

**OPEN SOURCE:
LICENSING, BUSINESS
MODELS, COMMUNITY**

*OUTLIER VENTURES BASECAMP
JULY 2020*

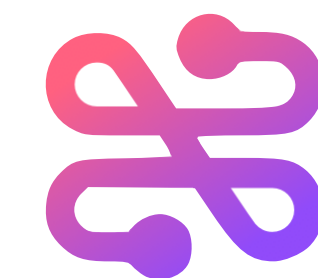




fission

BORIS MANN

- 15 years ago, worked on building out the Drupal community, built the first commercial company around Drupal, helped form Drupal Association
- Recently, focused on Ethereum community, helping out with the Ethereum Magicians, Core Devs
- Fission is building developer tools: build everything using only client side tech — a web native file system on IPFS, plus encryption & identity



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WHAT WE'RE GOING TO COVER

- Open Source - what is it?
- Licensing Considerations & Innovations
- Open source is not a business model
- Community
- Your Questions!

WHAT DOES OPEN SOURCE MEAN?

- The problem with the term open source is that everyone means something different when they use it.
- Some people just mean licensing.
- Some people think of a particular community's set of practices.
- Others think that it means some kind of fuzzy democracy and mob rule.



DEFINITION OF OPEN SOURCE

1. Legal innovation of licenses
2. Way of working together on code, collaboratively, asynchronously, remotely
3. Ideology of code re-use & sharing

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FREE

- open source is “free as in speech” (a license or ideology) not “free as in beer” (no cost)
- How about: “free as in puppies”





LICENSING INNOVATION

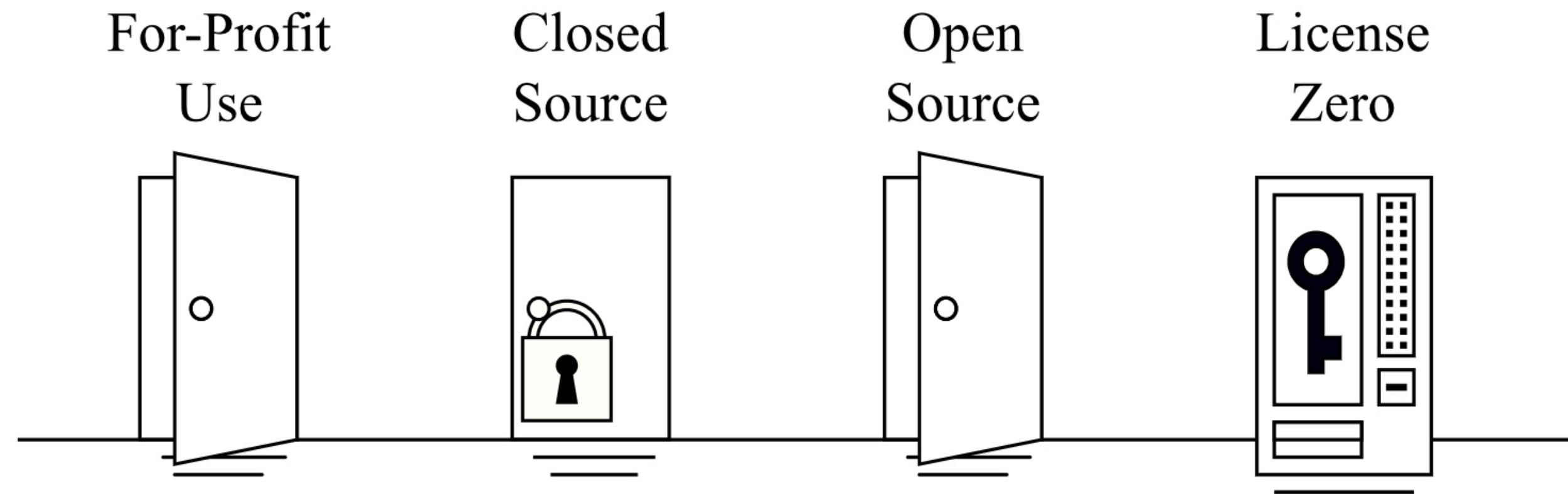
- For the first time in 15+ years, we're starting to see licensing innovation again
 - License Zero: Parity (share alike for open source) & Prosperity (non-commercial)
 - Fair Source
 - 996ICU
 - Ethical Licenses
 - Cross License Collaboratives (XLC)



