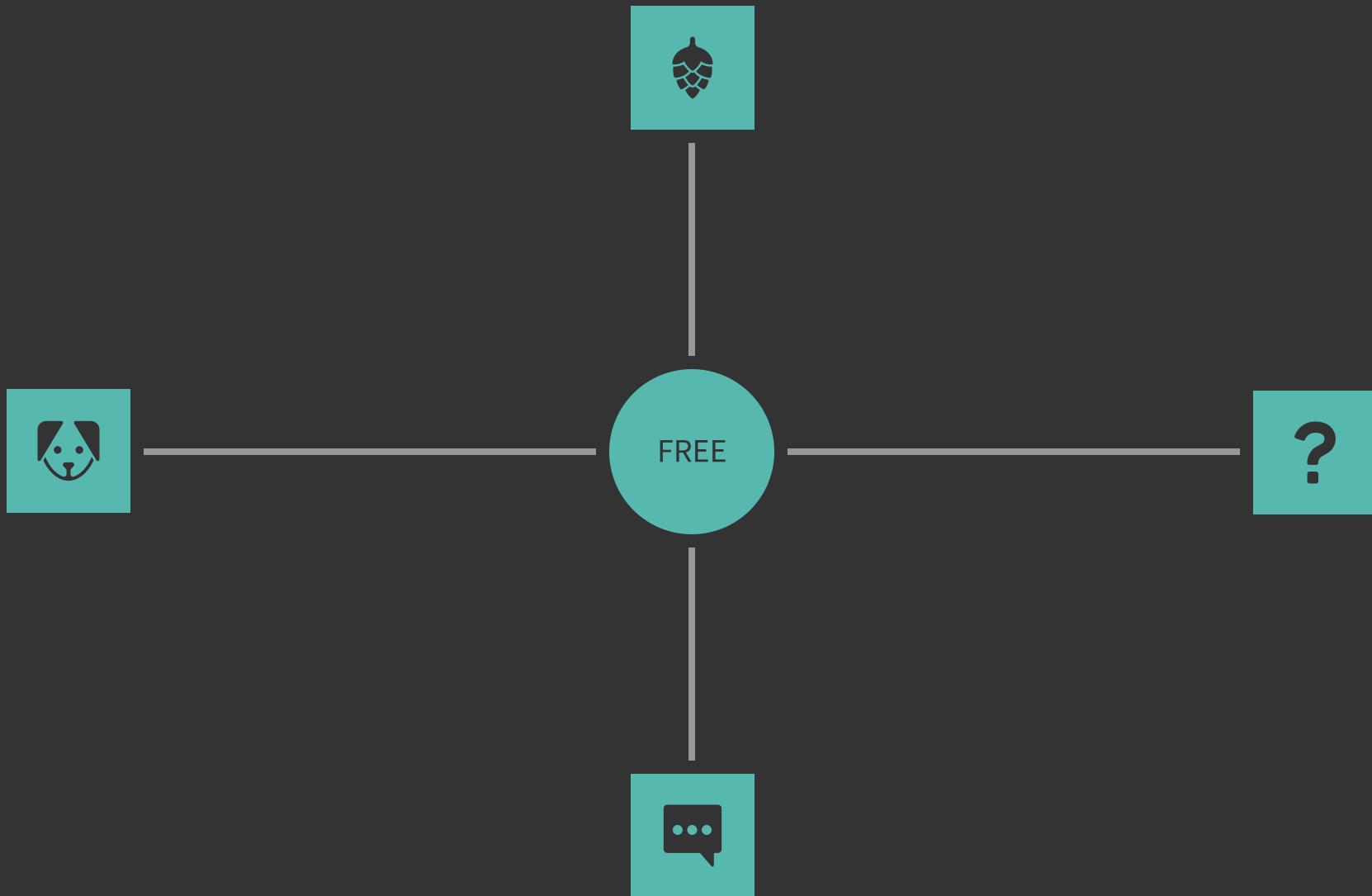
free as in  
**beer**



free as in  
**puppies**



free as in  
**speech**



A photograph of a social gathering at a bar. In the foreground, a person's hands are visible holding a clear glass filled with a light-colored beer. To the right, another hand holds a dark beer in a tulip glass. In the background, several other people are holding similar glasses, some with white foam heads. The scene is dimly lit, with warm, glowing lights visible through geometric window patterns.

