



Embracing Open Source Smartly

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“Open innovation is the use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively. [This paradigm] assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as they look to advance their technology.”

Henry Chesbrough, *Open Innovation: Researching a New Paradigm*

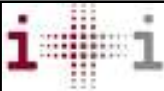
Slide 2



"...Companies can no longer keep their own innovations secret unto themselves; ... the key to success is creating, in effect, an open platform around your innovations so your customers, your employees and even your competitors can build upon it, because only by that building will you create an ongoing, evolving community of users, doers and creators."

**Randall Rothenberg, editor,
strategy+business (Booz Allen Hamilton)**

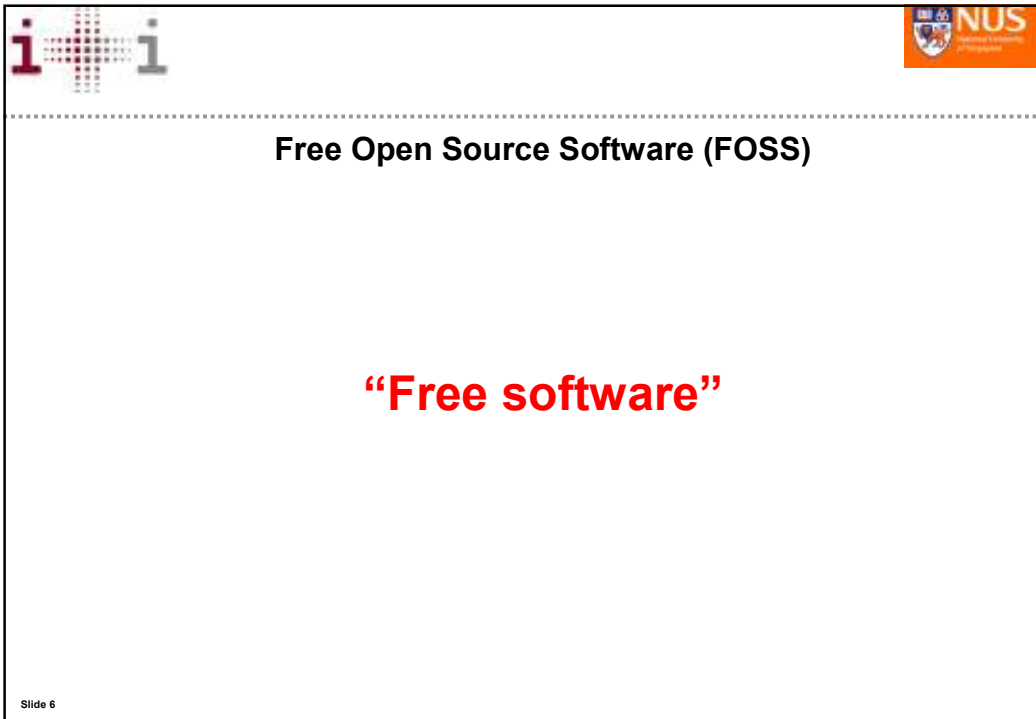
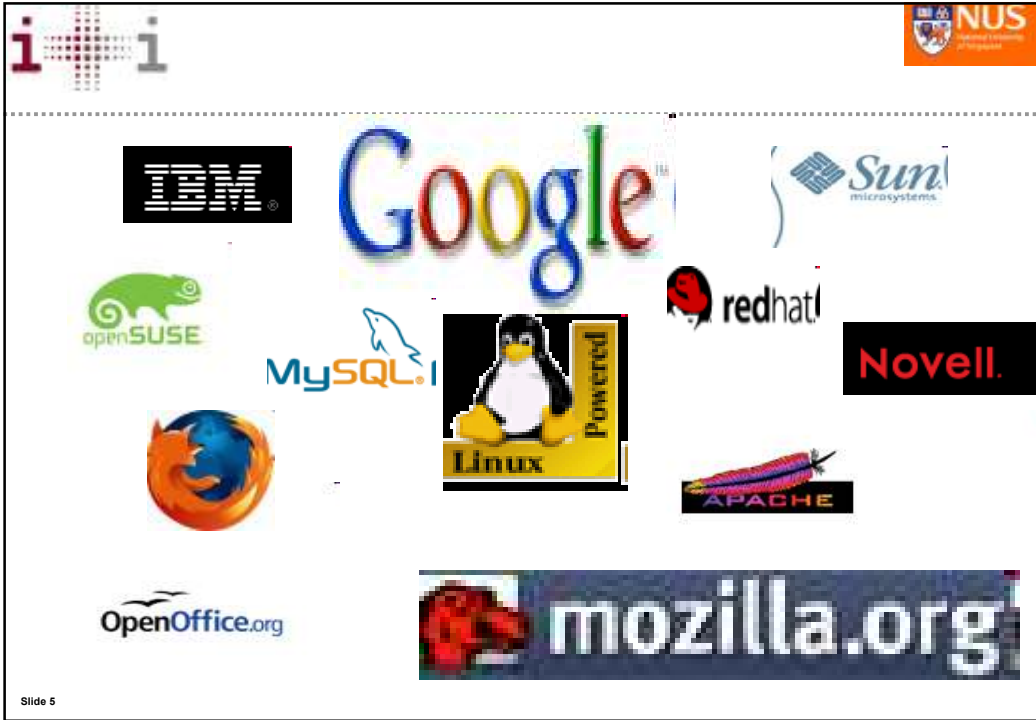
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New Division of Innovation Labor
Increasingly mobile trained workers
More capable universities
Knowledge distributed more widely throughout the world
Diminished US hegemony in many leading technology fields
Erosion of oligopoly market positions
Deregulation (EU-liberalisation)
Enormous increase in Venture Capital