LICENSE ZERO, PARITY & PROSPERITY

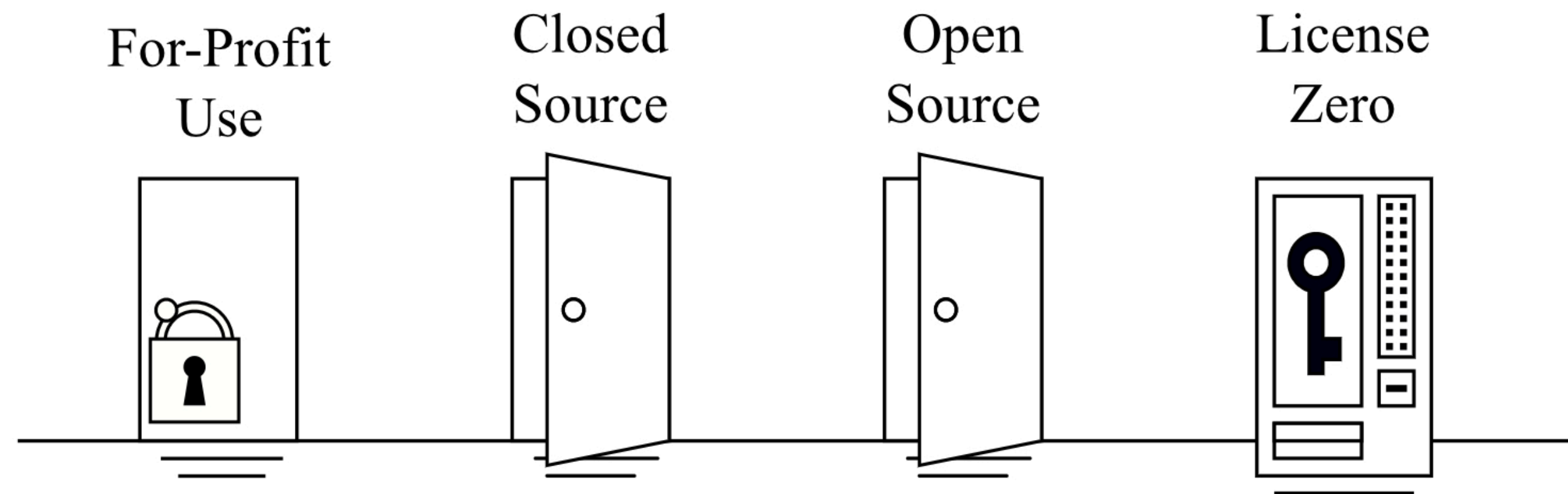
**copyleft /
share alike**

Parity



**non-
commercial**

Prosperity





CHOICE OF LICENSE

- Distribution/adoption?
- Free labour from contributors?
- Lock it open?
- No one but your company can easily commercialize it?
- Copyleft: GPL, AGPL
- Permissive: Apache, MIT

