



Please, Sell Something!

FOSS Funding For The Next
Decade of Innovation

Piero Toffanin - opendronemap.org

- Open Source Adoption is ↑
- Constructal Law
 - “For a finite-size system to persist in time, it must evolve in such a way that it provides easier access to the imposed currents [of information] that flow through it.”

\$\$\$

- FOSS challenges
 - Money is taboo
 - Unpaid volunteer work
 - Small projects funding
 - Giving away the source code leads to commoditization

- Funding Models
 - Open Core
 - Services
 - Dual Licensing
 - Sponsor
 - Donations
 - Crowdsourcing



- Funding Models

- Open Core --> Fragmentation

- Services --> Need to be big

- Dual Licensing --> Alienation

- Sponsor --> Loss of Independence

- Donations --> Terrible

- Crowdsourcing --> Low value / high effort

- Donations

- "Spare change anyone?"
- Somebody else will do it
- Not expensable for businesses
- Lowers the perceived value of the project



- Crowdsourcing / Bounties
 - Somebody else will do it
 - Time to set-up campaigns
 - One-time payout
 - Buy-in risk from bakers
 - Funding goal risks

- Funding Models
 - Open Core
 - Services
 - Dual Licensing
 - Sponsor
 - Donations
 - Crowdsourcing

- Funding Models
 - Open Core *
 - Services *
 - Dual Licensing *
 - Sponsor
 - Donations
 - Crowdsourcing
 - Just Sell Something



- "Woah woah! This is FREE software."
- "As in free pizza!"
- "You can't do that!"
- "How dare you charge for the labor of others?"
- "Somebody will just fork it"

Fact #1

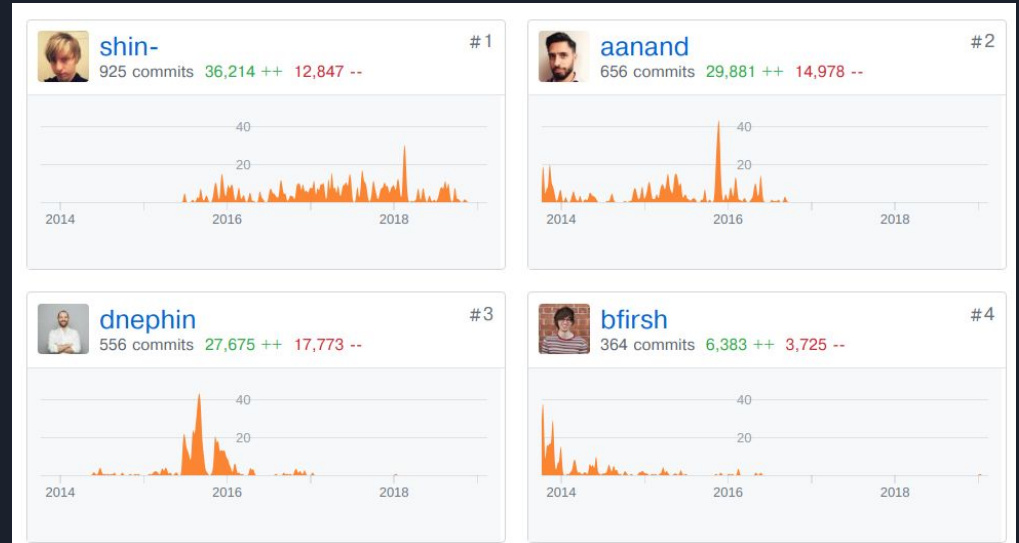
You can (and should) charge for free
(as in freedom) software

"Actually, we encourage people who redistribute [free software](#) to charge as much as they wish or can. If a license does not permit users to make copies and sell them, it is a nonfree license." - Richard Stallman

Fact #2

For most projects, most of the work is done by a handful of core contributors.

 299 contributors



Fact #3



Most people will not voluntarily pay for something if that something is freely (as in free pizza) available.

Fact #4




People are generally happy to pay for something if that something is valuable to them.

Sell Something
Valuable
(Without Restricting Freedom)


Be Creative

The background features a series of dark grey, parallel lines that create a sense of depth and perspective, receding towards the right. A prominent green parallelogram is positioned in the upper right, and a blue parallelogram is located below it, both appearing to be part of the layered structure.

Sell Something That:

- Makes things easier
 - Saves time
 - Provides assurances
 - Reduces risks
 - Gives pride of ownership
 - Offers brand exposure
 - Lowers costs
 - Scales
- 
- A decorative graphic on the right side of the slide, consisting of a series of dark grey, 3D-style rectangular blocks arranged in a descending staircase pattern from top-right to bottom-left. One block in the middle is highlighted in light green, and one block near the bottom is highlighted in blue.

Benefits:

- Independence
 - Sustainability
 - Expensable for businesses
 - Tax deductions (business vs. hobby)
 - User-driven development
 - Fun
- 

Case Study: OpenDroneMap


Download

To install WebODM you have two choices:

Manual Install

WebODM is free and open source software. If you are a technical user and don't mind getting your hands dirty, go to GitHub, get a copy of the source code and follow the README.

- Command line skills required
- Community support

 [Go to GitHub](#)

WebODM Installer

The installer makes it easy to install WebODM.

- No command line skills needed
- Installation manual
- Install support
- Support the project!

 [Choose an Installer](#)

Case Study: OpenDroneMap



Processing Power

Process up to 3,000 images with GCPs in high resolution.



Auto Scaling

Build your infrastructure without worries. You provide the images, we handle the scaling.



WebODM Ready

Connect to [WebODM](#), the leading open source drone mapping software.



Avoid Vendor Lock-In

Our infrastructure is powered by open source software and will always be around.



Save Time

Setting up and managing processing nodes is time consuming. Let our experts handle it.



Free To Try

Then pay as you go or choose an unlimited monthly plan. No commitment.

Case Study: OpenDroneMap



Case Study: OpenDroneMap

Enterprise Support

[MasseranoLabs](#) provides enterprise support for OpenDroneMap, including training, installation, maintenance, database management, best-practices and usage.

[Support Packages](#)

[Contact Us](#)

Custom Development

[MasseranoLabs](#) can help you implement a new feature, solve an outstanding issue or just customize your own version of any part of the OpenDroneMap stack.

[Contact Us](#)

Case Study: OpenDroneMap

- Results
 - From side project to full time in ~2 years
 - Enormous amount of new features / bug fixes
 - Community participation at all-time high
 - Adoption from large entities
 - Lots of work funded independently

Keeping The Dark Side In Check



1. Always accept useful contributions even if they could hurt what you sell.

2. Always offer a way to use the software fully and freely (as in free pizza).

3. Never hide information
on purpose.

Questions?