Craft Beer

**1887** - over 2,000 breweries in the US

**post WWII** - the focus is on high volume, consistency and distribution.

**1978** - homebrewing legalized federally

**1920-33** - Prohibition

**late 1970's** - there are roughly 44 total beer brewers

**1980** - 8 craft breweries



craft beer defined



small

less than 3% of US annual sales



independent

less than 25% of the brewery is controlled by a non-craft brewer

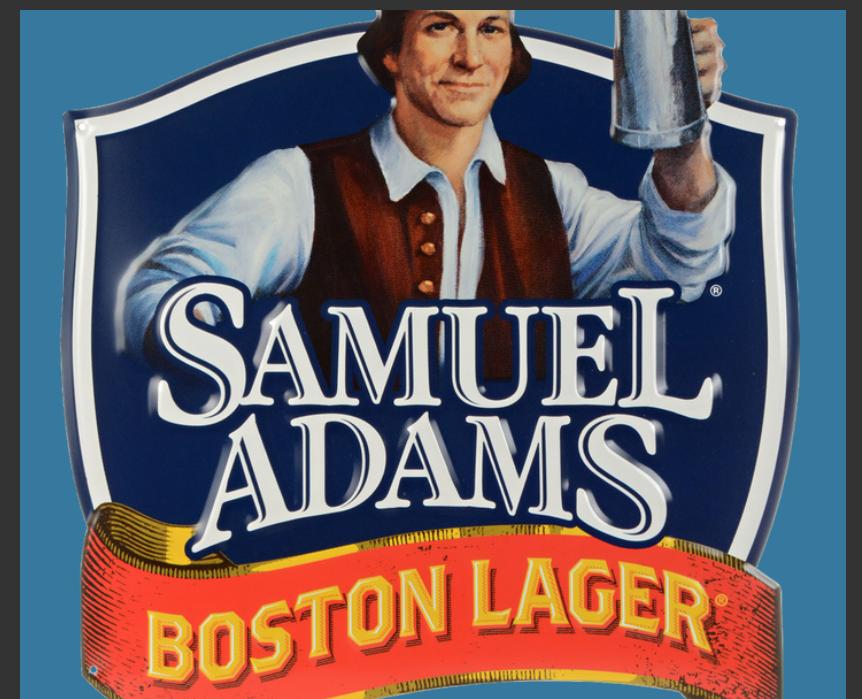


A photograph of a rustic wooden building, possibly a distillery or brewery, with several large wooden barrels stacked in front. The building is surrounded by lush green foliage and trees. The overall atmosphere is traditional and natural.