Source xxx

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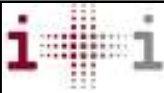




Free Open Source Software (FOSS)

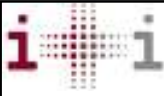
'Free speech'

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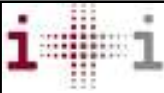
NOT 'free beer'

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Copyright

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Richard Stallman (FSF)



Freedom 0: The freedom to **run** the program for any purpose.

Freedom 1: The freedom to **study** and modify the program.

Freedom 2: The freedom to **copy** the program so you can help your neighbor.

Freedom 3: The freedom to **improve** the program, and **release** your improvements to the public, so that the whole community benefits.

source FSF, *The Free Software Definition* <<http://www.fsf.org/philosophy/free-sw.html>>

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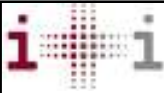


Choosing a Licence



Open Source Initiative (OSI)

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Choosing a Licence



Copyleft

Slide 12

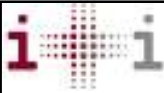


Choosing a Licence



Partial Copyleft

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Choosing a Licence



Non-Copyleft

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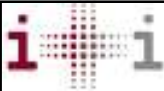


Choosing a Licence



GNU General Public Licence (GPL)

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Choosing a Licence



**GNU General Public Licence (GPL)
Version 3**

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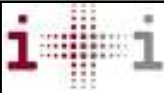


Choosing a Licence



**GPL v3
Anti-DRM**

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Choosing a Licence



**GPL v3
Patent Provision**

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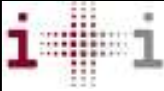


Choosing a Licence



Contract v Copyright

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Choosing a Licence



Jacobsen v Katzer

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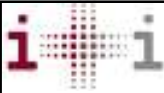


Business Models



Use FOSS

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Business Models



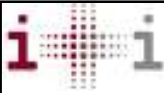
Incorporate FOSS into business

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Patrons of FOSS communities

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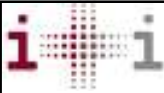
Embed FOSS

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Dual licensing strategy

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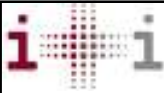
Hybrid or Mixed FOSS

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Application service provider model

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Thanks for listening!
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