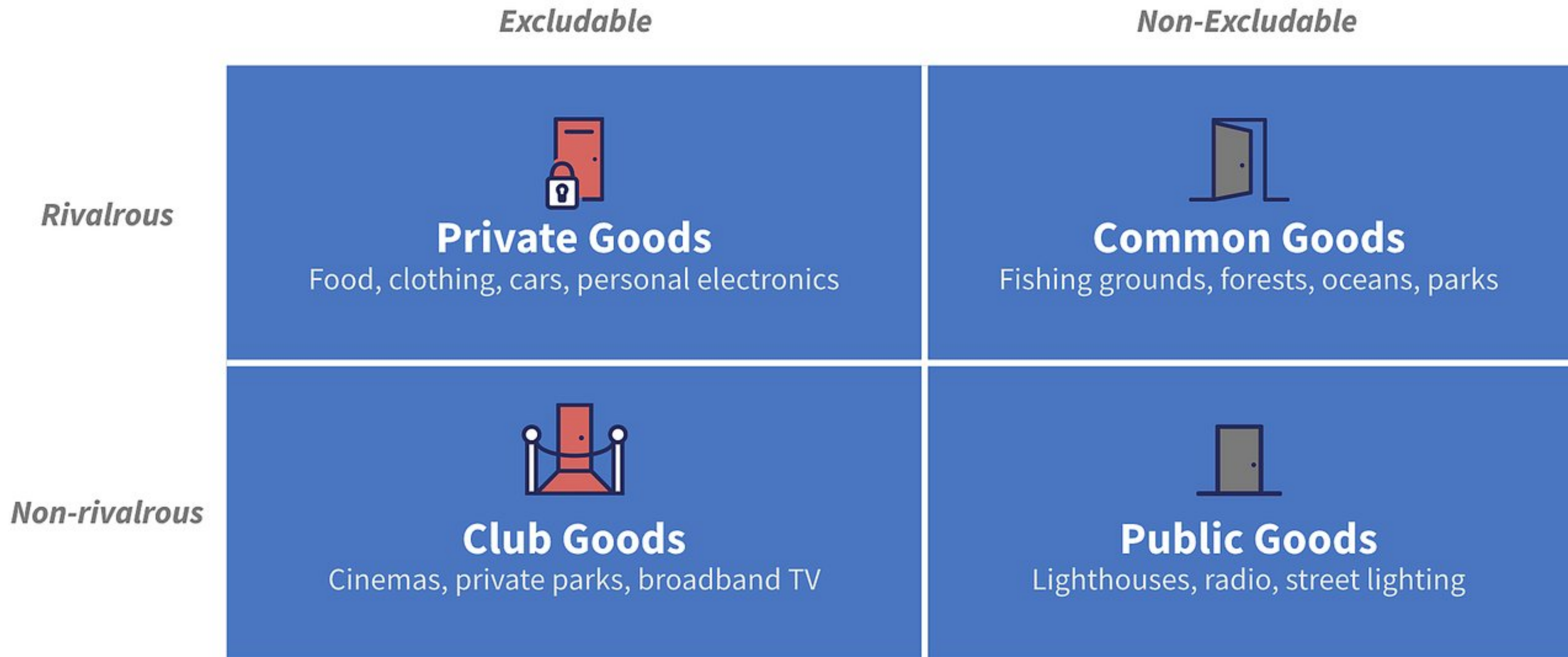


DATA ETHICS

- We are starting to see people care about data — specifically, ****their**** data
- What requires software developers or companies to act in certain ways with data?
- From principles (Fair Data Society, Local First Software) to licenses (Cryptographic Autonomy License, Icepick)

**Open source is not a
business model**

BALANCING MAKERS AND TAKERS TO SCALE AND SUSTAIN OPEN SOURCE, DRIES BUYTAERT





PUBLIC GOODS (CODE) VS COMMON GOODS (CUSTOMERS)

- For end users, Open Source projects are **public goods**; the shared resource is the software. But for Open Source companies, Open Source projects are **common goods**; the shared resource is the (potential) customer.



BLOCKCHAIN PUBLIC GOODS VS COMMON GOODS

- The open source layer of clients, middleware, wallets, and so much of our blockchain ecosystems, are **public goods**: more people consuming them doesn't cost anyone anything (but maybe "support" or "onboarding" does)
- Filling blocks with transactions (and state bloat!) are **common goods**: we can't exclude anyone, but if blocks are full or low resource clients can't sync, other people can't use them
- Customers are a **common good** — which ecosystem players are Makers?



WHAT'S YOUR BUSINESS MODEL?

- What you sell may or may not have anything to do with the license of your code
- Adoption, Distribution, Marketing, and even Hiring likely to be impacted more



SELF FUNDING SOFTWARE

- Currently we're still deep in the age of the ad-supported web
- We've had (and have) p2p systems which require network participation (e.g. Bittorrent ratios) — but that still hasn't funded the construction of the software clients
- Can we give app builders the tools to enable self funded software?
- Subscriptions, pay-per-use, credits for donating resources?
- Collectables? Lessons from F2P games?



COMMUNITY

- People who use your software
- People who contribute to your software
- How do you measure success?



DEVELOPER ADOPTION IS NOT A SALES FUNNEL

- The Orbit Model is a framework for building high gravity communities. **A high gravity community is one that excels at attracting and retaining members by providing an outstanding member experience.**
- The Orbit Model contains four fundamental concepts: Gravity, Love, Reach and Orbit Level:
 - Love is a member's level of engagement and activity in the community.
 - Reach is a measure of a community member's sphere of influence.
 - Gravity is the attractive force of a community that acts to retain existing members and attract new ones.
- Orbit levels are a practical tool for member segmentation and used to design different programs for each level of the community.
- **The goal of the Orbit Model is to increase the Gravity of your community.**

The Orbit Model

LOVE is a measure of a member's activity in the community.

REACH is a measure of a community member's sphere of influence.