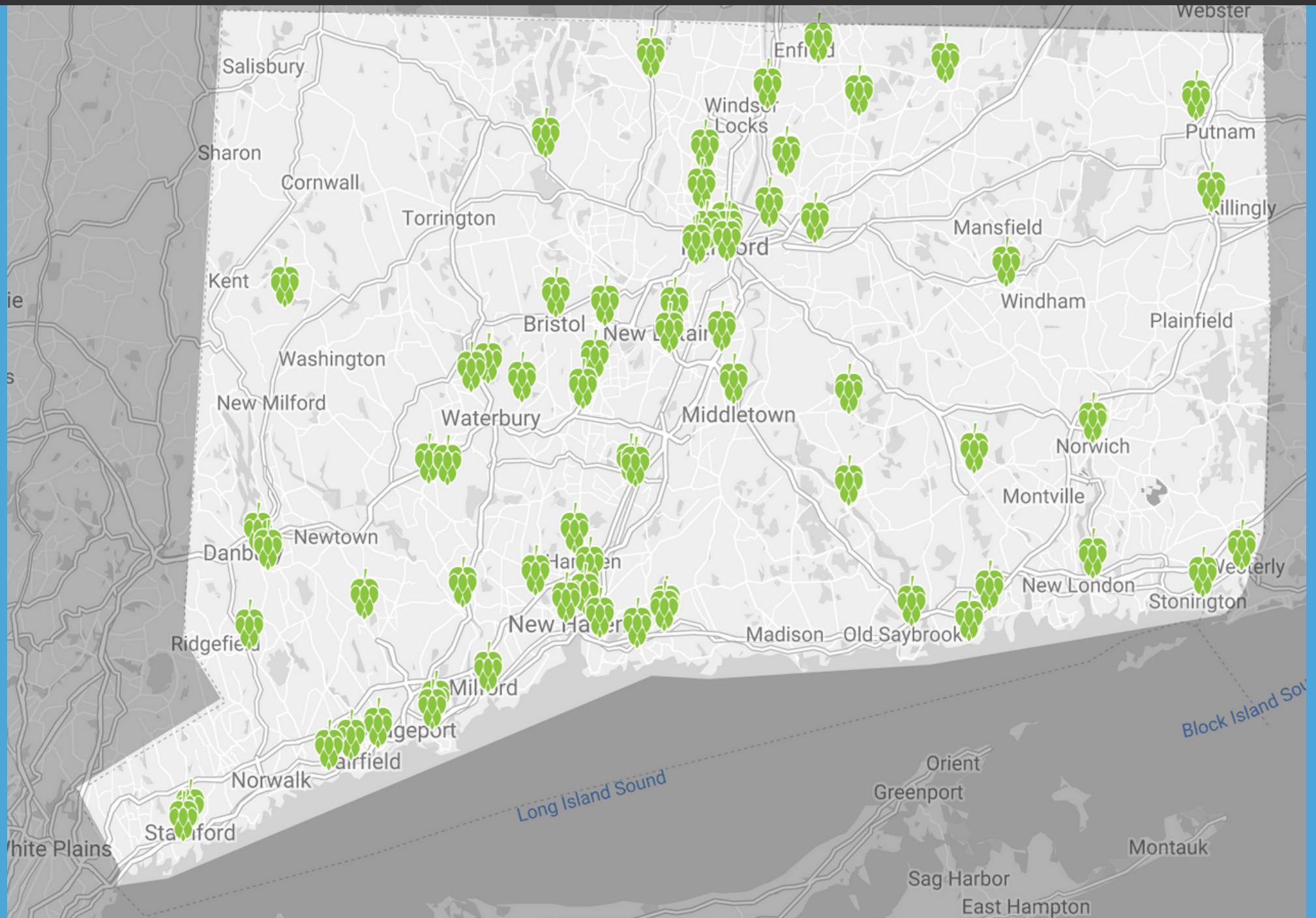
# traditional

the majority output is flavored by fermentation process

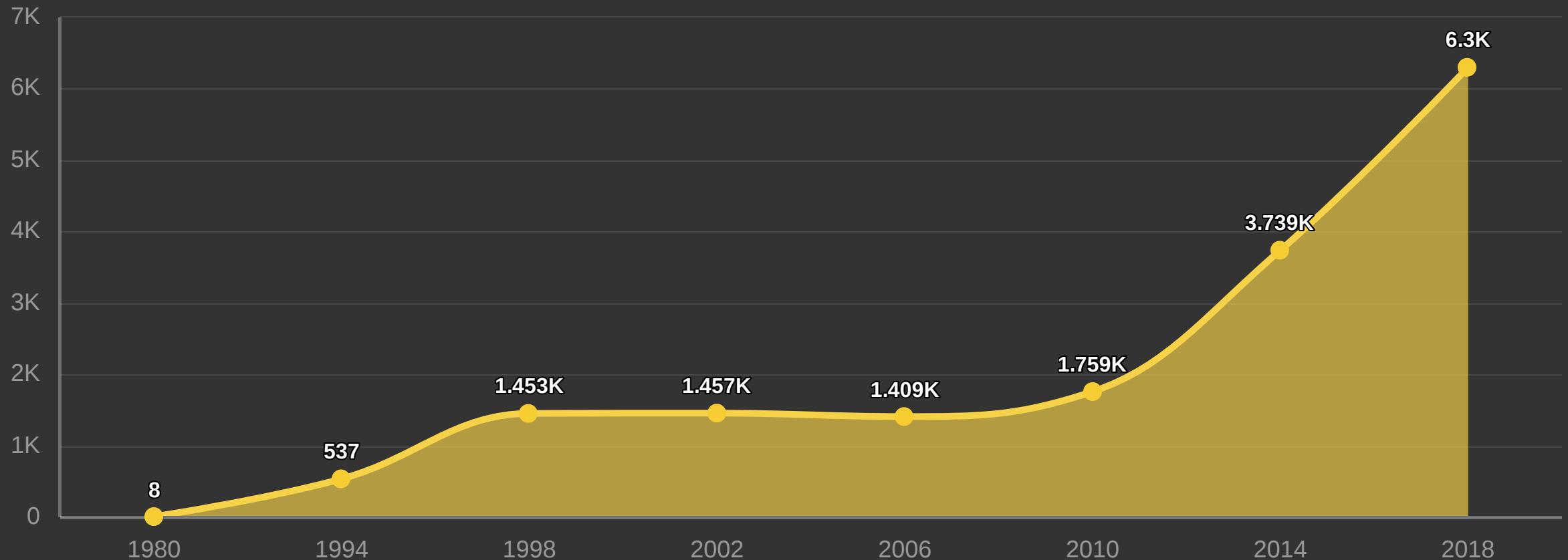








# Craft Brewers in US





smuttynose



boothbay craft brewery



# city beer

A photograph of a group of people working at desks in an office setting. The scene is dimly lit with blue and purple hues. In the foreground, a man wearing headphones is looking down at his computer screen. Behind him, several other people are visible, also working on their computers. The overall atmosphere is focused and professional.

# Craft Software

secret sauce and measurement

# Passionate



# Innovative Tradition



# Openness & Sharing



# Involve Community



# Hallmarks of Craft Software Development

1 Passionate

2 Innovative Tradition

3 Openness & Sharing

4 Community Involvement



# Thoughts?

Craft Software

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