4 Observers

3 Users

2 Fans

1 Ambassadors

Team



Center of Gravity

Increased REACH

Increased LOVE

Groups



The Orbit Model is open source!
github.com/orbit-love/orbit-model



ORBIT.LOVE

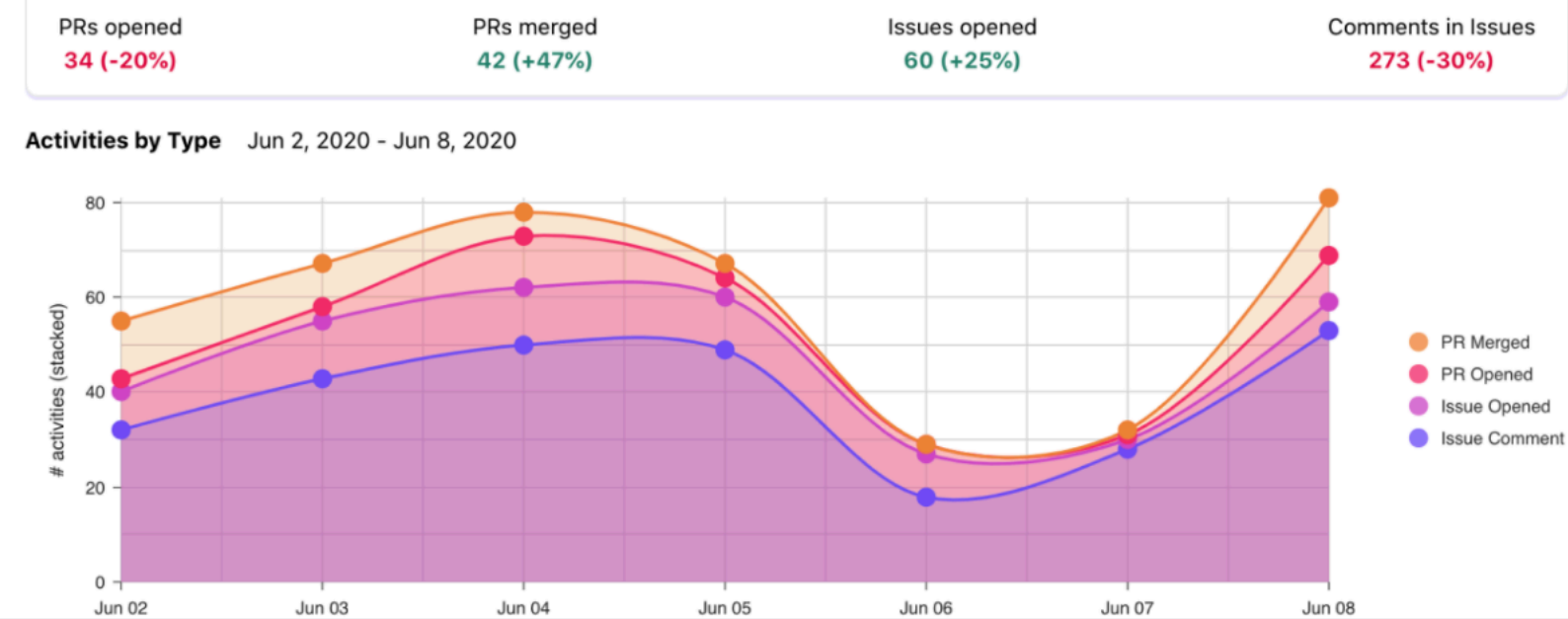
Metrics that matter



Share the success

Receive weekly reports about community engagement and top contributors. Share and celebrate with your team.

GitHub Activities



Han Solo

nerf_herder

Tags

- Tag 1
- Tag 2
- Tag 3

Profiles

- Profile 1
- Profile 2

Languages

- Language 1
- Language 2
- Language 3

Topics

- Topic 1
- Topic 2
- Topic 3

Timeline

Everything | Notes | Activity | Content

- Item 1: [Icon] [Text]
- Item 2: [Icon] [Text]
- Item 3: [Icon] [Text]
- Item 4: [Icon] [Text]



ARE BOUNTIES OR HACKATHONS A GOOD IDEA?

- Bounties are unlikely to lead to bringing on long term contributors
- What outcome do you want from offering bounties?
- Hackathons can cost a lot of time, money, and effort
- Open source communities coming together to improve the software they work is invaluable!



COMMUNITY TOOLING

- Fission uses Discourse forum and Discord chat
 - Ghost-powered blog
 - Buffer to help manage Twitter (and LinkedIn)
 - Send-in-Blue for email newsletter (but also check out Buttondown Email)

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STICKERS!



<https://swag.fission.codes>



THANK YOU!

- Slides noti.st/bmann
- Talk Notes, Links & Comments
talk.fission.codes/t/786

How can Fission help? User owned data, offline, sync, encryption